

JULY 21

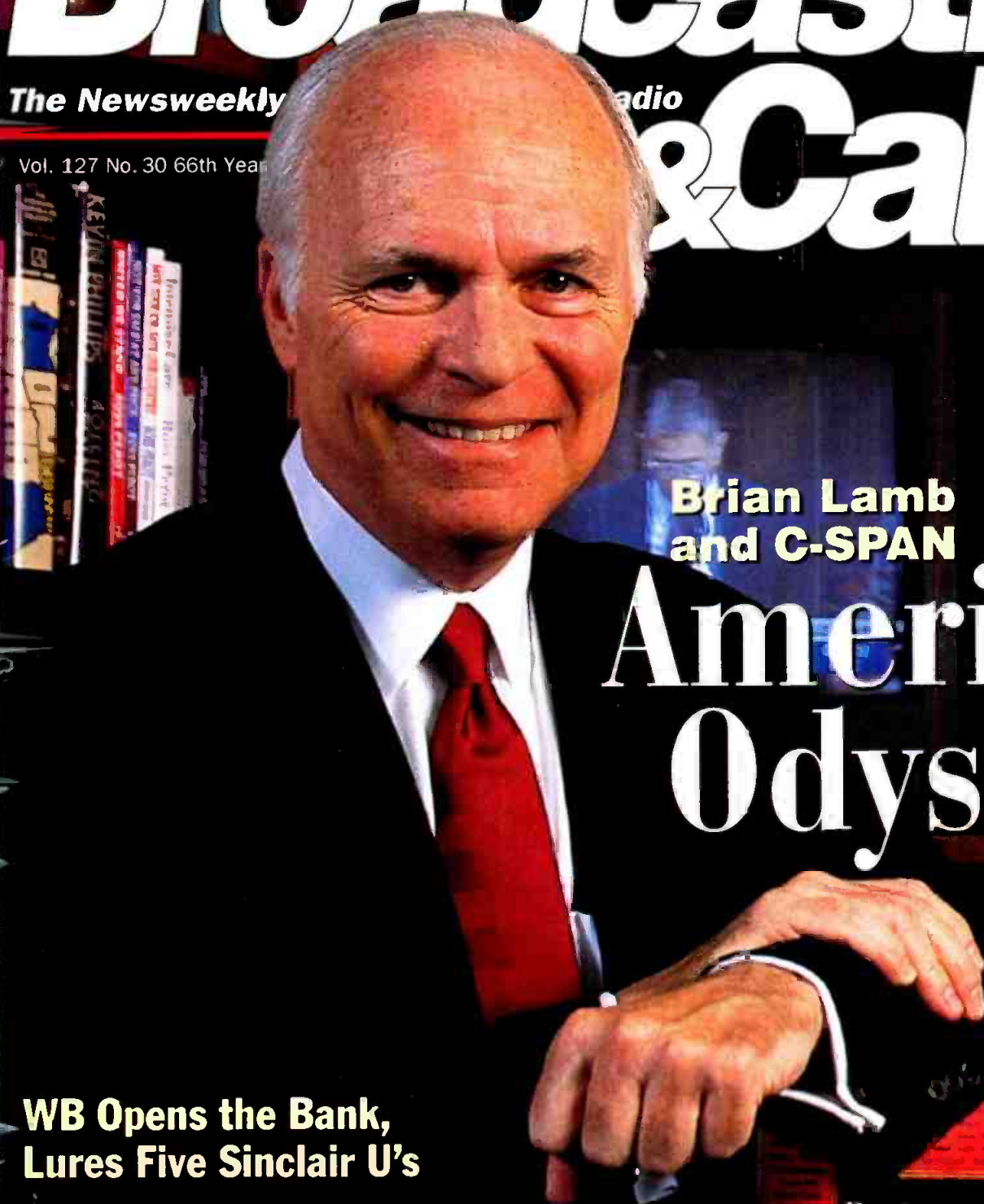
# Broadcasting & Cable

The Newsweekly

radio

\$4.95

Vol. 127 No. 30 66th Year



Brian Lamb  
and C-SPAN

## An American Odyssey

**WB Opens the Bank,  
Lures Five Sinclair U's**

**Kathleen Wallman,  
Would-Be Chairman**

**CTAM's Big Week  
in Orlando**

\*\*\*\*\*ALL FOR ADC

|||||

BC075184 AUG98

REGD 1804

JOHN C JOHNSON

KTVQ-TV

979 NEPTUNE BLVD

BILLINGS, MT 59105-2129

Booknotes

American Fiction Authors  
on Reading, Writing, and  
the Power of Ideas

Lamb  
SPAN'S

TOP OF THE WEEK / 4  
BROADCASTING / 53  
CABLE / 76

TECHNOLOGY / 91  
Telemedia  
PAGE 98

# EXT EARLY ACCESS HIT OF THE FRESH PRINCE!





# INTRODUCING THE N FROM THE CREATORS



## ALREADY BOUGHT BY

**NEW YORK  
LOS ANGELES  
CHICAGO  
DALLAS  
HOUSTON  
SEATTLE  
TAMPA  
MIAMI  
ORLANDO  
PORTLAND, OR  
WEST PALM BEACH**

**WWOR  
KCOP  
WPWR  
KTXA  
KTXH  
KSTW  
WWWB  
WBFS  
WOFL  
KPTV  
WFLX**

WINIFRED HERVEY PRODUCTIONS  
AND QDE IN ASSOCIATION  
WITH NBC PRODUCTIONS



WARNER BROS.  
DOMESTIC TELEVISION  
DISTRIBUTION  
A Time Warner Entertainment Company  
©1991 Warner Bros. All Rights Reserved

**WHO SAYS  
LIGHTNING  
DOESN'T  
STRIKE  
TWICE?**





# Fast Track

Must Reading from

**Broadcasting  
& Cable**

July 21, 1997

## TOP OF THE WEEK / 4

**WB opens the bank, lures five Sinclair U's** WB has won the biggest battle of the year in its ongoing war with UPN, convincing Sinclair to switch affiliations next January in five markets. / 6

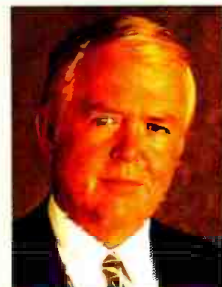
**Sinclair adds radios to TVs** Before Sinclair Broadcast Group Inc. acquired River City Broadcasting LP in April 1996, it was a TV-only group. With its purchase last week of Heritage Media Corp.'s broadcast outlets, Sinclair may be more ensconced in radio than ever. / 6

**Kathleen Wallman, would-be FCC chairman?** Washington lawyers, lobbyists and regulators say White House economic adviser Kathleen Wallman would bring Reed Hundt's policies minus the arrogance to the FCC—and would continue the philosophies championed by Hundt and Wallman's political patron, Vice President Gore. / 14



**SPECIAL REPORT: News Services 1997** The leading broadcast affiliate news services and their chief competitor, CNN Newsource, spent much of 1997 expanding their coverage, initiating new services and exploring technological advances, all in an effort to best each other. / 30

◀ **Bonnie Behrend anchors the 'Technology Report' for Bloomberg's business service.** / 38



▲ **Lou Dobbs could be leaving CNN.** / 120

## BROADCASTING / 53

**Chancellor buys Katz Media** In a transaction valued at \$373 million, Chancellor Media Corp. is buying Katz Media Group, joining Cox, ABC and NBC as broadcasters in the rep business. / 53



**New air fare from United Stations** United Stations Radio Networks plans to add entertainment talk, country music specials and Christian radio shows to its lineup. Veteran host Victoria Jones will debut a talk show on the networks Aug. 4. / 69

◀ **Margaret Loesch was named vice president of Fox Kids Worldwide.** / 54

**Talkers play host at KCBS(TV)** As new afternoon shows starring Martha Stewart, Geraldo Rivera and Gayle King join its fall lineup, promotions at KCBS(TV) will begin to resemble those of music video networks. / 60

## COVER STORY

### **Brian Lamb and C-SPAN; An American Odyssey**

C-SPAN's Brian Lamb talks with BROADCASTING & CABLE about 18 years of covering the House and Senate and eight years of offering a close look at authors in *Boonnotes*. / 70

Cover photo by Dennis Brack/Black Star



## CABLE / 76

**TCI charts technological future** TCI is handling the launch of digital cable with kid gloves, but less than a year in deployment, ALL TV has hit some early snags. There's a growing sense that the entire cable industry is eyeing a digital future, if the agenda at this week's CTAM convention in Orlando, Fla., is any indication. / 76

**CTAM's big week in Orlando** / 80



**S&P still high on cable** With competition coming more slowly than expected, Standard & Poor's remains very hot on cable TV. / 76

◀ **Elton John's life and career will be reviewed in an upcoming Cinemax production, Tantrums and Tiaras, on Sept. 3.** / 84



## TECHNOLOGY / 91

**SPECIAL REPORT: DTV push is on** Stations in the nation's top 10 markets are scrambling to begin digital broadcasts by Nov. 1998—in time to help Christmas sales of the first digital TV sets. / 92

## Telemedia / 98

### **CNNI makes a play in the Internet game**

CNNI.com plans to give ESPN SportsZone a strong online run for its Disney/Cap Cities money. It debuted last week with a free Website and 115,000 pages of content. / 38

|                       |                         |                         |
|-----------------------|-------------------------|-------------------------|
| Changing Hands.....43 | Datebook.....84         | In Brief.....88         |
| Classified.....70     | Editorials.....90       | Network Ratings.....40  |
| Closed Circuit.....89 | Fates & Fortunes.....86 | Washington Watch.....19 |

# Top of the Week

## FROGGIE WENT A'COURTIN'

# WB woos and wins Sinclair

\$64 million-plus deal switches five affiliates from UPN

By Steve McClellan  
NEW YORK

**O**n Tuesday, June 10, hours before outgoing UPN President Lucie Salhany donned her now-famous brooch with an impaled Michigan J. Frog and rallied UPN affiliates at a meeting with talk of WB's poor distribution, Barry Baker, CEO-designate of Sinclair Communications, met with WB President Jamie Kellner. He told Kellner that Sinclair would defect from UPN if the WB leader wanted a deal badly enough.

Kellner did, and within four weeks, WB and Sinclair crafted an affiliate deal that largely reduces the primary broadcast distribution advantage UPN has over WB.

WB has won the biggest battle of the year in its ongoing affiliate war with UPN, convincing Sinclair to switch affiliations next January in five markets where UPN will find it extremely difficult to fill the holes because of a lack of TV stations. The price for WB: a guaranteed \$64 million to Sinclair over eight years, plus another \$20 million for two more years if WB is still operational.

As part of the deal, a sixth Sinclair station, currently an independent, will switch to WB in 1999, and three other current Sinclair WB affiliates will re-up for 10 years. The Sinclair stations switching to WB in January are: WPTT-TV Pittsburgh; WNUV-TV Baltimore; WSTR-TV Cincinnati; KRRT(TV) San Antonio, Tex., and KOXB(TV) Oklahoma City. Sinclair extended existing WB affiliate agreements for WTV(TV) Milwaukee, WTTQ(TV) Birmingham, Ala., and WDBB(TV) Tuscaloosa, Ala., through 2008. The company's LMA in Greenville, S.C., WBCB-TV, will become a WB affiliate on Nov. 1, 1999.

It's the first time WB has compensated any affiliate. UPN doesn't pay com-



*Dubba dubba dealmakers in Los Angeles last week (l-r): David Smith, Sinclair president; Eddie Edwards, Glencairn president; Barry Baker, River City Broadcasting president (and CEO-designate of Sinclair); Jamie Kellner, WB CEO, and Barry Meyer, Warner Bros. executive VP/COO.*

pensation as a rule (although it's believed some money changed hands when Clear Channel Communications signed on). Neither does Fox, for that matter (New World being the big exception).

But station executives said last week that WB's decision to pay a huge fee to Sinclair may motivate other affiliates at all three of those networks to seek compensation.

"I think they've just opened the gates," says one station manager with ties to WB. "I don't think there's a group in the country that's not assessing its own network relationships right now and saying 'wow, wait until the next [affiliate contract negotiating] go-round.'"

Others see more limited ramifications. "At this point I really don't see an impact beyond the WB-UPN competition," says Meredith Broadcasting President Phil Jones. Even within the affiliate ranks of those networks, many stations are weak and have little leverage to demand compensation, he says. And at the Big Four, says Jones, "the relationships are generally pretty good right now and most of the affiliate agreements have another five to eight years to run."

**FOR A COMPLETE LIST  
OF WB AND UPN AFFILIATES,  
SEE PAGE 6**

But Harry Pappas, a major WB affiliate station owner, was all smiles last week. Pappas has one of the biggest WB affiliate groups, with seven stations and plans to build an eighth. Reached in Lake Tahoe, Calif., last week, Pappas first heard the financial details of the Sinclair switch when asked to comment on them. "That's impressive," he said, noting his WB affiliate deals have a "most-favored-nation clause." When told of the terms, Pappas said,

"My face dropped at least an inch. But I'm wearing a big smile right now."

Viacom, through Pappas, scored a minor victory in the affiliate battle last week by striking a deal to acquire Pappas-owned KPWB-TV Sacramento, Calif., the WB affiliate. (The Sacramento deal is a multiple-party station swap expected to be disclosed at the FCC this week). That station is sure to flip to UPN, leaving WB to strike a deal with current UPN affiliate KQCA(TV), which is operated under an LMA with KCRA-TV, the Kelly-owned NBC outlet.

At a press conference last week, Kellner called the Sinclair deal a "cataclysmic blow to UPN." As to the compensation issue, Kellner says it was a "one-time strategic investment that would deliver more eyeballs to our network."

Jon Mandel, senior vice president at Grey Advertising, says WB could reap \$300 million-\$500 million in additional revenue for the network over the life of the Sinclair deal. Others say that number isn't unrealistic, assuming WB expands to seven nights as planned.

David Smith, chairman of Sinclair, said: "This deal isn't about UPN, it was about our long-term belief in The WB.... Its programs have enormous potential." Clearly, the money was a big factor: "The WB management team

**Continues on page 8**

Craig Mathew





Read all about it! So much is new about MTV this

# SUMMER

, it's hard to know where to start.

We're taking our whole studio for a vacation at a new location called MTV's Motel California, where we'll broadcast tons of beachy keen new programming. We have great new show premieres launching in the Ten Spot, like Apartment 2F, Cartoon Sushi and Oddville, MTV, plus all-new episodes of Road Rules, the Real World, MTV's Beavis and Butt-head, and Daria. There will also be lots of new music on shows like the all new Grind, MTV Jams, and MTV's Most Wanted. And after a long hot summer of freshness, we'll cap it all off with the utterly fresh 1997 MTV Video Music Awards.

In a nutshell MTV

# MEANS

"new," all summer long,

and that means your subscribers will be watching us  
(especially since so many networks turn to

# RE-RUNS

when the going gets hot).



Read between the lines.



# WB and UPN, Station By Station

Below are up-to-date affiliate lists for both WB and UPN. The list reflects the changes resulting from the Sinclair-WB agreement that takes effect January 1998. The lists don't include satellite stations, but do include secondary affiliations, low-power affiliates and local cable channel affiliates.

## WB AFFILIATES

| DMA Rank | City             | Station | Channel | DMA Rank | City              | Station | Channel |
|----------|------------------|---------|---------|----------|-------------------|---------|---------|
| 1        | New York         | WPXI    | 11      | 50       | Louisville        | WGRB    | 34      |
| 2        | Los Angeles      | KTLL    | 5       | 51       | Birmingham        | WTOO    | 21      |
| 3        | Chicago          | WGN     | 9       | 53       | Dayton            | WUCT    | 51      |
| 3        | Chicago          | WCIU    | 26      | 54       | Jacksonville      | WJWB    | 17      |
| 4        | Philadelphia     | WPHL    | 17      | 57       | Little Rock, Ark. | KKKY    | LP*     |
| 5        | San Francisco    | KOPV    | 20      | 58       | Tulsa             | KWHB    | 47      |
| 6        | Boston           | WLVI    | 56      | 59       | Richmond          | WAWB    | 65      |
| 7        | Washington       | WBDC    | 50      | 61       | Pensacola         | WFGX    | 35      |
| 7        | Hagerstown, Md.  | WJAL    | 68      | 63       | Austin            | KNVA    | 54      |
| 8        | Dallas           | KDAF    | 33      | 64       | Las Vegas         | KFBT    | 33      |
| 9        | Detroit          | WQON    | 20      | 66       | Toledo            | TV 5    | 5       |
| 10       | Atlanta          | WATL    | 36      | 66       | Toledo            | W21BF   | 21      |
| 11       | Houston          | KHTV    | 39      | 69       | Honolulu          | KWHE    | 14      |
| 12       | Seattle          | KTZZ    | 22      | 70       | Green Bay         | WACY    | 32      |
| 13       | Cleveland        | WBXN    | 55      | 74       | Rochester         | WBTW    | 26      |
| 14       | Minneapolis      | KLGT    | 23      | 75       | Omaha             | KXVO    | 15      |
| 15       | Tampa            | WWVB    | 32      | 77       | Shreveport        | KSHV    | 45      |
| 16       | Miami            | WDZL    | 39      | 78       | Murray, Ky.       | WOTV    | 46      |
| 17       | Phoenix          | KASW    | 61      | 81       | Huntsville, Ala.  | WOWL    | 15      |
| 17       | Kingman, AZ      | KMOH    | 6       | 83       | Ft. Myers, Fla.   | WSWF    | 10      |
| 18       | Denver           | KWGN    | 2       | 83       | Ft. Myers, Fla.   | WJIC    | 12      |
| 19       | Pittsburgh       | WPTT    | 29      | 85       | South Bend, Ind.  | WHME    | 46      |
| 20       | Sacramento       | KPWB    | 31      | 87       | Chattanooga       | WYHB    | 39      |
| 21       | St. Louis        | KPLR    | 11      | 91       | Burlington, VT    | WWIN    | 51      |
| 22       | Orlando          | WKCF    | 18      | 92       | Johnstown         | WTWB    | 29      |
| 23       | Baltimore        | WNUV    | 61      | 94       | Waco-Temple       | KAKW    | 62      |
| 24       | Portland, Ore.   | KWB     | 32      | 96       | Colorado Sprgs.   | KWHS    | 51      |
| 25       | Indianapolis     | WNOY    | 23      | 97       | Evansville, Ill.  | WAZ     | 52      |
| 26       | San Diego        | KSWB    | 69      | 98       | Baton Rouge       | KTTE    | 11      |
| 27       | Hartford         | WBNE    | 59      | 98       | Baton Rouge       | KWBJ    | 39      |
| 28       | Charlotte        | WFTV    | 55      | 99       | El Paso           | KJLF    | 65      |
| 29       | Raleigh, N.C.    | WRAX    | 50      | 100      | Savannah          | WJCL    | 22      |
| 30       | Cincinnati       | WSTR    | 25      | 111      | Augusta, Ga.      | WBK     | 67      |
| 31       | Milwaukee        | WTV     | 18      | 119      | Reno              | KREN    | 27      |
| 32       | Kansas City, Mo. | KCW     | 29      | 120      | Eugene            | KROZ    | 36      |
| 33       | Nashville        | WNAB    | 58      | 121      | Lafayette, La.    | KLAF    | 46      |
| 34       | Columbus, Ohio   | WWHO    | 53      | 123      | Yakima            | KEBB    | 60      |
| 36       | Salt Lake City   | KOOG    | 30      | 125      | Columbus, Ga.     | WSWS    | 66      |
| 37       | Grand Rapids     | WLLA    | 64      | 127      | Boise             | KNIN    | 9       |
| 38       | San Antonio      | KRRT    | 35      | 144      | Medford           | KBSC    | 49      |
| 39       | Buffalo          | WNYO    | 49      | 145      | Columbia, Mo.     | KNLJ    | 25      |
| 40       | Norfolk          | WVBT    | 43      | 150      | Albany, Ga.       | WGMP    | 44      |
| 41       | New Orleans      | WNOL    | 38      | 155      | Bangor, Maine     | WBGR    | 33      |
| 42       | Memphis          | TV21    | 21      | 156      | Anchorage         | KYES    | 5       |
| 43       | Oklahoma City    | KOCB    | 34      | 167      | Billings, Mt.     | KYUS    | 3       |
| 44       | West Palm Bch    | WTVX    | 34      | 185      | Tuscaloosa        | WOBB    | 17      |
| 46       | Greensboro       | WBFX    | 20      | 194      | Cheyenne          | KKTU    | 33      |
| 47       | Providence       | WLWC    | 28      | 197      | Casper            | KTWO    | 2       |
| 49       | Albuquerque      | KASY    | 50      |          |                   |         |         |
| 50       | Louisville       | WBNA    | 21      |          |                   |         |         |

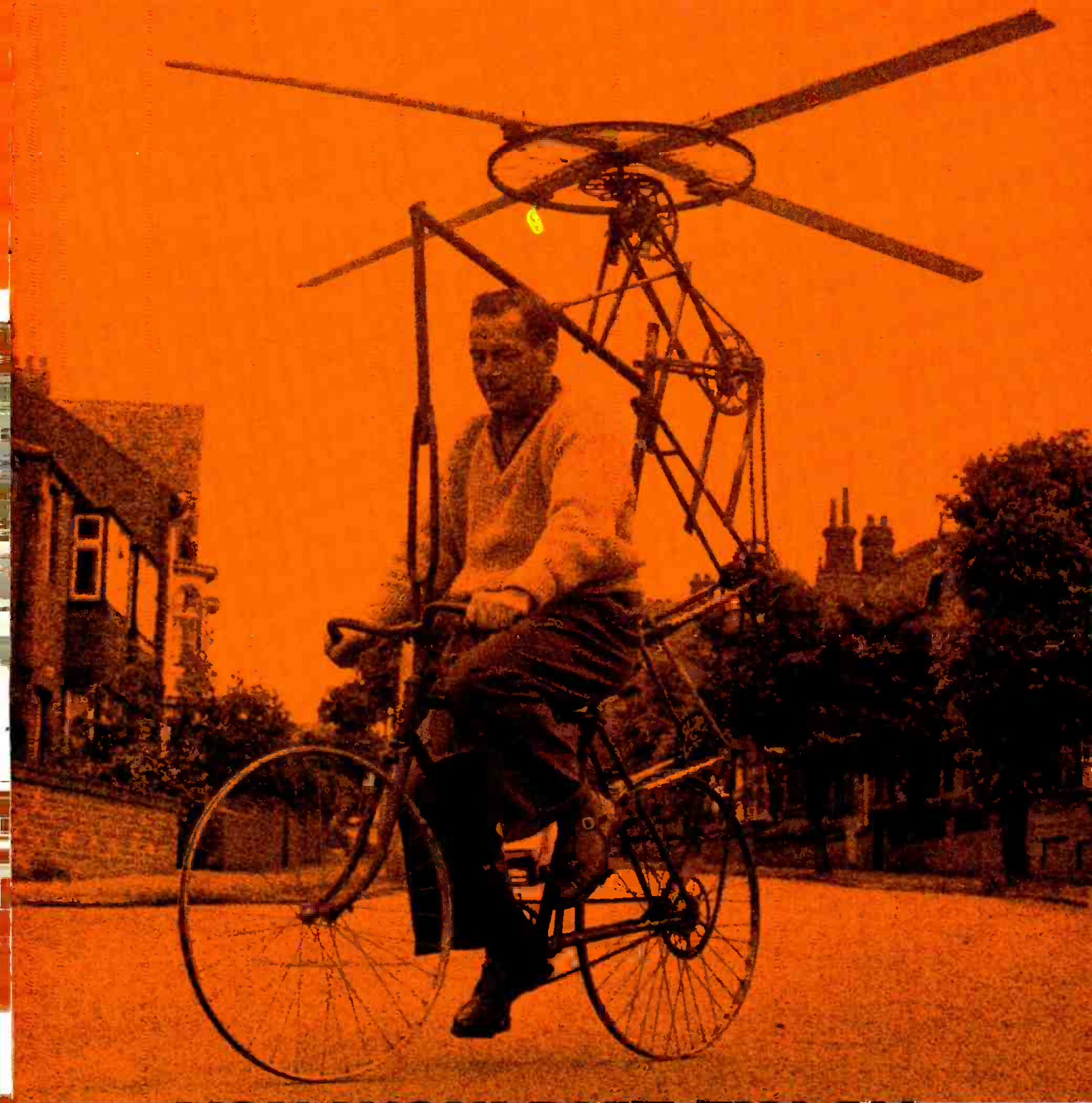
\*LP= Low power

## UPN AFFILIATES

| DMA Rank | City                  | Station | Channel | DMA Rank | City              | Station | Channel |
|----------|-----------------------|---------|---------|----------|-------------------|---------|---------|
| 85       | South Bend, Ind.      | WBND    | 58      | 175      | Yuma, Calif.      | KEYG    | 9       |
| 87       | Chattanooga           | WFLU    | 53      | 177      | Alexandria, La.   | KLAX    | 31      |
| 89       | Columbia, S.C.        | WLTN    | 19      | 184      | Great Falls, Mt.  | KFRB    | 5       |
| 90       | Jackson, Miss.        | WAPT    | 16      | 189      | Eureka, Calif.    | KBU     | 29      |
| 91       | Burlington            | WWBI    | 27      | 190      | Twin Falls, ID    | KTFE    | 35      |
| 92       | Johnstown             | WWCP    | 8       | 191      | Grand Junc., CO   | KKCO    | 11      |
| 93       | Tri-Cities, Tenn./Va. | WAPK    | 30      | 192      | Butte, Mont.      | KCTZ    | 28      |
| 94       | Waco                  | KAKW    | 62      | 196      | Laredo, Tex.      | KGMS    | 8       |
| 96       | Colorado Springs      | KOBS    | 21      | 200      | Ottumwa, Iowa     | KYOU    | 15      |
| 97       | Evansville, Ind.      | WAZ     | 52      | 205      | Fairbanks, Alaska | KTVF    | 11      |
| 98       | Baton Rouge           | WBTR    | 19      | 206      | Victoria, Tex.    | KVCT    | 19      |
| 99       | El Paso               | KZIA    | 48      | 208      | Helena, Mont.     | KHBB    | 21      |
| 100      | Savannah              | WUBI    | 34      |          |                   |         |         |
| 101      | Lincoln               | KTVG    | 17      |          |                   |         |         |
| 103      | Ft. Wayne, Ind.       | WFFT    | 55      |          |                   |         |         |
| 104      | Brownsville, Tex.     | KVEO    | 23      |          |                   |         |         |
| 107      | Sioux Falls, S.D.     | KTTW    | 17      |          |                   |         |         |
| 108      | Tyler-Longview        | KLPN    | 38      |          |                   |         |         |
| 109      | Charleston, S.C.      | WMMP    | 36      |          |                   |         |         |
| 110      | Peoria                | WHOI    | 19      |          |                   |         |         |
| 111      | Augusta, Ga.          | WFXG    | 54      |          |                   |         |         |
| 114      | Tallahassee           | WTLH    | 49      |          |                   |         |         |
| 115      | Oxnard, Calif.        | KADY    | 63      |          |                   |         |         |
| 116      | Florence, S.C.        | WVMB    | 21      |          |                   |         |         |
| 117      | Cadillac, Mich.       | WGG     | 33      |          |                   |         |         |
| 118      | Ft. Smith, Ark.       | KASN    | 32      |          |                   |         |         |
| 119      | Reno                  | KAME    | 21      |          |                   |         |         |
| 120      | Eugene, Ore.          | KEVU    | 25      |          |                   |         |         |
| 121      | Lafayette, La.        | KLAF    | 62      |          |                   |         |         |
| 122      | Salinas, Calif.       | KCB     | 35      |          |                   |         |         |
| 123      | Yakima                | KCYU    | 68      |          |                   |         |         |
| 124      | Macon, Ga.            | WGNM    | 64      |          |                   |         |         |
| 125      | Columbus, Ga.         | WXTN    | 54      |          |                   |         |         |
| 127      | Boise, Idaho          | KNIN    | 9       |          |                   |         |         |
| 129      | Columbus              | WLOV    | 27      |          |                   |         |         |
| 130      | La Crosse             | WLAX    | 48      |          |                   |         |         |
| 132      | Bakersfield, Calif.   | KLUZ    | 45      |          |                   |         |         |
| 133      | Monroe                | KARD    | 14      |          |                   |         |         |
| 136      | Wausau, Wis.          | WAOW    | 9       |          |                   |         |         |
| 137      | Beaumont, Tex.        | KEDM    | 6       |          |                   |         |         |
| 143      | Wichita Falls         | KJBO    | 35      |          |                   |         |         |
| 144      | Medford, Ore.         | KMU     | 26      |          |                   |         |         |
| 145      | Columbia, Mo.         | KRCG    | 13      |          |                   |         |         |
| 147      | Lubbock               | KUPT    | 22      |          |                   |         |         |
| 151      | Odessa, Tex.          | KPEJ    | 24      |          |                   |         |         |
| 152      | Binghamton, N.Y.      | WMGO    | 34      |          |                   |         |         |
| 156      | Anchorage, AK         | KYES    | 5       |          |                   |         |         |
| 160      | Abilene               | KTAB    | 32      |          |                   |         |         |
| 166      | Utica, N.Y.           | WPNY    | 11      |          |                   |         |         |
| 167      | Miles City, Mont.     | KYUS    | 3       |          |                   |         |         |
| 170      | Elmira, N.Y.          | WYDC    | 48      |          |                   |         |         |
| 171      | Rapid City, S.D.      | KNBN    | 24      |          |                   |         |         |
| 173      | Watertown, N.Y.       | WWTV    | 50      |          |                   |         |         |
| 175      | Yuma, Calif.          | KEYG    | 9       |          |                   |         |         |
| 177      | Alexandria, La.       | KLAX    | 31      |          |                   |         |         |
| 184      | Great Falls, Mt.      | KFRB    | 5       |          |                   |         |         |
| 189      | Eureka, Calif.        | KBU     | 29      |          |                   |         |         |
| 190      | Twin Falls, ID        | KTFE    | 35      |          |                   |         |         |
| 191      | Grand Junc., CO       | KKCO    | 11      |          |                   |         |         |
| 192      | Butte, Mont.          | KCTZ    | 28      |          |                   |         |         |
| 196      | Laredo, Tex.          | KGMS    | 8       |          |                   |         |         |
| 200      | Ottumwa, Iowa         | KYOU    | 15      |          |                   |         |         |
| 205      | Fairbanks, Alaska     | KTVF    | 11      |          |                   |         |         |
| 206      | Victoria, Tex.        | KVCT    | 19      |          |                   |         |         |
| 208      | Helena, Mont.         | KHBB    | 21      |          |                   |         |         |

Low-power and kids-only affiliates: KFT North Platte, Neb., KKK Little Rock, Mo., Branson, Mo., KOK Sulphur, Okla., KOEG Lacrescent, Minn., KTMJ Junction City, Kan., KUPT Lubbock, Tex., WBP Flora, Ill., WEL Sigel, Ill., WDWL Huntsville, Ala., WBXN Cleveland, WFO Findlay, Ohio, WFW Waterville, Maine, WPT Crystal Falls, Mich., XWOR





**YOU WOULDN'T FLY AN  
UNPROVEN  
AIRPLANE.**

## WB/Sinclair

Continued from page 4

clearly saw the tremendous value of our distribution system, which will help The WB compete on an even more level playing field." Sinclair's Baker stressed that negotiations "never got into a bidding war" between UPN and WB. As to UPN, Baker said: "They'll go on with their business and we'll be a part of their business," a reference to the six Sinclair stations that will remain with UPN.

According to Bear Stearns broadcast analyst Victor Miller, the Sinclair affiliate switches will take 4.3 million homes away from UPN's primary affiliate reach and add them to WB's primary affiliate reach, leaving the networks roughly at parity in distribution. "The numbers speak for themselves," says Miller, and leave UPN

"with a gaping hole to fill."

A WB analysis of Nielsen-supplied data shows that the Sinclair swap will leave both networks with primary over-the-air coverage of 72% of U.S. TV households. When secondary affiliations and cable coverage are factored

in, UPN will have national coverage totaling 88% to WB's 87%. Nielsen would not confirm the accuracy of those numbers, but a Nielsen spokesperson said they were not challenged by UPN or anyone else last week. ■

*Lynette Rice contributed to this story.*

## Acme picks up its buying pace

**NEW YORK**—When WB CEO Jamie Kellner formed Acme Broadcasting earlier this year, he was determined to improve his network's distribution, even if he had to buy the stations himself. So far he's bought two—KWBP(TV) Portland, Ore., and (pending) WINT-TV Knoxville, Tenn.

Sources say Acme intends to file applications for four more stations in the next two to three weeks. In addition to those four, Kellner has talked to Ted Koplar about selling KPLR-TV, WB's St. Louis affiliate. Sources also say Viacom has talked to Koplar about buying his station. Three years ago, Koplar agreed to sell the station to Tribune, but backed out of the deal.

Meanwhile, on another distribution front, Kellner hinted last week that WB would announce an agreement with TCI in early August regarding its WeB cable-broadcast service for markets 100-plus. —SM

# Sinclair builds radio/TV clusters

*\$630 million Heritage buy gives it 'significant presence' in radio*

By Elizabeth A. Rathbun  
**WASHINGTON**

**W**ith its purchase last week of Heritage Media Corp.'s broadcast outlets, Sinclair Broadcast Group Inc. may be more ensconced in radio than ever.

That throws a wet blanket on rumors have been swirling since Sinclair acquired River City Broadcasting LP in April 1996 that Sinclair would sell River City's 31 radio stations. Before River City, Sinclair was a TV-only group.

"This is a big statement [that] they're back out there," media analyst Paul T. Sweeney says of Sinclair's \$630 million cash buy of Heritage's

five network TV affiliates and 24 radio stations. "This transaction really gives them a significant presence in radio." The deal, officially announced last Wednesday, was first reported in *BROADCASTING & CABLE* on July 7.

Wall Street seemed delighted by Sinclair's dramatic deal, which increases Sinclair's owned/under contract TV stations to 27 and its radio stations to 56 (pending FCC and Department of Justice approval). The company's stock closed last Thursday at \$34.75 per share, up 17.8% from the previous day's low of \$29.50.

With Heritage's radio stations, Sinclair broadens a strategy it may follow in other markets, according to Sweeney:

adding radio to a TV holding. Heritage does that for Sinclair in Kansas City, Mo.; Milwaukee, and Norfolk, Va. Sinclair already had one TV-radio combo, in St. Louis.

The FCC has been lenient in granting TV-radio combos. Sweeney notes. In May Sinclair won a permanent waiver of the crossownership rules for its St. Louis combo.

The deal also brings Sinclair into several new radio markets—Rochester, N.Y.; Portland and Salem, both Oregon; Seattle, and Vancouver, Wash.—as well as new TV markets—Pensacola, Fla.; Burlington, Vt., and Charleston, W.Va.

Sweeney expects Sinclair to get rid of some Heritage radio stations. Likely candidates are stand-alones in their markets, such as KKSJ-FM Portland and KKRH(FM) Salem, Ore., and KKSJ(AM) Vancouver, Wash. One of Sinclair's stated goals is to "increase the size of its radio clusters," according to a July 14 filing with the Securities & Exchange Commission.

An overlap of TV stations in Oklahoma City means Sinclair will have to get rid of Heritage's KOKH-TV.

Heritage's stations have been on the market since March, when News Corp. acquired the company and announced that it intended to keep only Heritage's direct- and in-store marketing arms. ■

## WB gets boost from Levin

**NEW YORK**—At a press briefing last week outlining the company's earnings (see story, page 15), Time Warner Chairman Gerald Levin said he remains confident in The WB's prospects, dismissing speculation that the company would scale back or scrap the network. This week's deal to snag five Sinclair Broadcast Group stations from rival UPN only boosts WB's prospects, Levin said. "We wouldn't guarantee distribution if we didn't feel comfortable with the programming," he said. WB is an important outlet allowing the company to amortize TV programming across broadcast and cable the way Warner Bros. moves theatrical releases from theaters to Home Box Office and on to superstation WTBS(TV) Atlanta and TNT, he said. "And not just the prime time series, but particularly in the kids market so [that] we have two bites at the apple," first on WB, then on The Cartoon Network. —JMH





**YOU WOULDN'T TAKE  
UNPROVEN  
MEDICINE.**

# Budget process unsettled for broadcasters

*Danger still lurks, even after Commerce conferees resolve spectrum issues*

By Paige Albiniak  
WASHINGTON

**H**ouse and Senate Commerce Committee conferees spent last week butting heads, trying to hammer out a piece of legislation on the broadcast-related portion of the federal budget. But the dangerous time for broadcasters comes next week when the legislation moves into the Budget Committee's conference.

Most of the broadcasters' congressional champions are in the Commerce committees. But no Commerce committee members will sit in on the Budget Committee conference next week; broadcast lobbyists and congressional supporters are concerned that fees will be tacked on after the broadcast-related portion of the budget leaves the Commerce conferees' hands, sources say.

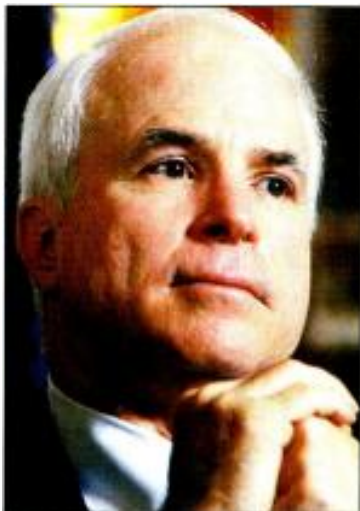
If Commerce conferees send legislation to the Budget committee conference that falls short of the \$26.3 billion in revenue that the balanced budget bill requires, the Budget conference could close the gap. The administration has repeatedly suggested making up the shortfall by requiring fees from those who received spectrum free—a "trigger tax"—and by levying user fees on those who use spectrum inefficiently.

House and Senate Commerce Committee conferees spent most of last week negotiating, but not settling, procedures under which broadcasters would give back analog spectrum, and how much spectrum should be left for electronic news gathering (ENG) if part of that band is marked for sale.

One source said that House leadership told conferees Friday morning to find an additional \$6.5-\$7 billion in the budget legislation, and conferees may do so by identifying portions of the ENG spectrum for auction.

"We are being told that broadcasters can't have their cake and eat it to," one Hill source said. "They are either going to take a hit on ENG or on user fees. We consider user fees more onerous."

At press time Friday, negotiators had



Commerce Committee conferees Sen. John McCain and Rep. Billy Tauzin are fighting to keep spectrum and user fees out of the budget.

not yet resolved their major differences but were expected to do so over the weekend. And those differences are not just between Democrats and Republicans, but also among Republicans, one Capital Hill source said.

The conferees are Senator Commerce Committee Chairman John McCain (R-Ariz.), Senate Commerce Committee ranking member Ernest Hollings (D-S.C.), Senator Ted Stevens (R-Alaska), House Commerce Committee Chairman Tom Bliley (R-Va.), House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) and House Commerce Committee ranking member John Dingell (D-Mich.). Staff members conduct much of the negotiations.

Besides debate over the spectrum give-back date and the ENG spectrum, negotiations are stalled over provisions added by the House Commerce Committee that would waive duopoly and newspaper/television crossownership rules for broadcasters who wanted to bid on the returned analog spectrum.

FCC Chairman Reed Hundt recommended last week that conferees make clearer the proposed "market tests" in both bills that determine the give-back date in a particular market area. Republicans are having difficulty deciding among themselves how to rephrase this provision.

The Senate bill says 95% of households in a market area must "have access" to digital local television signals before broadcasters have to give

back their analog spectrum in that market.

Hundt recommends a tighter definition to make sure that "access" means the burden is on the broadcasters to transmit the digital signal, not on the consumer to receive it.

The House bill says that the FCC cannot reclaim spectrum in a market if 5% of households rely on an over-the-air terrestrial analog signal. Hundt calls that standard "unrealistic" because "telephones have been available for 120 years, and yet 6% of the population still

does not have a telephone."

Hundt also recommended that the commission be given authority to revoke and reacquire licenses held by bankrupt firms. Neither bill addresses the issue. Hundt is concerned that after auctions, licenses will be given away before the FCC collects the money, leaving the commission with no authority to reclaim the unpaid-for spectrum.

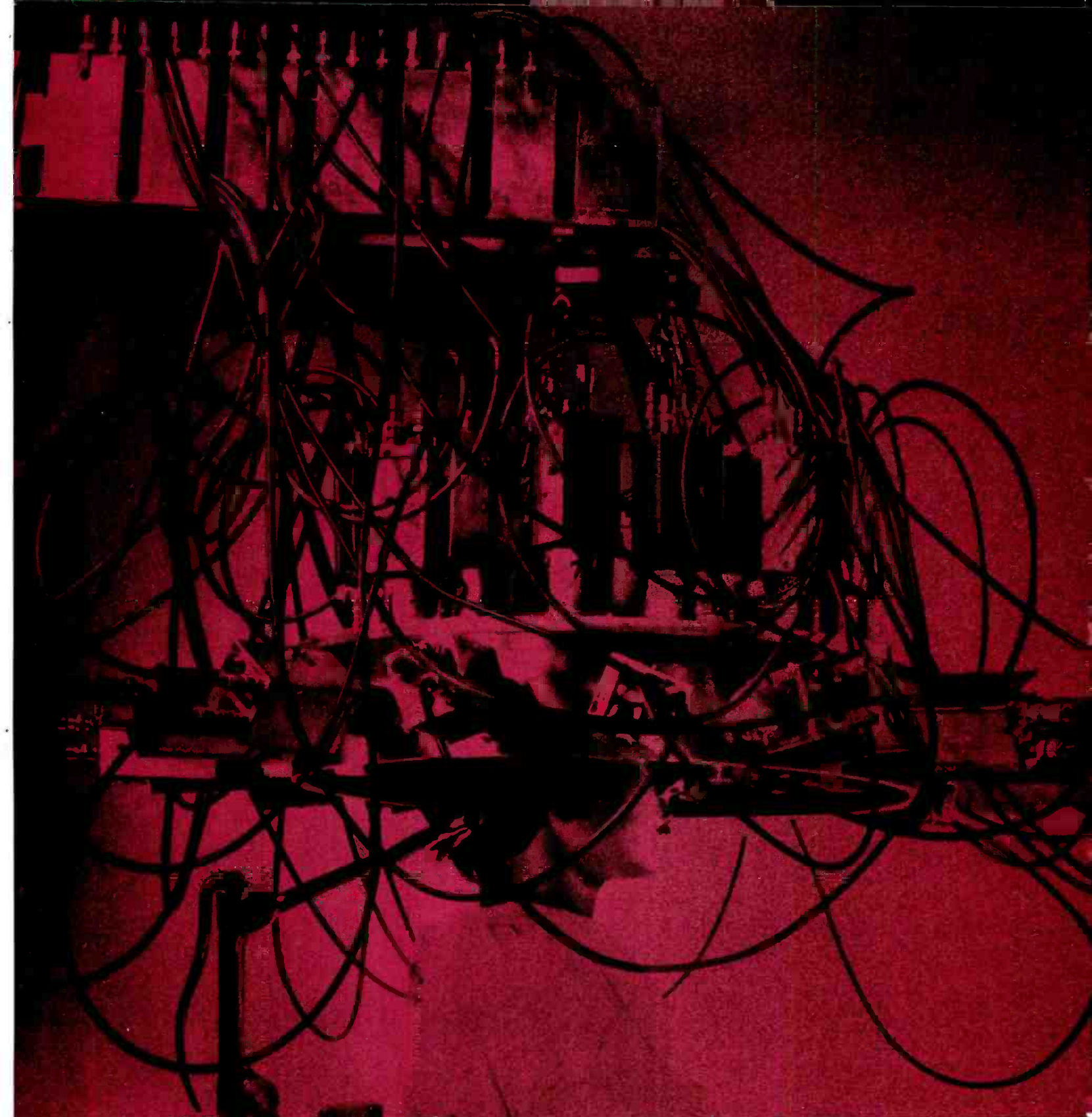
Office of Management and Budget director Franklin Raines also weighed in with a letter saying the administration would like broadcasters to give back their analog spectrum on or before Dec. 31, 2006.

"Any delay in the return of analog broadcast spectrum would likely impede the rapid build-out of digital technology expected to create jobs and consumer benefits [and] result in reduced spectrum auction revenues," Raines wrote.

The administration also has "serious concerns" about House language that would change the duopoly or newspaper/television crossownership rules, according to Raines's letter.

The consensus on Capital Hill is that throughout the budget negotiations, efforts have been directed more toward placating interests while attaining the minimal estimate or "score" from the Congressional Budget Office than toward achieving the administration's optimistic revenue projections or even crafting significant telecommunications policy.





**YOU WOULDN'T USE  
UNPROVEN  
TECHNOLOGY.**

# SO WHY TAKE A UNPROV



## SALLY

Why indeed, when you can bank on proven success with *Sally*, the #1 growing talk show year to year. *Sally* shows her momentum with impressive numbers that keep going up. Like a 4.3 national rating, up 19% from last May. Her local numbers are equally strong, ranking #1 among all issue-oriented talk shows. What's more, in early fringe, *Sally's* the #2 talk show overall, even beating *Rosie O'Donnell*. Now that's proof of performance!

Source: NSS 4/22-5/26/96 vs. 4/21-5/25/97. NSI May '97 SNAP weighted averages all occurrences.



## NOW MORE THAN EVER, TALK



# CHANCE ON AN EN SHOW?

## JERRY

There are no guarantees in life, but the *Jerry Springer Show* is about as close as you can get to guaranteeing an audience. His charm continues to attract viewers, propelling him in May to the #1 growing talk show sweep-to-sweep, improving time periods 20% in only three months! Jerry has now surpassed *Oprah* as the #1 talk show in improving its lead-in, with a 50% increase in households. Proof positive that when it comes to talk, people are listening to Jerry.

Source: NSI May '97 SNAP weighted averages all occurrences.

## MAURY

The excitement keeps building as another proven winner joins the Universal team. Already sold in over 60% of the U.S. for Fall '98, including 20 of the top 25 markets, Maury's rock-solid numbers have made him the one to beat for over six years. Maury's been growing nationally with impressive increases from a year ago. His 3.7 household rating in the May sweep placed him #2 among all issue-oriented talk shows. With Maury on the team, what more proof do you need?

Source: NSI May '97 SNAP weighted averages all occurrences.



**FOR ADVERTISER SALES  
CALL 212.373.7770**



**S UNIVERSAL.**

# Taking a Reed on a Wallman FCC

*Observers see few policy differences, but suggest more open-mindedness than Hundt*

By Chris McConnell  
**WASHINGTON**

**R**eed Hundt's policies minus Reed Hundt's arrogance.

That's what Washington lawyers, lobbyists and regulators say they expect from an FCC led by White House economic adviser Kathleen Wallman. Discussing the prospect that the National Economic Council chief of staff might assume Hundt's job at the FCC, most predict more flexibility from the chairman's office but little in the way of policy shifts.

"What you get is Gore," one lobbyist says of Wallman. Others also point to Wallman's role in Vice President Gore's policy regime, where she shares telecommunications policy duties with Donald Gips, the Vice President's domestic policy adviser.

Gore is also Hundt's political patron. Most observers cite the common ties along with Wallman's current position in predicting she likely would champion the same causes—including broadcast public interest obligations—that have been the hallmark of the Hundt FCC.

Wallman's boosters concede that the former Common Carrier Bureau chief probably would stick to such initiatives. But they insist Hundt's opponents at least would be making their case to a more open-minded chairman in a Wallman FCC.

"That's a huge 'at least,'" says one former FCC colleague, contrasting Wallman with Hundt. "It's not like these two have ever been joined at the hip."

"She has a better ear for hearing legitimate concerns," adds another former FCC coworker.

Whether Wallman has a chance to hear those concerns as FCC chairman was still an open question last week.

While sources say she remains Gore's first choice, Senate Democrats continue to favor Washington attorney Ralph Everett as the next chairman; they insist they will not sign off on Wallman.

Last week some predicted the White House will nominate Wallman despite the rough seas ahead, while others said



## Kathleen Wallman

Age 39; Current position: Deputy Assistant to the President for Economic Policy/Chief of Staff, National Economic Council; 1995-97: Deputy Counsel to the President; 1994-95: Chief, FCC Common Carrier Bureau; 1994: Deputy Chief, FCC Cable Services Bureau; 1992-94: partner, Arnold & Porter, Washington; 1987-92: associate, Arnold & Porter; 1985-86: law clerk,

Judge Laurence Silberman, U.S. Court of Appeals for the District of Columbia Circuit; 1985: law clerk, Judge Edward Tamm, U.S. Court of Appeals for the District of Columbia Circuit; 1984-85: law clerk, Judge Pauline Newman, U.S. Court of Appeals for the Federal Circuit; 1984: JD, MS, Georgetown University; 1979: BA, Catholic University of America.

the administration and Senate leaders might settle on an undetermined compromise candidate.

Wallman's first admission to the FCC was much quieter. In March 1994 Hundt named her the Cable Services Bureau's deputy bureau chief. During her five-month tenure there, Wallman worked on the cable "going forward" rules, which provided operators with incentives for adding channels to their basic tiers.

Wallman also encountered cable-related issues after assuming the helm at the Common Carrier Bureau. There she worked on the FCC's now-defunct effort to establish video dial tone rules.

Cable lawyers say the decisions did not always go their way with Wallman, but voice no complaints about her regulatory style.

"She does not prejudge the issues," says one industry attorney, who attributes a "fundamental sense of fairness" to Wallman. Another speculates that little information can be drawn from Wallman's Cable Services Bureau stint because she was new to the commission at the time.

But some details about Wallman do emerge from discussions with current and former FCC officials who worked with her in 1994-95. A commonly cited feature is a Hundt-like penchant for working long hours. Officials say her FCC days often began before 7 a.m. and extended past midnight. One former FCC staffer recalls seeing Wallman at her desk at 6 a.m. on her birthday.

"I think people enjoyed working for her, except for the hours," says another former official who worked for Wallman.

While recalling the long hours, former and current officials also describe her as a nice coworker and boss who dispatched encouraging e-mails to her staff. Several recall a party Wallman threw for bureau staff after wrapping up work on a set of telephone price cap regulations. At the party, Wallman dispensed caps with the word "price" emblazoned above the bill to the bureau officials.

"She's very thoughtful,"

says one former coworker. "She's someone you'd be pleased to work with on interconnection issues or have a beer with," adds Rudolfo Baca, senior legal adviser to Commissioner James Quello.

The kind remarks also come from commissioners who worked with Wallman when she headed the Common Carrier Bureau. "The people who worked with her enjoyed her," says Quello, who used to lunch with Wallman regularly during her FCC tenure. "You felt bad when you had to oppose her."

Quello, in fact, did oppose FCC action on one of Wallman's projects, pulling a Common Carrier Bureau proposal on video dial tone rules from the FCC's agenda in July 1995. The commission never finished writing its video dialtone rules; the 1996 Telecommunications Act eliminated the regulatory regime.

"We could disagree without being disagreeable," Quello says. Commissioner Rachelle Chong also credits Wallman with deal-brokering talents. Chong cites Wallman's efforts to get commissioners to sign off on a contentious effort to forge price cap rules.

"She did manage to forge a consensus," Chong says. "She's a very good and careful listener."

Broadcast lobbyists would be looking to take advantage of that listening ability when they make their case on such issues as digital broadcast public interest obligations, a subject the next FCC will face. Many industry lobbyists have few impressions of Wallman, who



largely has operated outside their field.

At Washington's Arnold & Porter law firm, Wallman specialized in legislative and policy issues concerning antitrust law, intellectual policy and insurance. Clients she handled included State Farm Insurance.

The potential FCC chairman does not

live in a TV-free world. Sources say she and her husband, Securities and Exchange Commissioner Steven Wallman, have a large-screen television in their Great Falls, Va., home. They say Wallman, who was hobbled with a broken foot last week, surfs the Internet and writes music with the help of an electric

piano she has hooked up to a computer.

Other hobbies include rollerblading. During her FCC days, Wallman also took a stab at motorcycle riding, a venture that resulted in a broken ankle and a camouflage-painted cast. She has not been back on a motorcycle since, sources say. ■

# Time Warner drops cable restructuring talks

*Levin touches on corporate, personal issues*

By John M. Higgins  
NEW YORK

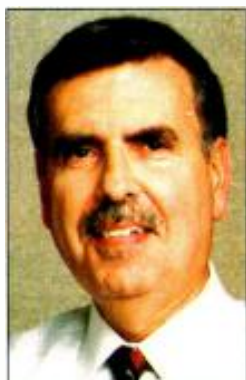
**A**fter more than two years of trying to shrink its cable holdings, Time Warner Inc. Chairman Gerald Levin has reversed course, halting talks with US West Media Group Inc. to restructure its Time Warner Entertainment partnership.

The disclosure came as Time Warner Inc. revealed big problems at its music unit—a 24% decline in cash flow during the second quarter—but surprisingly strong growth at its other units. TBS Inc. generated a 41% cash flow increase, while Time Warner Cable posted a 15% cash flow gain. Time Warner's stock was popped up 10% to \$49 by investors who had been fearing much worse.

Indeed, the string of successful quarters that Time Warner Cable is building partly prompted Levin to shelve the US West Media talks. Levin said that in 1995 cable's heavy debt and capital spending requirements were big burdens on Time Warner, but now the company is in better financial shape.

Cash-flow growth and the stock-swap acquisition of Turner Broadcasting System Inc. means that Time Warner's debt load will fall from almost six times cash flow at one point to just 3.75 times by year end, Levin said. That would give the company a shot at securing investment grades from the major bond rating agencies.

So, Levin said in last week's press briefing to discuss second quarter earnings, he no longer needs to lighten up on



Levin says TW, US West reached mutual decision to halt talks.

cable. "We have mutually agreed that both companies can achieve their financial objectives without restructuring."

US West Chairman Richard McCormick has maintained all along that he never needed to restructure TWE and was happy where he was.

Time Warner wanted to strip the 76%/24% partnership of Warner Bros. and Home Box Office. In exchange, US West Media would have received a

greater stake in Time Warner Cable plus other systems Time Warner acquired in the past two years. The talks didn't go very far because the two companies couldn't agree on the value of the pieces.

The thought was that if Time Warner shrank to a minority position in the cable systems, the company would not

be penalized for its debt and capital spending and possibly could win investment grade status—reducing the cost of selling new bonds. "We can now see how to get there without offloading or selling a lot of cable," Levin said.

Levin addressed the recent death of his son, Jonathan, who was robbed, tortured and murdered, allegedly by a former student. Jonathan Levin's Bronx students expressed near-reverence for the affluent son who traveled from his Manhattan apartment each day to teach inner-city children.

But the immense publicity surrounding the death of the son of such a high-ranking media executive has added pressure to an already tragic and difficult situation. "It's been extraordinarily difficult," Levin said, adding that "The fact that we are a media company covering my son is an experience beyond anything I can describe." The story of his son's murder was broken by Time Warner's local all-news cable channel, NY1.

Referring to Wall Street executives, Levin said he was "deeply appreciative of their support and prayers" in the weeks since his son's death. He acknowledged that he was having trouble bouncing back, seeking the "motivation" that he had once drawn partly from his son. He added: "I had almost hero worship for what he did." ■

## FCC public interest inquiry on hold, again

**WASHINGTON**—Reed Hundt is putting his plans for a broadcast public interest inquiry on the shelf for another month.

The FCC chairman originally had hoped to launch the inquiry at the FCC's July 9 meeting and more recently had set his sights on the Aug. 7 meeting. The planned inquiry would seek comments on the public interest obligations that government should place on digital broadcasters and other spectrum users.

Commissioner James Quello has opposed the idea, however, and Commissioner Rachelle Chong is not expected to support it either. "Any imposition of burdensome addition quantifiable public interest obligations for costly undeveloped services will impede growth," Quello said during a speech earlier this summer in which he criticized Hundt's policies.

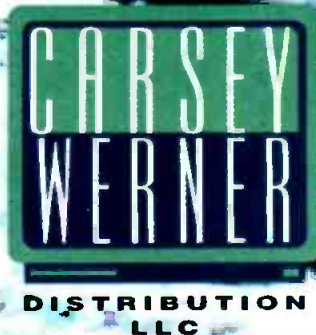
With an affirmative vote on launching the inquiry unlikely, Hundt now plans to shelve the initiative until the FCC's Sept. 25 meeting, FCC officials say. Speaking on C-SPAN's *Washington Journal* last week, Hundt said he hopes the commission will launch an effort to set public interest rules by Jan. 1. —CM

# ROCK'S SOLID!

**OVER 51%**  
of the country  
**SOLD**

including 30 of  
the top 50 markets

**Available For Syndication, Fall '99**





# ROCK'S SOLD!

Sold to the the Sinclair Broadcast Group

Pittsburgh  
Baltimore  
Indianapolis  
Cincinnati  
Raleigh

Columbus  
Greenville  
San Antonio  
Norfolk  
Oklahoma City  
Flint  
Las Vegas  
Lexington  
Des Moines  
Peoria

# 3<sup>RD</sup> ROCK

FROM THE SUN

©1997 The Catron-Werner Co., LLC



# 'Clean money' alternatives offered

By Paige Albiniak  
WASHINGTON

**B**roadcasters will be required to offer political candidates more free and reduced-rate airtime if a proposal for "clean money" campaign finance reform goes anywhere on Capitol Hill.

Representative John Tierney (D-Mass.), along with 25 cosponsors in the House, last week introduced legislation that would offer candidates a public "clean money" alternative.

According to the bill, candidates could choose "clean money" or they could choose to accept private money. If candidates chose clean money—raised by means unspecified by the legislation—they would receive a spending allotment.

If a private-money competitor outspent the clean-money candidate, the clean-money candidate could get a limited amount of publicly provided matching funds. Private-money candidates would have to disclose all contributions fully, according to Tierney's proposal.

The proposal would give clean-money candidates 30 minutes of free prime time broadcast during the primary election and 75 minutes during the general election. Candidates who chose private funding would receive no more than 15 minutes of free airtime from any one station.

The legislation also would require broadcasters to charge a clean-money candidate in a contested election 50% of the lowest unit rate for TV time purchased in the 30 days preceding the primary election and the 60 days preceding the general election. Private-money candidates would receive no reduction in broadcast advertisement rates.

The bill is based on an idea promoted by public interest group Public Campaign, founded by former congressman and presidential candidate John Anderson and former member of Congress and broadcaster Cecil Heftel. Maine and Vermont already have made clean money elections the law in those states. ■

## Closed Circuit

### HOLLYWOOD

#### Tarses teetering

The published perils of Jamie Tarses continue to foster TV industry intrigue. A *New York Times Magazine* cover story July 13 was one nail in the coffin, followed by a *New York Observer* piece July 16. It's virtually certain she will leave her post as president of ABC Entertainment; the internal tussle now is over the terms of disengagement. She wants a golden parachute, but ABC topper Bob Iger is determined not to provide one. The entertainment press is in suspense to see whether she appears for a scheduled press tour appearance with Chairman Stu Bloomberg on Wednesday.

### NEW YORK

#### Diller in dealing mood?

**I**s HSN chairman Barry Diller ready to sell Silver King broadcasting group? Perhaps at the right price. Before last week's Sinclair/WB alliance, Diller offered to sell SKTV's WHSW-TV Baltimore, which carries HSN programming, to Jamie Kellner's Acme Broadcasting. Sources say talks never reached the point of serious negotiation, because Diller wanted a price, reportedly \$80 million—\$90 million, that Kellner felt was too high. Kellner, through a spokesperson, declined comment. Meanwhile, sources report that Diller has talked to Viacom about possibly buying WHSW-TV. An HSN spokesperson declined to comment.

### NEW YORK

#### Surf's down

**D**oes the Internet stifle creativity? One cable network that believes it does is yanking 'Net access from most of its employees. Network executives are concerned that the Internet is dampening the creativity of programming and production staffers. It's not so much that they're wasting time, but they're not wasting time in productive ways. "A lot of people [who] used to sit around and brainstorm now are sitting around and surfing," said the network's CEO,

who asked that the company not be identified. So the channel will set up a small research center with several terminals for people who actually need to surf.

### DENVER

#### Where there's a will...

**T**he battle over Tele-Communications Inc. founder Bob Magness's estate is escalating, with Magness's sons from his first marriage, Kim and Gary, aligning against Magness's second wife, who is contesting his will. Kim and Gary Magness are basing their case on a 1989 prenuptial agreement between Bob and Sharon Magness that awards her \$5 million plus \$10,000 a month in living expenses for six months. That's considerably less than the estimated \$50 million—plus she is bequeathed in the will Bob Magness signed on March 29, 1996. Magness died Nov. 15, 1996. Sharon Magness in June filed documents in Arapahoe County, Colo., District Court contesting the will. She subsequently said she took action because she wanted to follow through on her husband's unrealized intention to establish a large charitable foundation. In his will, Bob Magness set aside about \$14.9 million of his \$1 billion estate for charities.

### NEW YORK

#### GSN president out

**G**lobal Shopping Network President Barbara Laurence has been fired by court-appointed bankruptcy trustee James Coppersmith. "He said [I was fired for] financial reasons and that I wasn't needed," Laurence says. She got a day's notice to clear out of her New York office by last Friday. Global filed for bankruptcy protection on June 26, reporting more than \$116 million in liabilities and debt. The company has been buying TV stations and was up to eight after spending \$182.3 million. Paxson Communications Inc. and Shop at Home Inc. reportedly are among bidders for the stations. In the meantime, Laurence is setting up her own station-buying shop. Millennium Communications.



*Our*  
**Franchise**  
*Is*  
*Growing!*

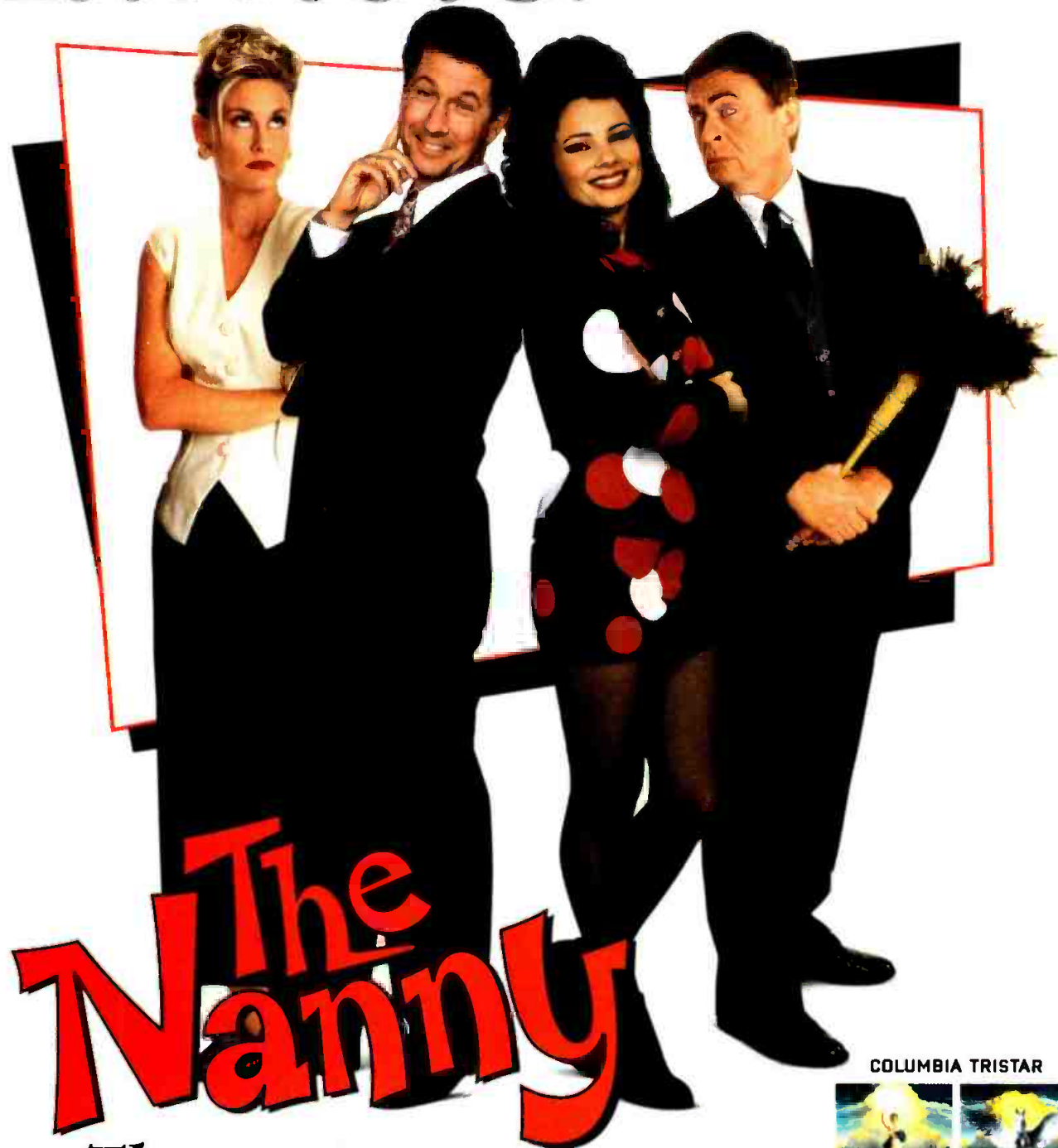
# ***SOLD***

| Market                | Station     | Affiliation |
|-----------------------|-------------|-------------|
| <i>New York</i>       | <i>WNYW</i> | <i>Fox</i>  |
| <i>Los Angeles</i>    | <i>KTLA</i> | <i>WB</i>   |
| <i>Chicago</i>        | <i>WPWR</i> | <i>UPN</i>  |
| <i>Boston</i>         | <i>WLVI</i> | <i>WB</i>   |
| <i>Washington, DC</i> | <i>WDCA</i> | <i>UPN</i>  |
| <i>Dallas</i>         | <i>KDFW</i> | <i>Fox</i>  |
| <i>Detroit</i>        | <i>WJBK</i> | <i>Fox</i>  |
| <i>Atlanta</i>        | <i>WUPA</i> | <i>UPN</i>  |

***OVER 60% SOLD!***



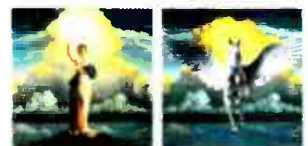
# 8 of the Top 10 Markets!



# The Nanny

*The next access  
comedy* **Franchise!**

COLUMBIA TRISTAR



TELEVISION DISTRIBUTION  
TELEVISION ADVERTISER SALES  
a SONY PICTURES ENTERTAINMENT company

The Leader In Young Adult Programming.™

©1997 TriStar Television, Inc. All Rights Reserved.

# All ratings roads lead to the FCC

*Hundt, some Senators still push for a programing code of conduct*

By Chris McConnell

## WASHINGTON

**N**BC may be holding out on a ratings revision, but the FCC still has to approve the network's ratings scheme, FCC Chairman Reed Hundt says.

Discussing the ratings last week, Hundt said he expects the FCC to conduct a new review of both the original and revised ratings systems now that the industry—minus NBC—has agreed to add content labels to the ratings. And he said the FCC might find both systems acceptable, or neither system acceptable; or maybe one system acceptable and the other unacceptable.

The 1996 Telecommunications Act requires the FCC to determine whether industry ratings are "acceptable."

"Everyone's going to have to file with



**TV ratings still have to get past Reed Hundt and the other FCC commissioners.**

us," Hundt said of that process, adding he expects NBC to resubmit its ratings plan with the FCC while the rest of the industry submits its revised system.

Hundt also said he expects that interested parties will compare and contrast the two systems during the FCC's review. Hundt discussed the ratings proposals during and after a hearing at which he testified in support of Senate legislation to encourage the TV industry to develop a code of conduct for TV programing. The bill, sponsored by senators Sam

Brownback (R-Kan.) and Joseph Lieberman (D-Conn.), would give the TV industry an antitrust exemption to establish a voluntary programing code.

"The public, and parents especially, want more from television than better labels on bad programs," Lieberman said. "They want higher quality and lower amounts of what might be called 'must-see TV'—feel-good killing, talk-show debauchery, bed-hopping without consequences and the general 'anything goes' mentality that pervades too much of today's programing."

Senator Mike DeWine (R-Ohio) offered more criticism and chastised the networks and the National Association of Broadcasters for not sending their presidents to testify at the hearing. Industry sources said the NAB had suggested two attorneys as witnesses and that the subcommittee had rejected both. ■

# Paxson pushes to extend TV reach

*Company is lobbying Congress for must carry for its fringe stations*

By Paige Albinak

## WASHINGTON

**P**axson Communications has spent the last few months fighting a losing battle at the FCC. It is trying to get its fringe stations carried on cable systems.

Now the company is trying to find someone on Capitol Hill to sponsor legislation that would substitute Nielsen designated market areas (DMAs) to designate must carry areas instead of the traditional Arbitron areas of designated influence (ADIs).

"What is interesting," says one source close to one of the pending cases, "is that Paxson is buying up these less expensive stations no one wants in fringe markets, and then pressing for ADI carriage rights on the basis that [Paxson] is at a competitive disadvantage. But Paxson is seeking a windfall advantage since they appear to have paid less for these stations in the first place."

The FCC already has ruled that starting in 2000, Nielsen DMAs will establish which TV stations must be carried by cable operators, instead of the areas

## Paxson wants to make WHAI a satellite

**WASHINGTON**—Paxson Communications has asked the FCC to waive television duopoly rules in the New York City market and allow it to make WHAI-TV Bridgeport, Conn., a satellite station of Paxson's newly acquired WPIX-TV New York.

Paxson bought WPIX-TV (formerly WBIS) for \$257.5 million from ITT/Dow Jones in May, with Chairman Lowell "Bud" Paxson quipping: "I think it's the bargain of the year."

The company would not have bought WBIS if WHAI-TV were making money, sources speculate, but WHAI-TV has not been a financial success for Paxson.

In an FCC filing, Paxson's attorneys write that "WHA-TV would be unable to survive financially as a stand-alone, full-power TV station in the New York [designated market area] because of its location at the fringe of the DMA and its inability to obtain carriage on market cable systems. WHAI-TV has operated at a loss since Paxson-New York acquired it in 1996, losing \$3 million in 1996 and more than \$1 million thus far in 1997."

The satellite station would not carry "a substantial amount" of WPIX-TV's programing, according to the filing. "WHA-TV will continue with its infomercial format but these infomercial programs are unlikely to be duplicative of those aired on WPIX-TV," the filing says.

WPIX-TV, for its part, will air Bloomberg Television from 6 a.m. to 6 p.m., and prime time will be filled by programing from Fox Sports. Six hours will be devoted to kids' and family programing.

WHA-TV, on the other hand, shows mainly infomercials, with three locally produced half-hour public affairs programs. It also airs 46 hours per week of religious programing and three hours per week of children's educational and informational programing.

—PA



**Stations  
all across  
America  
are making  
a date...**



# And a com

# SOLD!

- 9 OF THE  
TOP 10 MARKETS!

- 160 STATIONS!

COLUMBIA TRISTAR



TELEVISION DISTRIBUTION  
TELEVISION ADVERTISER SALES  
a SONY PICTURES ENTERTAINMENT company

**The Leader In Young Adult Programming™**

© 1997 Columbia TriStar Television Distribution. All Rights Reserved.



# mitment!



the Dating  
Newlywed  
Hour

set by Arbitron, which went out of business in 1994. But Paxson wants that to change by 1998. One source says Paxson's proposal would eliminate the FCC's authority to modify markets individually.

No lawmaker so far has chosen to sponsor or introduce the legislation.

The effect of such a change would be "very troubling, very disruptive," says Seth Davidson, a partner at the Washington law firm of Fleischman and Walsh. Beginning in 1993, the FCC has reviewed areas for must carry requirements every three years. If the rules changed now—a year-and-a-half into the 1996 cycle—television stations and cable operators would have to renegotiate many carriage contracts.

For example, if a cable operator cuts a deal with one local ABC affiliate and the market area changes, a new ABC affiliate may have to be carried. This might eradicate the first deal and force a new one. Most broadcasters and cable operators don't want the FCC or Congress to effect any changes until the beginning of the next cycle.

Paxson's \$75 million purchase of The Travel Channel last month throws a twist into the company's carriage lobby. Paxson has offered to pay cable systems for carriage of The Travel Channel, while trying to force carriage of his TV stations.

"In a way, he's kind of fighting with himself for channel space," Davidson says.

Paxson has been arguing for its must



**Bud Paxson looks to shape must-carry laws to his advantage.**

carry changes for about a year and a half, sources say. Since the Supreme Court upheld must carry at the end of March, Paxson has filed nine must carry complaints at the FCC for stations in such cities as Atlanta, Houston, Los Angeles, Miami and Oklahoma City.

So far, Paxson has seen limited success in its must carry appeals. After being

granted partial relief for WCEE (TV) Mt. Vernon, Ill., outside St. Louis, Paxson is appealing to the full commission, according to one source close to the case.

But Paxson is showing a willingness to take cases as far as it can. One appeal, involving WEYS(TV) Key West, Fla., is the first of the company's cases to reach the full commission. In that case, the commission upheld the Cable Services Bureau's decision to delete WEYS from local cable systems because it has "no reportable share" in the Miami area. Also, the counties in which WEYS would like to gain carriage are about 150 miles away from the station's translator in Key West.

The full commission denied Paxson's appeal July 1, and Paxson may bring the case to the U.S. District Court of Appeals.

## Software companies launch preemptive defense

*Online community wants to avoid V-chip-type acrimony*

By Paige Albinak  
WASHINGTON

**T**aking a lesson from the just-completed and largely tortuous TV ratings talks, the software industry hopes to skip negotiations with lawmakers by volunteering to rate World Wide Websites and to make content filtering accessible and easy.

"If 30 years ago we could have worked with the TV industry on better programing, we could have avoided the animosity and contention that followed, leading to the V-chip agreement last week," says National Parent-Teacher Association President Lois-Jean White.

President Clinton and Vice President Gore, together with software industry leaders, children's advocacy groups and members of Congress, last week convened the first of an expected series of meetings to discuss Internet content. The meeting was called after the government's attempt to regulate Internet content via the Communications Decency Act was declared unconstitutional by the Supreme Court last month.

In October, this group will hold the first-ever Internet summit focusing on "the online needs of children," according to America Online Chairman Steve Case.

### Alternative programing

A reduced *Today* show on Saturday, a TV preview handout at Disney theme parks and a "second home" for rescheduled shows. Those were some of the solutions that networks have suggested to solve their children's programing scheduling problems. The FCC, which this month approved the network plans to reschedule some educational programing, liked all the ideas except for a proposal that stations be allowed to schedule shows any time between 7 a.m. and 10 p.m. "Such open-ended scheduling latitude has the potential negatively to affect predictability and availability of core programing for the children's audience," the commission said. Commission officials said they prefer stations to set a regular "second

home" for shows preempted by weekend sports. "If a station is unable to do so, we are willing to approve your proposal with the expectation that stations will make other good-faith efforts to maintain scheduling predictability," the commission added in letters to ABC, CBS and NBC.

### Let's Make a Deal

The FCC's Cable Services Bureau has ordered Cablevision Systems Corp.'s Rainbow Programming Holdings to strike a programing deal with Bell Atlantic. The bureau says Rainbow has unreasonably refused to sell its SportsChannel New York programing to the Bell for distribution on its open-video system in Dover Township, N.J. FCC officials said Rainbow must give proposed program licensing agreements to Bell Atlantic before Aug. 26.

—CM



Edited by Chris McConnell



# ROSE ANNE

**UPDATE  
#4**

**OVER  
50%  
Cleared!**

---

# 2 YEAR FIRM GO!



New York WNBC-TV

Los Angeles KNBC-TV

Chicago WMAQ-TV

Philadelphia WCAU-TV

San Francisco KPIX-TV

Washington, DC WRC-TV

Detroit WXYZ-TV

Phoenix KPHO-TV

Boston WCVB-TV

Dallas-Ft. Worth WFAA-TV

Houston KPRC-TV

Seattle KING-TV

Miami WTVJ-TV

Pittsburgh WTAE-TV

Sacramento KTXL-TV

St. Louis KMOV-TV

Orlando WCPX-TV

Baltimore WBAL-TV

Portland, OR KGW-TV

Indianapolis WRTV-TV

*Just*



# ROSE ANNE

|              |         |
|--------------|---------|
| San Diego    | KNSD-TV |
| Kansas City  | KSHB-TV |
| Nashville    | WSMV-TV |
| Columbus, OH | WCMH-TV |

|               |         |
|---------------|---------|
| Providence    | WJAR-TV |
| Birmingham    | WVTM-TV |
| Flint-Saginaw | WNEM-TV |

***Sold!***

|             |         |
|-------------|---------|
| Hartford    | WVIT-TV |
| Charlotte   | WCNC-TV |
| Milwaukee   | WISN-TV |
| San Antonio | KSAT-TV |
| Norfolk     | WVEC-TV |

|             |         |
|-------------|---------|
| Louisville  | WDRB-TV |
| Wichita     | KSNW-TV |
| Spokane     | KREM-TV |
| Ft. Myers   | WZVN-TV |
| Bakersfield | KERO-TV |



# LIVE NEWS The Competitive Edge

*Network services race to expand coverage with live reporting, latest technology, more services*

By Kim McAvoy

**T**he leading broadcast affiliate news services and their chief competitor, CNN Newsource, are anything but complacent these days. They spent much of 1997 expanding their coverage, initiating new services and exploring technological advances, all in an effort to best each other.

"As the business gets more competitive we have to have our reporters there ready to do live shots," says ABC NewsOne's Don Dunphy Jr., vice president of affiliate news services.

A NewsOne priority this year has been adding correspondents across the country, Dunphy says. NewsOne correspondents are now in place in Atlanta, Chicago, Washington and Los Angeles. "We added one in London and we'll add one or two more by the end of the year."

"There is nothing like having someone report live," says Dean Bunting, news director of KSTP-TV Minneapolis-St. Paul, a NewsOne affiliate. The station also relies on video from Conus, a news feed service that operates as a cooperative (see story, page 34).

ABC NewsOne also is offering its affiliates a greater selection of original weekly reports covering health, medicine and technology and a daily entertainment

report. Now, Dunphy says, ABC affiliates are asking for a weekly family/parent report, which will be added by late summer.

Some 200 affiliates receive NewsOne feeds 16 hours a day, and the service provides roughly 10,000 custom live shots a year, Dunphy says. Affiliates have such large news holes to fill, he explains, that the demand for live origination has grown considerably.

Stations need live shots primarily for morning and midday shows, but "it's really across the board," he says. This year there was heavy demand for weather-related stories. Affiliates wanted live shots of the North Dakota floods and of tornado stricken Jarrell, Tex., where a tornado wiped out the town.

"We continue to build on our partnership with our affiliates," Dunphy says. That includes helping them make the transition to digital. NewsOne already is preparing to deliver digital video feeds to its affiliates (see page 40). And it will continue to subsidize the costs of buying fixed uplinks.

Dunphy acknowledges that CNN Newsource is a "factor" in the news feed business: "It's very aggressive in selling its service." CNN's client list includes affiliates from all the broadcast networks. "A lot of [affiliates] feel they need more than one service."

"ABC does a marvelous job, but you don't want to get caught short. What you're doing is hedging your bets," says Brian Bracco, news director of KMBC-TV Kansas



**CBS  
NEWS  
PATH**

*CBS Newspath control room in New York coordinates the news service, which feeds more than 200 stories per day to affiliate subscribers. John Frazee runs the service.*



*ABC NewsOne correspondent Bob Woodruff (above) covers flooding in the Midwest. Don Dunphy (r) is vice president, affiliate news services.*



**NEWSONE**





**CNN Newsource's Keith Oppenheim (above) reporting from Granite Falls, Minn. Jack Womack (r) is senior VP.**



regional offices.

Newspath is also proud of its special "Sweeps Feeds," scheduled every Friday morning during rating periods. "As local stations become more competitive it puts more pressure on us," Frazee says. Still, Newspath has a "very good system. We don't get beaten very much."

Nevertheless, CNN Newsource continues to play a dominant role in the news feed business. Its more than 400 affiliates include both network affiliates and independent stations. And while the broadcast networks would like to see their affiliates drop Newsource, that's not likely to happen anytime soon.

KRON-TV San Francisco uses NBC News Channel and Newsource. News Channel is an "excellent" service, says station manager Al Holzer. But CNN Newsource is "our insurance coverage policy. We use it when an NBC affiliate might not have video." And the station relies on both NBC and CNN during breaking news situations: "We took feeds from various stations in covering the L.A. riots."

"It's always been a real fight" between CNN and the networks, says Jack Womack, senior vice president of CNN Headline News. But it's also that competition that "makes us better and work harder," says Susan Grant, president of CNN Newsource Sales.

For CNN, the emphasis this year and next will be on customer service and "our relationship with our affiliates," Womack says. Newsource retooled its feed times this year to provide better service. It's also surveying its affiliates to find out what they think about the service and where there's room for improvement.

"The big thing here, and what it's always been about, is service and our relationship with our affiliates," Womack says. This fall Newsource will begin in earnest to sell its new digital video-on-demand service (see page 40).

Newsource now provides 12 feeds every weekday and 10 feeds every weekend day. The feeds combine local, national and international news with weather, sports, medical, business, lifestyle

and entertainment stories.

The service also will continue to meet the demand for custom live shots. The day the verdict from the Timothy McVeigh trial was handed down, CNN had requests for 77 custom live shots.

"There's a huge appetite for live shots," particularly between 6 and 10 a.m., says Steve Donahue, executive producer, Newsource.

A new Newsource service this year is its "Local Link" program, which allows a CNN affiliate to link its station's Website home page and CNN Interactive.

To independent stations such as KTLA(TV) Los Angeles, CNN Newsource is "essential," says David Goldberg, the station's news director.

At NBC News Channel this year, much of the focus has been on the Washington bureau. "We've greatly expanded the menu of what we can do out of Washington. On any given day we provide studio and transmission for local stations to talk to newsmakers," says Robert Horner, president of News Channel.

Horner says News Channel's Washington staff has grown from eight to roughly 35. "We've added equipment and studio space. By the end of the year the bureau will be even larger."

The service also is providing more custom material from Washington for individual stations. For example, it allowed a number of stations to send their own talent to cover the inaugural

balls this year.

News Channel also is looking at providing a broadcast-quality video-on-demand service to affiliates, among other technological innovations (see story, page 40).

Perhaps the most immediate challenge facing News Channel and its affiliates is the issue of exclusivity and the use of its material on MSNBC. No one had a problem with News Channel exclusivity until NBC launched MSNBC. "NBC is using our air and our raw material to build itself a channel at our expense," complains one News Channel affiliate.

NBC and its affiliates are working on the issue as it relates to News Channel and the matter is expected to be discussed at a meeting with the network on July 22. "NBC News Channel is the best service," says John Howell, WPXI(TV) Pittsburgh. "I do believe something will be worked out."

Although MSNBC has been a "point of tension" for some stations, Horner



**Robert Horner (l), president of NBC News Channel, says the service has been beefing up its Washington staff. Reporter Mark Strassman (above) covers the Oklahoma City bombing.**



says, "Frankly, what we discovered is an incredible reservoir of goodwill toward MSNBC. We think of MSNBC as just another client," he adds, noting that MSNBC also provides material for local stations. "It's a very powerful news machine that gives us material...it's been a good citizen."

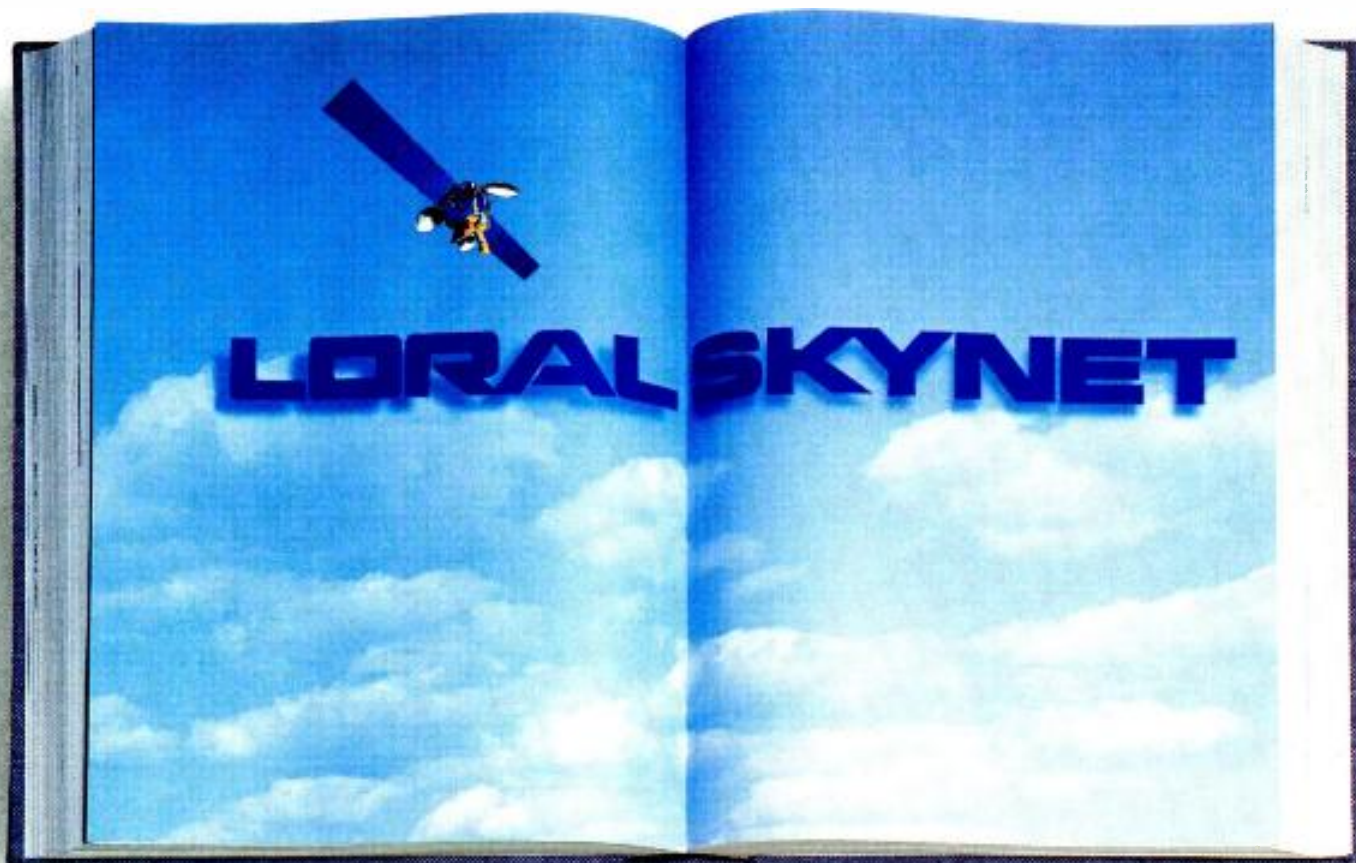
Horner believes the controversy has died down. Moreover, he points out, no station has canceled its subscription to News Channel and every station continues to contribute to the service.

Exclusivity does not appear to be an issue for ABC NewsOne nor for CBS Newspath at this time.



*Small world* ]





*Big story.*

The biggest story at Loral Skynet is that the success of your business comes first in our book. Our long-standing tradition of personalized customer care and flexible service offerings is focused on satellite solutions that give you greater efficiency and profitability. And now, as we expand our satellite fleet and service leadership in the global arena, you'll discover our capacity to serve you is greater than ever. So turn to us, whatever your application. Loral Skynet is a new chapter in satellite communications. To get the whole story, call 1.800.847.9335.



*Global solutions for your world.*

# Conus raises regional presence

*Reorganizes to be more responsive to members*

By Kim McAvoy

**S**horing up its regional operations has been a priority this year for Conus.

For starters, the TV news service is adding four more assistant regional managers (Conus refers to them as sub hub producers). By fall, Conus hopes to have a sub hub producer at each of its eight regional news hubs, says Charles H. Dutcher, president-general manager of the TV news service.

Augmenting their numbers will enable regional managers to spend more time working one on one with members. They will visit station newsrooms at least twice a year, Dutcher says. "This will give our staff a clear outline of what stations want from a news service."

Conus also has shifted the focus of its senior managing editor, Steve Cope. His main responsibility now is to help educate new clients and work with existing customers to make sure they are full participants. Cope will be expected to visit nearly half of the stations in the Conus cooperative each year.

In addition to improving its regional operations, this September Conus will launch DCeXtra, a new service aimed at helping TV stations "build a consistent and marketable presence" in Washington.

DCeXtra, a 15-20 minute digital feed from Conus's Washington bureau, will be offered Monday through Friday. Two reporters have been hired for the new service, which will include the top story of the day, packaged for local news with custom outcues; *Washington WatchDog*—two or three investigative hard-news features weekly; two- and three-part series for sweeps weeks, and live feeds of breaking news and other top stories.

"These will be relevant stories that hit home," says Charlie Towne, director of news and operations at Conus Washington Direct. "We'll show how real people are affected by what happens in D.C."

Providing custom live shots for its members still is a major function of the service. In June, when a tornado wiped



Conus's master control room in Minneapolis coordinates the 115-member cooperative. President/GM Charles Dutcher (l). Washington producer Amy Meringer (far left).

out the small town of Jarrell, Tex., Conus supplied 30 custom live shots to its affiliates.

To facilitate custom live shots, Conus sent one of its regional managers to Jarrell to coordinate the resources of three of its TV station members that were covering the disaster.

With only 115 TV station members in the Conus cooperative (there is a self-imposed cap of 125), "we can respond

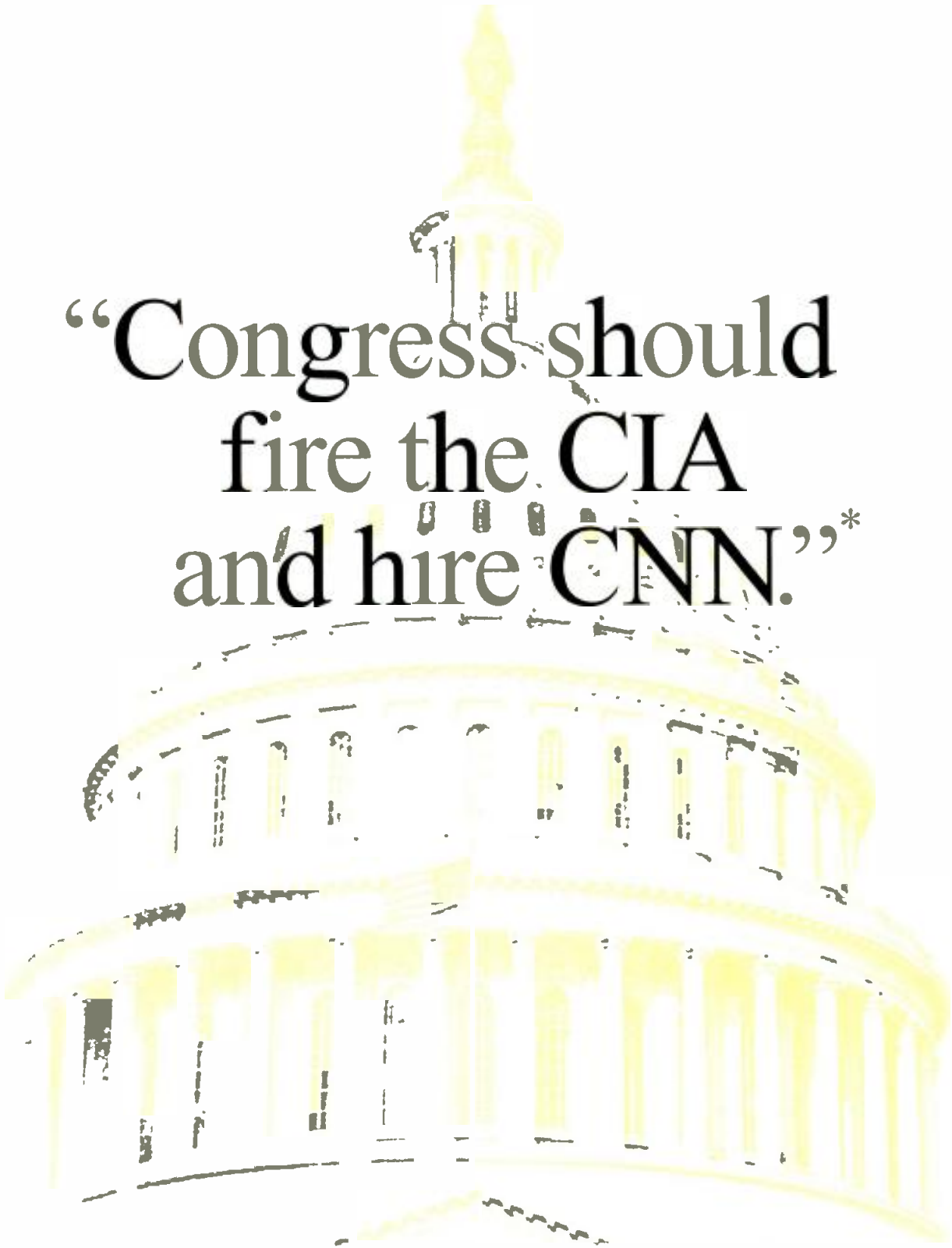
quickly and easily to members' needs," Dutcher says.

For example, Conus made it easier for affiliates to cover the North Dakota flood this year by offering members a special daily Flood Feed. "Members only had to go to one specific feed to find the best video," Dutcher says.

Conus's seasonal sports feeds also respond to affiliate needs. Based on member suggestions, Conus has added specialized sports feeds that include an NFL Feed, Hoops Hoopla (during NCAA basketball season) and Batter Up (for Major League Baseball). "[A feed is] easier to find when it's packaged by itself," Dutcher explains.

Conus also offers members several weekly half-hour feeds that include features and entertainment, and medical news. One of its most popular daily feeds is *Weird News Tonight*, a collection of offbeat news stories that can be used as kickers on evening newscasts. Conus delivers 19 regional and national news feeds daily. ■





“Congress should  
fire the CIA  
and hire CNN.”\*



THE WORLD'S NEWS LEADER

*\*“The Senate is about to confirm another director of the CIA even though America found out about the collapse of the Soviet Union on CNN. America learned of the fall of the Berlin wall on CNN. America found out about Saddam Hussein's invasion of Kuwait on CNN. Congress should fire the CIA and hire CNN.”*

*Rep. James Traficant, D-Ohio, May 6, 1997*

Access CNN on the World Wide Web at [CNN.COM](http://CNN.COM)



## **MEDIA AND RESOURCE MANAGEMENT**

**PROFILE<sup>®</sup>**  
**DISK STORAGE**

**NEWSTAR<sup>®</sup>**  
**AUTOMATION**

**EDITSTAR<sup>®</sup>**  
**NEWS EDITING**

©Tektronix is a registered trademark of Tektronix, Inc.

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





## *Be Ready When the News Hits the Fan.*

Breaking the news is a whirlwind operation. While it's happening, there's no time to cope with changing newsroom technology. That's why Tektronix is dedicated to providing you with fast, reliable and efficient newsroom systems that fit your working environment.

NewStar® news automation tools give your staff the ability to view feeds, script stories and build rundowns, safely making changes up to the very last second. From acquisition through archiving, Profile® video servers, combined with high-speed networking and media management technology, give you the video you want, when you need it. And EditStar™, the script-based, non-linear video editing solution, is just one of our innovative news editing tools that enable lightning-fast editing by multiple users.

Add Grass Valley production systems and Tektronix Business Partner Applications, and you'll see how we can tailor solutions to fit your needs. We'll keep you on-air and competitive, no matter which way the wind blows. With Tektronix on your side, the forecast for the digital future is smooth sailing. For more information, call...

**1-888-TEK-VIDEO dept. 605**  
**[www.tek.com/VND](http://www.tek.com/VND)**

*Let's talk news.*

**NewsWorks™**  
VIDEO EDITING

**Grass Valley**  
SWITCHERS

**Tektronix**

# Bloomberg mixes business with news

*Company offers variety of programs, video, wire reports with custom features*

By Kim McAvoy

**A**nother significant player in the video syndication and news feed business, Bloomberg News has nearly 75 affiliates across the country that pick up its daily feed.

"Business is booming," says Bloomberg's Frank Traynor. He attributes the company's success to its "partnership" with its affiliates: "We have an editorial board made up of member stations.... They tell us what the affiliates need."

Delivered seven days a week, the service gives broadcasters a two-minute market report, a two-minute technology report (added this year), a 90-second per-



*Bloomberg's Bonnie Behrend anchors the 'Technology Report,' fed daily to TV stations for insertion in newscasts.*

sonal finance report and a 90-second Washington wrap-up. The feed, which goes out each morning between 4:30 and 4:45 a.m., is geared for morning and noon news programs.

"As part of the package, Bloomberg provides a computer terminal, which before was available only to Wall Street insiders," Traynor says.

In addition, Bloomberg clients have access to a news wire that features general, regional, business and sports news. Even more important, Bloomberg provides a custom-tailored local market

index of stock quotes for all the companies in a client's market. "We give them their own exclusive economic barometer," says Traynor. Bloomberg updates the index all day.

On the syndicated side of the service, affiliates can air two weekly half-hour barter programs—*Bloomberg Small Business* and *Bloomberg Personal*.

*Bloomberg Small Business* is a "blueprint for the small business owner," Traynor says, while *Bloomberg Personal* focuses on personal finances. "Each program can be customized for local stations to showcase their own talent," Traynor says. Many stations carry the programs on weekends.

Bloomberg clients also can pick up an expanded *Market Report* for the weekends. A two-minute segment for Saturday looks at the week that was and another on Sunday looks at the week ahead.

Financial news is the backbone of Bloomberg News, but the service also is working to meet the demand for custom live shots to go with business and non-business stories. For example, when the head of Kodak was in Tokyo, Bloomberg News got a live shot back to its Rochester, N.Y., affiliate by noon, beating its competition, Traynor says. The service also provided affiliates with live shots from the crash of TWA flight 800. ■

HISTORY BY MANKIND.  
FOOTAGE BY ARCHIVE.

Looking for a stock library with history? We have 14,000 phenomenal hours of historical and entertainment stock footage. Plus over 20,000,000 historical photographs. All computer-cataloged, copyright-cleared and ready to roll.

Call, fax or write for a free brochure and sample reel:

800-876-5115

or [www.archivefilms.com](http://www.archivefilms.com)

ARCHIVE FILMS  
ARCHIVE PHOTOS

530 West 25th Street, Dept. BC  
New York, NY 10001  
Tel. (212) 822-7800 Fax (212) 645-2137

## Ivanhoe zeroes in on health, crime

Covering medical breakthroughs, health news and crime prevention have proved to be a successful syndication market for Ivanhoe Broadcast News.

"Health and medicine are important issues. There's nothing as universal as these topics," says John Cherry, vice president, Ivanhoe Broadcast News.

Ivanhoe's most popular series, *Today's Breakthroughs: Tomorrow's Cures*, is carried in 135 markets, and looks at new medical procedures, treatments and technology. Stations receive three 90-second packages per week.

The service also produces a companion series, *Prescription: Health*, which covers family health issues. Stations in 85 markets have picked up the program, which includes two 90-second packages per week.

And as public concern over crime and violence grows, Ivanhoe is addressing the matter through a series called *Crackdown on Crime*. It offers viewers crime prevention tips, as well as stories about successful crime fighting. "It doesn't have quite the mass appeal [as the health series], but it's a very important franchise," Cherry says. The crime series includes three 90-second packages each week, and airs in 61 markets.

This month, Ivanhoe launched *Smart Woman*, a series aimed at women 25-54, covering issues from building your own child-care business to cosmetic dentistry. It has been picked up by 40 stations and includes three 90-second packages per week.

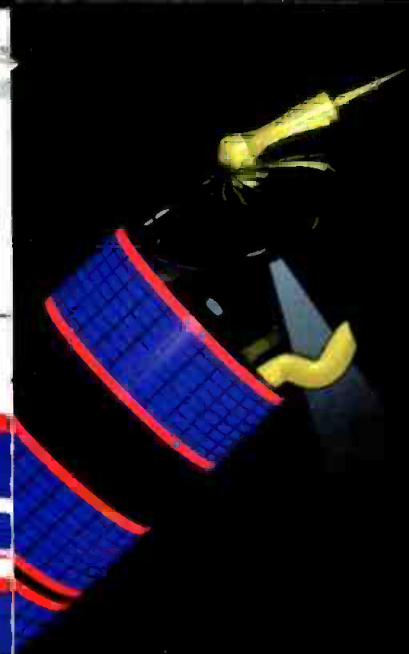
"Everyone wants to talk to women 25-54," Cherry says.

"The biggest key to our success is that we have 22 field producers across the country. We can take a national look at these issues. We're not just producing out of our backyard," he adds.

Ivanhoe offers its series on an exclusive basis in each market.

—KM





# GOTCHA COVERED!

## CONUS

**An Elite Force.  
A Clear Mission.**

Plain and simple. We exist to give our stations an edge. The edge begins with limited membership. With only 125 stations we can ensure elite, unlimited service. It's service based on listening to you. The result, an arsenal of resources driven by the needs and objectives of local news: 19 national and regional news feeds EVERY DAY; more than 600 stories each week; special event coverage; jump teams; flexible control room and booking policies; no-charge archive access; specialty feeds; access to the largest independent custom news bureau in Washington D.C. And most importantly, the people and technology to make it all work for you.

**No Matter What. No Matter When.  
We've Got You Covered.**



The CONUS logo, featuring the word "CONUS" in a bold, italicized font, with a stylized American flag graphic behind it.

**Limited Membership  
Unlimited Service  
(612) 642-4540**

# Digital debuts with video services

*Companies roll out advanced feeds with increased features*

By Kim McAvoy

**A**long with the rest of television, video news feed services are entering the digital age.

CNN Newsource is making a big push this summer to sell its new digital video-on-demand service. CNN Newsource On Demand is now available to all affiliates, providing them with instant access to all Newsource material in a digital format. CNN delivers its digitized feed to a station's desktop computer at the same time it delivers its usual feeds.

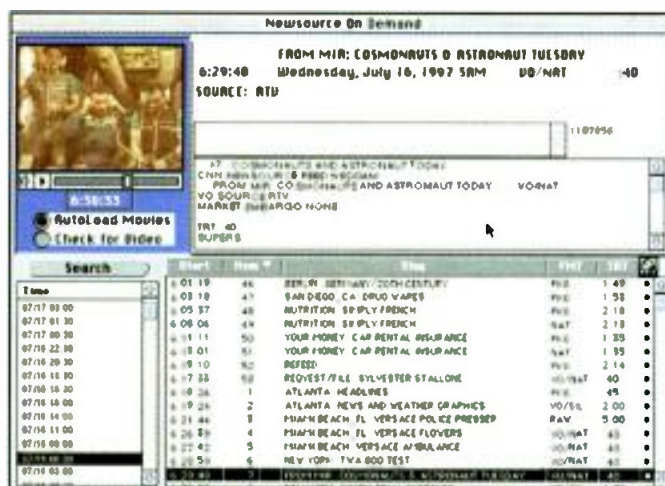
Video and scripts are sent to a computer where about 40 hours of material can be stored. Broadcast producers can then see the feeds in Quicktime video. CNN believes the service will save news producers time and make it easier to manage the material they receive.

"We're very happy with the product," says Jack Womack, senior vice president, CNN Headline News. "As we go into the fall we're going to make sure Newsource On Demand is working in all our affiliates' newsrooms." Roughly a dozen CNN affiliates are using the product.

If all goes as planned, this summer CBS Newspath affiliates will be able to try News on Demand. Newspath's new desktop product. "It takes everything we feed to a station and puts it on a server," says John Frazee, vice president of news services.

Newspath funded the development of the software, which runs on a Tektronix Profile server. Stations can buy the Profile (software included) at list price. It records the news feeds, clips them when they come in, and then puts each item into a file. "It's very user friendly," Frazee says.

He adds that Newspath tested digital SNG during coverage of the O.J. Simpson trial and during the political primaries and caucuses: "We did a live shot of the O.J. drive home [from the criminal trial] and nobody knew it was digital. It was indistinguishable from analog."



**CNN Newsource On Demand allows a producer to view video and scripts through a computer.**

**"Right now, we're living in a world that is half analog and half digital. It takes some juggling."**

**—Charles Dutcher, Conus**

Newspath now has four digital SNG trucks in the field, Frazee says. "When an affiliate asks us to purchase a truck, it will be digital. We're not going to buy anymore analog."

This month, ABC NewsOne will begin testing delivery of digital video feeds to five or six of its affiliates. Called NewsOneNET, the digital feeds will be a browse-only version that will enable affiliate producers to get video and scripts on their desktop computers. A kind of nonlinear video indexing system for all NewsOne's news feeds, the service will allow producers to make editorial decisions instantly. The producers then will go back to a traditional means of downloading the video.

As part of the test, NewsOne will deliver a week's worth of its feeds via NewsOne Net, says Don Dunphy Jr., vice president of affiliate news services. Stations will need to purchase a Pentium computer. But the browse-only version

should be easier to use than the analog version, he says.

In the fall, NewsOne expects to offer all 16 hours of its material daily as a browse-only video feed to all its affiliates, according to Dunphy.

NBC News Channel has already installed digital equipment at all of NBC's fixed transmitters around the country. This installation will allow News Channel to transmit digitally to its headquarters in Charlotte, N.C.

The service conducted a video-on-demand trial in Texas last summer, says Robert Horner, president of News Channel: "It looked a lot like a home page, where producers could preview stories...click again and download broadcast-quality [video]. The affiliates in Texas really liked it." Now NBC is looking at how to make video on demand affordable on a full-time basis. "I don't know if we will roll it out this year," Horner says.

He also says the news service is looking into using digital satellite transmission for newsgathering. "It would quadruple the satellite time we have. We're trying to make that happen—it's a high priority."

By September, most of the news material at Conus will be recorded, edited and fed digitally to its member stations, although members still will receive an analog signal. Conus is allocating \$400,000 to implement its digital plan. It is recording and editing with digital technology to preserve the quality of its tape. Using digital compression technology to transmit will save satellite time. Conus currently uses digital transmission from its Washington bureau.

"Right now, we're living in a world that is half analog and half digital. It takes some juggling," says Conus President and General Manager Charles H. Dutcher.

Broadcast TV executives are checking out the Bloomberg News all-digital newsroom in New York. "They're interested in how we run the newsroom, both editorially and technically," says Bloomberg News's Frank Traynor. Indeed, Traynor views the newsroom as a "laboratory" in which its TV station clients can learn as they prepare to program their own digital channels. ■



## Denver, CO



The Conus Event Team provided daily accounts and countless custom reports throughout the McVeigh Trial.

## Washington, DC



The custom crew at Conus Washington Direct provides limitless access to news from the Nation's Capital.

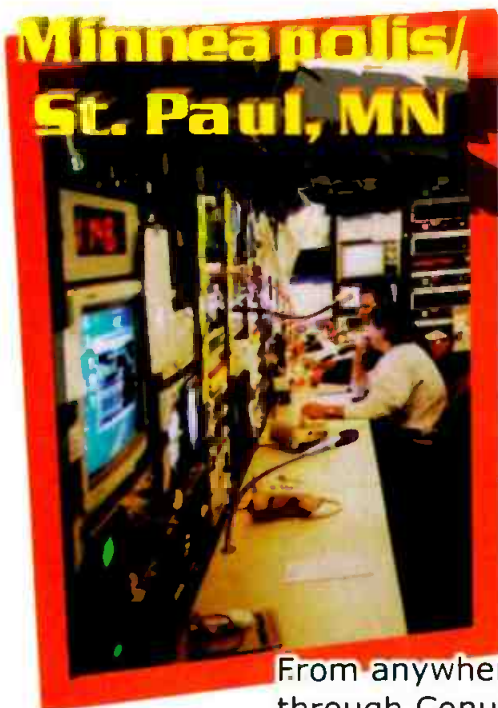
## Jarrell, TX



Regional Manager  
Gene Stephens

When tornados struck, the Conus Southwest Regional Manager responded to the scene coordinating the resources of three local stations for total Cooperative coverage.

## Minneapolis/ St. Paul, MN



# CONUS

## GOTCHA COVERED!

**It's unlimited service for a limited membership.  
Join the Elite Force in News  
612-642-4540**

From anywhere news happens,  
through Conus Master Control on to you

# Fox hones its NewsEdge

By Kim McAvoy

**I**t may not be as entrenched as the other network news services, but Fox NewsEdge appears to be picking up steam.

There are now 80 Fox affiliates, all of which have their own local news operations. They all receive nine national and seven regional NewsEdge feeds daily.

Indeed, a sign of NewsEdge's success is that it is likely to start charging affiliates a fee next year. Discussions are under way with affiliates about a fee structure, says Brian Jones, vice president, news, affiliates. "We don't think it will be a problem. We feel confident that our affiliates are pleased with the quality of NewsEdge," he says.

However, just how well such a change will sit with affiliates remains to be seen. At WBFF(TV) Baltimore, the station uses both NewsEdge and CNN Newsource. "As far as live coverage is concerned, we rely on both heavily," says news director

Joe DeFeo. But keeping both services may be "financially prohibitive," he says.

Although Fox has had a news service for some time, it renamed it NewsEdge last year to coincide with the launch of the 24-hour Fox News Channel.

Since then, NewsEdge has stepped up its activities to provide regional and national news feeds that include material from Fox News Channel. And Fox affiliates have access to Fox Wire, NewsEdge's international newsgathering service.

NewsEdge wants to become the affiliates' "primary source for national and international news," Jones says. Stations particularly like the NewsEdge regional feeds, he says, because they provide access to material from neighboring states and counties.

Requests for custom live shots pour in, according to Jones. "We've done over 3,000 in the past year."

NewsEdge also has put into operation seven regional newsgathering cooperatives among its affiliates. Fox News Channel uses material from the cooperatives, picking an interesting story from an affiliate and running it several times a day.

NewsEdge also has established seven bureaus this year: Los Angeles, Washington, New York, Denver, Miami, San

Francisco and Chicago. And there are four international bureaus: Hong Kong, Jerusalem, London and Moscow.

The service has a staff of 24.

Says one industry observer, "They're out there in a big way, trying to make a name for themselves."

**"They're out there in a big way, trying to make a name for themselves."**

## We're the shortest distance between a journalist and a source.

We're ProfNet - your direct link to 4,000 public information officers representing colleges, universities, think tanks, national laboratories, hospitals, non-profit organizations, corporations, and public relations agencies.

There's no limit to the ways you can use ProfNet - and there's never a charge, no matter how many searches you conduct.

### ProfNet Search

Tell us your name, news organization, nature of the expertise you seek, deadline and the manner in which you'd like our members to get back to you. Please also let us know if you want your name and news organization to be treated confidentially.

Give us your query by phone, fax or email. We'll include it in the next of three daily distributions delivered by email to our members at 10:30 a.m., 1:30 p.m. and 4 p.m., Eastern time. If our members know of sources they think you'll find helpful, they'll respond in whatever manner you specify.

You may choose any or all of six sublists. To segment your search, simply tell us which of the following categories you wish to query:

- Business Schools
- Colleges & Universities
- Corporations
- Extended Academe
- Non-profit/Government
- PR Agencies

### ProfNet's Experts Database

Available on the WEB, the PED offers capsule bios and contact information for 2,000 individuals identified by our members as leading experts in their fields. Providing instant leads, it's a powerful complement to ProfNet Search. You'll find it at <http://www.profnet.com/ped>

For a copy of our User's Guide, please call our fax-on-demand line at 1-800-281-3257 or visit our web site at [www.profnet.com](http://www.profnet.com).

**Phone: 1-800-PROFNET**

**Fax: 1-516-689-1425**

**Email: [profnet@vyne.com](mailto:profnet@vyne.com)**

# ProfNet

A Subsidiary of PR Newswire

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

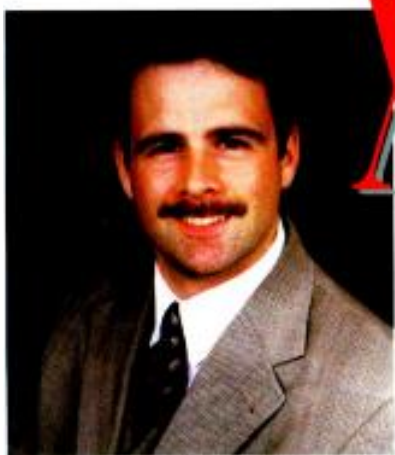


Not the same old *blah, blah, blah*, from Washington, D.C.

# DC eXtra<sup>SM</sup>

**Finally. A Way to Give Your Audience a Consistent, Meaningful Connection to the Nation's Capital**

*When what happens in D.C. matters to your viewers, we cover it. We're there when a story breaks, giving you a first look, even before network news. Relevant stories that hit home: Your Pocketbook. Your Children. Your Health. Your Freedom. Not politics for politics' sake.*



**X**

Each day, Mike Majchrowitz delivers Washington's top story packaged for local news with custom outcues.

Terry Turner, your "Washington WatchDog", submits enterprise stories to help your station build a meaningful franchise.



- ✕ Sweeps series: 2-3 parter every book -- *gut & wallet issues*.
- ✕ Other top stories as VOSOTs, scripted and cut for air.
- ✕ Live flash feeds of breaking news.
- ✕ Preferred rates for live shots and custom coverage.

**CONUS**  
WASHINGTON DIRECT

612-642-4540

**DC eXtra** Your exclusive, daily feed from Washington

# Radio finds news is strictly business

By Elizabeth A. Rathbun

**T**he business of business news is booming, executives of radio news services say.

"There's been a strong demand for [business news as the number of] individuals interested in the stock market has increased," says Mark Hamrick, business editor for AP Broadcast. And that number has increased over the past year, as stock prices hit all-time highs and millions of new dollars have flooded the market.

At the same time, the U.S. economy has been strong. Good news about unemployment and consumer prices has created more demand for information on those subjects, the executives say.

"The booming economy makes everyone interested in what's going on....It affects their job," says Ed Silk, business editor of UPI Radio. "People really seem



Audio editor James Minichello assembles a newfeed at UPI Radio Network in Washington.

to depend on the business report. It's become more crucial a part of news programming."

While business news is not sold separately from UPI's other radio offerings, it is key, says UPI assistant general manager and newly named "Webmaster" Diane Burr. In fact, "we're looking to beef it up and expand it," she says. Last month,

UPI announced plans to post a business and financial information service on the Internet. *UPI-MEMO* will spotlight emerging stock markets such as Hong Kong and Singapore.

National Public Radio also has moved to quench the thirst for business news. NPR's *Midday Business Report* debuted last Dec. 30. These two-minute business updates air in the final minutes of NPR's afternoon newscasts. And on June 30, NPR for the first time began airing segments specifically offering business news. Two eight-minute segments run during *Early Morning Edition*, which airs from 5 to 6 a.m.

"We find great demographics for business news among our listeners, especially in the morning," says Siriol Evans, NPR's manager for public and media communications.

AP has not added more business news to its offerings but since the first of the year, "we certainly have gone in a new direction. Our business people are under orders to make [business news] more

**NOW**

**FOX**  
**NEWS**  
channel

**CAMPAIGN FINANCE HEARINGS**

**TUE**

**79°**



"relatable," says Wally Hinds, AP Broadcast's assistant managing editor for programing.

That translates into AP being "more mindful of the consumer," business editor Hamrick says. For example, while "some of the things that happen in the financial market can be confounding," reporters take care to avoid jargon.

Radio stations are asking for "a lot of consumer-oriented business news," says Kelly Barton, director of corporate communications for Metro Networks Inc. Metro supplies local news, weather, sports and traffic to 1,400 radio stations on an individual basis.

They also want "business news about the companies in that market or region," says John Tomlinson, vice president/general manager of Metro's News Division. While national and global news is part of what Metro offers, "the other side of it [the local side], has been lacking," he says. The hunger for business news will continue to grow, he says.

At 8 1/2 years old, Public Radio International's *Marketplace* may be the granddaddy of consumer-oriented business news. The half-hour show now enjoys 3 million listeners via more than

200 public radio stations.

PRI President Stephen L. Salyer describes *Marketplace* as "business [news] for the rest of us, not [just] the business junkie." That doesn't mean taking the approach that "commercial news" takes, he says. Commercial news "tries to reduce [business coverage] to consumerism: 'What product should I buy?'"

Instead, *Marketplace* looks for "the way of connecting the business story to the fabric of people's lives," Salyer says.

On June 30, PRI added two-minute *BusinessCasts* to its offerings. The business-news updates air live at four minutes past the hour between noon and 4 p.m. And all-business *Morning Reports* fills the last nine minutes of the BBC's 5 a.m., five-day-a-week news show *World Update*. PRI began distributing the show on June 30.

PRI's business offerings will "continue to expand because so many of the interesting stories many times come up out of business," Salyer says.

Bart Tessler, vice president of news for Westwood One, credits the growing interest in business news partly to baby boomers growing up. They are starting

to arrange for a retirement that they could not envision 10 years ago, he says.

There are plans for more business shows produced in-house and by outside partners and vendors, he says. "We only do what works. We only do what clears and sells and makes money. We're still finding there's a need and a demand" for business news.

Michael Bloomberg, president of Bloomberg Financial Markets, argues that radio listeners are not asking for more business news. There simply is a lot more of it, he says.

"Conventional wisdom is that more and more people care about business news. I haven't seen any evidence of that. [But] I can see a much bigger supply," he says. That includes Bloomberg News Radio, which has 100 affiliates and counting. Radio is a particularly good venue for business news, Michael Bloomberg says, because listeners can use it in places where a TV and a computer can't go, such as in the car or shower or while jogging.

"A lot of our customers and potential customers use radio to get news," he says. ■

# Only one network is covering the Senate Campaign Finance Hearings *live...* and thousands of viewers respond to the exclusive coverage.

***"You are to be commended for the outstanding job in covering the Senate hearings."***

J. P. L.  
Houston, Texas

***"Thank you for realizing there are millions of Americans who want to know what is going on in Washington."***

B. D. G.  
Vancouver, WA

***"You are putting the other networks to shame."***

D. R.  
San Diego, CA

**We report. You decide.**



# Covering the global village

*Services scramble to supply news from all corners of the globe*

By Kim McAvoy

**B**usiness remains strong on the international news feed front. Worldwide Television News (WTN), AP Television News Services (APTV) and Reuters continue to expand their operations in an effort to satisfy an ever-increasing global appetite for news.

## Worldwide Television News

The launch of a 24-hour news service into Latin America has been the "biggest item" on WTN's agenda, says Terry O'Reilly, vice president, Americas. With its regional service in place there, WTN was

able to offer "wall-to-wall" coverage of the standoff between rebel forces and the government in Lima, Peru. In addition to breaking news stories, Latin American clients have access to WTN's international sports and entertainment news feeds. (WTN customers receive a sports feed six days a week and an entertainment feed five days a week.)

WTN already offers 24-hour service across Europe and Asia, according to O'Reilly. Those feeds include international news gathered from WTN's 120 bureaus as well as stories from the "global news resources" of ABC News and the BBC.

WTN in turn provides international coverage for ABC and the BBC. It has more than 75 clients in the U.S., including CBS, Fox, CNN and Bloomberg.

"In a usual day, we do 30 to 40 scheduled news feeds and a dozen unscheduled breaking news flashes," O'Reilly says.

O'Reilly says the service is also looking at "re-outfitting" WTN's 120 bureaus to accommodate digital technology.

## AP Television News Services

With more than 150 clients worldwide, APTV also is making strides in its coverage of international news and sports. Just this year, the service has added Fox News, Bloomberg and Telemundo Group to its customers. Others include CNN, NBC, MSNBC, CBS, BBC and NHK.

APTV has been using the TOKO (VAST-p Digital) box, a new technology that delivers video more efficiently, to help meet its customers' demands. "It's a black box you take out on the road and plug into an edit pack," explains Chris Stocking, international television manager. "[Then you] send the video down a satellite phone." A TOKO box must be at the other end to receive the video, a picture not quite Beta quality. "But having the first-strike picture is very important," Stocking says. It takes eight minutes to feed a two-minute story, but "you don't have to race back to a fixed satellite uplink."

APTV went all out this year to report

the British return of Hong Kong to China, spending \$1.2 million to cover the event. Stocking says: "We had a staff of 42, eight tons of equipment, five satellite pathways, three satellite uplinks, a microwave link, infralink and fiber network. We provided 50 clients with special reporting services. We had a complete studio setup for TV Tokyo."

APTV also is beefing up its operations in the U.S.; it opened a bureau in Miami and increased staff in its Los Angeles, New York and Washington bureaus. "We are growing domestically as the global interest in U.S. news increases," says Ed Bell, director of TV membership for APTV.

APTV will have increased capacity on PanAmSat's PAS-5 satellite, due to launch this month or in August. "This will improve our service out of Latin America," Bell says.

## Reuters

Reuters continues to put its muscle behind its 24-hour video news product. Some 900 TV broadcasters worldwide rely on the 24-hour news channel, Reuters World News Service.

Reuters TV pulled out all the stops to cover the G-7 summit in Denver. "We had three live positions, seven camera crews, four edit sweeps, two master control rooms and two satellite paths out of here. We had a staff of 70 covering everything. We effectively built a small TV station," says Ralph Nickels, senior vice president of TV in the Americas.

The World News Service remains "our core business," says Bob Keyes, vice president of sales and marketing. However, Reuters Financial Television (RFT) is also a key priority. RFT provides video news via computer to financial traders and analysts. As many as 14,000 computer terminals have access to the service.

Looking down the road, "We are considering which way to move to improve our newsgathering and production [in the digital world]," Keyes says. "It's satellite delivery versus video-server delivery. Everyone is trying to make these decisions."



WTN captured last year's plane crash in the Indian Ocean.



Reuters provided TV facilities for Japan's NTV network to cover the G-7 summit in Denver.



APTV's Myles Tierney and Alistair Lyne in Zaire

**Your one source for independent religion reporting**

**RNS**  
RELIGION NEWS SERVICE

**Trusted by ABC, NPR, PBS, and major daily newspapers.**

**Call 1-800-767-6781 for more information.**

RNS, 1101 Conn. Ave NW  
Washington, DC 20036  
Fax: 202-463-8777



# THEY KNOW DOBSON.

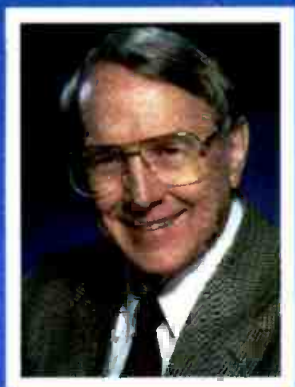


## ISN'T IT TIME YOU DID?

Today, life seems more hectic than ever. People are busier. Responsibilities are greater. Spare moments are fewer. Yet one thing remains the same—family still comes first.

That's why millions of families love psychologist and award-winning author **Dr. James Dobson**. He puts families first, so put him to work for your station with *Focus on the Family Commentary*.

This one-of-a-kind 90-second TV news insert provides the encouragement and practical advice families need to keep up the pace *and* take time to smell the roses. Through life-changing insights on marriage, parenting and relationships, we deliver the family. And when you put the family's best interest at heart, you can bet they'll be interested.



*This is just what stations need to help meet the needs of our viewers.*—Dan Modisett, WLBT-TV (NBC)

**TV Programming for the 21st Century.**

**Call Briargate Media today at 719-531-3311 for your demo.**





NO ONE EV  
"LOOK DEAR  
FAVORITE NI





# EVER SAID, R, IT'S OUR EWS RERUN."

And no one ever will. When it comes to producing the news, every second counts.

That's why we bring you the stories people want to see, faster and smarter. So that you can access them, and get them on the air while it's still news. Because a superior news product is what keeps you in touch with your audience and with your community. It's what makes a successful news program, and ultimately, a successful station

*Serious about news?*



For more information call (404) 827-4525. © 1997 Turner Broadcasting System, Inc. All Rights Reserved. ■ CNN NEWSOURCE SALES

# Back to school for TV journalists

*Stations rely on continuing education to keep staffs up to speed*

By Kim McAvoy

**A**s the TV news business continues to grow, so does demand for better journalists.

Stations are meeting that demand by sending their staff to educational seminars and workshops, and by investing in more on-site training.

"People are beginning to awaken to the fact that there is more competition, and that the best way to compete is by doing a better job," says Herb Brubaker, president of the Television News Center, Rockville, Md.

TNC trains journalists, technicians and directors in their own newsrooms and out in the field. "All of us need training," Brubaker says. "You can't rely on smoke and mirrors...what's needed is more solid reporting."

Brubaker, who was a producer, writer and assignment manager at NBC News, visits a station and develops a specific training program: "We go into the con-



*Poynter visiting faculty Paula Walker talks to a class on producing newscasts.*

trol room and edit with them. We go out in the field to do stories with them. We sit down with their news directors and general managers."

TNC also sponsors two-day seminars at the University of Maryland on anchoring, writing and reporting.

A mainstay in the continuing education of broadcast journalists is the Poynter Institute in St. Petersburg, Fla. "Our whole business is training journalists," says Valerie Hyman, director of Poynter's program for broadcast journalists.

ter's program for broadcast journalists.

The institute holds dozens of seminars and workshops at its headquarters and sponsors training sessions at industry conferences. Poynter accepts journalists with at least three years of experience.

Now, Hyman says, there's a big need for newscast producers. The institute held a week-long seminar in June, "Producing Newscasts," and in December it will conduct a four-day workshop, "Grow Your Own Producers."

Broadcast journalists also can turn to the Radio-Television News Directors Association for continuing training. RTNDA's Radio & Television News Directors Foundation, Washington, offers workshops and seminars during the year, as well as during the RTNDA annual convention. Some seminars are offered as satellite feeds. RTNDA also provides instructional videos and written resource materials.

Newsroom production workshops have been extremely popular, as well as training on how to make decisions under pressure, says Eric Swanson, RTNDA executive director.

Media consultants also play a role in helping TV journalists to sharpen their skills. While consultants are brought in to help stations boost ratings or carve a niche, they also provide specific continuing education programs.

TV consultant McHugh & Hoffman, Southfield, Mich., builds training programs on audience research it compiles in each station's market.

"We've done national and regional workshops, but they don't get detailed enough about a particular audience or particular market," says Frank Graham, vice president of McHugh & Hoffman. Training, he maintains, needs to be "market specific." What works in Houston doesn't necessarily work in Minneapolis.

TV production workshops make up 30% of the training sessions offered at the Magid Institute, run by media consultant Frank N. Magid Associates, Marion, Iowa. The institute sponsors seminars and workshops around the country.

Magid Vice President Eric Braun says many TV stations and networks express disappointment with the skills of recent college graduates: "The industry is changing so much that it's hard for journalism schools to keep up."

We're looking for one station ...  
with a **vision** for television news...

A station with the nerve to create a  
**DRAMATIC** new format that will  
take local TV news into the 21st century...

A format that will bring  
**journalism** back to  
broadcasting...

**Interested management should contact:**

**Reel to Real News™, L.L.C.**

Box D1

Broadcasting & Cable  
245 West 17th Street  
New York, NY 10011



# GOOD NEWS

To all our colleagues at Univision Network News,  
congratulations on winning the

**1997 Edward R. Murrow Award**  
for Best Newscast.

With it, you have attained one of the highest honors in  
American journalism — and you did it in Spanish!

We're proud to have you on our team.



# UNIVISION

# Journalism's Significant Others

*A cross-section of news services from ABC to Zondervan*

**ABC News Radio**—24-hour, daily news including crisis coverage, special reports, newscasts, sports, business and public affairs (212) 456-5107

**AccuWeather**—Weather service, local forecasts for radio and TV (814) 234-9601

**Agence France-Presse**—General and economic news in six languages, photo service, infographics in four languages (202) 414-0335

**American Urban Radio Networks**—Hourly newscasts, commentaries, White House and Capitol Hill reports, special reports focusing on African-American concerns (212) 714-1000

**AMI News**—Skiing, camping, fishing reports for radio and TV (510) 254-4456

**Archive NewsPhotos**—More than 20 million photos, stills and engravings covering over 3,000 years of history, including up-to-the-minute news and celebrity photos (212) 620-3955

**Broadcast News Ltd.**—General news, live sports and remote broadcasts for radio and TV (416) 364-3172

**Business News Network**—24 hour, daily business news, market reports, financial advice, live reports from NYSE, business talk, lifestyle talk shows (on weekends) longer-format programming, *Business Day* (3 hour program) for radio (719) 528-7040

**CBS News Radio**—24 hour, daily news, special reports, updates, news feed and hard-copy service, newscasts and crisis coverage (212) 975-4198

**CBS Radio Networks**—*The Gil Gross Show* discusses news, politics and pop culture; call-in radio program (212) 975-7807

**Consumer Reports TV News**—90-second consumer news features for radio and TV, product testing, safety alerts and good buys (860) 677-0693

**Court TV**—Broadcast clip service with video from more than 400 trials and hearings (212) 692-7892

**Earth Minute**—Environmental news inserts and vignettes, E-Patrol, package of 21 30-second vignettes for kids (816) 444-4494

**Entertainment News Calendar**—Daily entertainment news (212) 421-1370

**Hammer Distributing**—Car-care news inserts for TV (614) 264-7585

**Health News on Location**—Health and dental news (214) 820-4827

**Kiplinger's Personal Finance Report**—24-hour business, economic and money video news service (617) 861-8713

**Medialink**—Unrestricted audio and video from the White House, corporations, entertainment industry and trade associations (212) 682-8300

**Medill News Service**—Regional coverage from Washington for radio and TV (202) 662-1803

**The Nasdaq Stock Market**—Radio market reports, customized local stock market reports, major markets and up-to-the-minute business news and information for radio and TV (202) 728-8379

**News Broadcast Network**—Daily satellite feeds of video and audio releases to stations and news programs; media tours (212) 889-0888

**News Travel Network**—Travel-related programs (415) 439-1212

**Potomac News Service**—Live coverage from Capitol Hill, customized for local stations (202) 783-6464

**Reuters America Inc.**—Breaking news edited for broadcast, national and international news, sports and entertainment (202) 898-8300

**Reuters TV**—Global news feeds, archives, production facilities and uplinks to Reuters' worldwide satellite network crews, studios and special-event coverage (202) 310-5686

**Salem Radio Networks**—Top- and bottom-of-the-hour newscasts (214) 831-1920

**Shadow Broadcast Services**—Customized traffic, news, sports, weather and format-sensitive features for radio stations; syndicated programs (213) 312-1270

**Sports Byline USA**—Late night and overnight sports talk programming 7 days, call-in long format talk shows (800) 783-7529

**Sports NewSatellite**—Daily sports feed with highlights and features for early and late news (201) 807-0888

**The Sports Network**—24 hour real-time sports information via satellite for radio, TV and the Internet (215) 942-7890

**SportsTicker**—Instant sports service of ESPN in partnership with Dow Jones & Co. (201) 309-1200

**Talk America**—24 hour, daily talk programming including news, sports, health, leisure and public affairs (617) 937-9390

**The Television Syndication Co. Inc.**—News feature insert packages: News for Families, Kitchen Cut-Ups with the Clever Cleaver Brothers, Industry Report News Updates, Money Answers and Natural Remedies (407) 788-6407

**TV Direct**—Daily news feeds, live shots, custom reports, crew, newsroom, archive and studio support (202) 467-5600

**USA Radio Network**—Top and bottom-of-the-hour newscasts, updates, sports and business, presidential news conferences, weekly radio address, campaign coverage, health and financial news (214) 484-3900

**The Wall Street Journal Radio Network**—*The Wall Street Journal Report*, 18 hourly newscasts on business and financial news; *The Dow Jones Report*, 60-second reports on money news and consumer trends (212) 416-2384

**The Wall Street Journal TV**—Half-hour *Wall Street Journal Report* (212) 416-2375

**Weather Channel Radio Network**—Live and pre-recorded local and national weather broadcasts; reports for meteorologists (770) 801-2180

**Weather Services International**—WEATHERproducer: data and technology to create automatically updated, custom graphics including forecasting, alert prompting, on-air severe weather warnings and computer-generated 3-D sets (508) 670-5107

**Worldwide Television News**—International news, crews/facilities and satellite feeds (212) 362-4440

**WOR Radio Network**—News talk programming covering consumer affairs, pets, health, public affairs and psychology, *The Bob Grant Show* (212) 642-4533

**Zondervan Radio Network**—Free bi-weekly international public affairs radio service (800) 926-6548



## Chancellor buys Katz Media Group

*Pays \$373 million for largest rep firm*

By Steve McClellan

**A**nother broadcaster entered the rep business last week. Katz Media Group has agreed to be acquired by Chancellor Media Corp., the group owner being formed by the merger of Chancellor Broadcasting and Evergreen Media Corp. and controlled by Hicks, Muse, Tate & Furst. The transaction is valued at \$373 million, including \$155 million in cash and \$128 million in debt.

Chancellor joins Cox Enterprises (which owns Telerep, HRP and MMT), NBC and ABC as broadcasters in the rep business. Chris Craft is a joint owner with Katz of the unit that sells that TV broadcaster's national spot time. CBS Stations Inc. has an in-house TV rep, but plans to shut it down and retain outside representation.

Katz is the single largest rep firm, with gross billings of more than \$2.6 billion in television, radio and cable. Most of the Hicks Muse radio and TV properties (including Chancellor, Evergreen and Capstar on the radio side and Sunrise on the TV side) already are represented by various Katz divisions. Those that aren't will be phased in over time, Hicks Muse partner Tom Hicks says.

The sale will be accomplished through a tender offer to Katz shareholders of \$11 per share. DLJ Merchant Bank has agreed to sell its 49% stake in Katz for that price—or slightly more than \$73 million, roughly a 83% gain over the \$6 per share [adjusting for a stock split that took place] it paid three years ago.

Shareholders that bought Katz shares through an initial public offering in 1995 won't fare as well, however. Some 5.5 million shares were sold in that offering at \$16 per share; those shareholders also will receive \$11 per share through the Chancellor tender

offer. But, as one Katz shareholder puts it, "it's better than the \$4.50 the company was trading at not too long ago."

Katz said it would retain its name, organizational identity, management team, personnel, New York headquarters and 65 regional sales offices.

Katz Media President Tom Olson says the company's stock has taken a beating on Wall Street because the company didn't meet earnings expectations last year, when earnings before interest, taxes, depreciation and amortization total about \$44 million. (Wall Street was anticipating earnings in the "high 40s," Olson says). Earnings were suppressed by station defections largely caused by consolidation, says Olson. Station groups including Outlet, Renaissance and Multimedia were bought by other broadcasters with commitments to other rep firms. Sinclair also put all of its business with a competing firm.

Commenting on the deal, Hicks says Katz acquisition is "an attractive investment and a good strategic component with what we're trying to build with the



*Tom Hicks calls the Katz buy an 'attractive investment and a good strategic component.'*

new Chancellor Media Corp. The rest of [Katz's] TV client base is more likely to be acquirers from this point forward, so that has stabilized. Radio has become bigger in recent years, and I believe that will balance out over time."

Hicks, who will become chairman of the new Chancellor Media Corp. when the pending merger with Evergreen is complete, says the Katz management team, led by Olson, will report directly to Steve Dinetz, head

of Chancellor Broadcasting. Dinetz who will become director and co-chief operating officer of the new Chancellor.

Hicks Muse tried to acquire Katz three years ago, but the rep ultimately made a deal with DLJ. At the time, sources say, Olson wasn't keen on the idea of Hicks Muse acquiring the company, given its weight in radio accompanied by little presence in television.

Olson confirms that Hicks Muse tried to get in on the deal with DLJ. He wasn't in favor of it because at the time Hicks Muse had hardly any media holdings—radio or TV—and he didn't see the need for two financial investors. "It wasn't anything directed at Hicks Muse per se," Olson says.

### Luongo out at Katz

Lucille Luongo, senior vice president, corporate communications, Katz Media Group, is leaving the company. An official in the company's human resources department confirmed last week the departure of the 25-year Katz veteran. Sources report that Luongo told them she was fired last Monday by Katz Media Group President Tom Olson.

Luongo referred calls to the human resources department where officials said it was company policy not to comment on circumstances surrounding employee departures. It was unclear whether Luongo's departure was linked to the proposed acquisition of Katz by Chancellor Media or whether her departure may signal future streamlining at the rep. —SM, DP

"There was no strategic reason."

Olson says that for the past year, Katz has felt that an alliance with a media company was important to the company's long-term well-being and stability, after seven years of being controlled by financial players (first Sandler Capital and then DLJ). "Even though the relationships were good, we just thought it was better to align with someone with a strategic reason for taking a position in Katz," Olson says.

And given Hicks Muse's major media portfolio, Olson says, "we are the ones who welcomed Chancellor to the discussions" this time around. "Tom Hicks and I have a terrific relationship and this is something we wanted to happen."

Katz stock climbed \$1.75 last Tuesday (the day of the announcement) to 10-13/16. More than 2 million shares traded, compared with an average daily volume of less than 40,000 shares for the previous three months.

Katz represents more than 2,000 radio stations and expects to reach \$900 million in gross radio billings this year. The company reps 340 TV sta-

tions generating \$1.4 billion-\$1.5 billion in gross national spot billings for those stations. Katz also reps close to 1,400 cable systems, generating \$250

million-\$260 million in gross billings for those systems.

*Donna Petrozzello contributed to this story*

## Loesch named vice chairman

*Moves into more strategic role for Fox kids programing*

By Lynette Rice

**M**argaret Loesch was named vice chairman of Fox Kids Worldwide last week as part of a corporate restructuring prompted by the recent purchase of The Family Channel by News Corp.

Loesch has served as chairman of Fox Kids Networks Worldwide, the division of Fox Kids Worldwide that oversee foreign distribution systems.

With the purchase of International

Family Entertainment in June, Loesch says, "it's become clear that a reorganization and consolidation

of all our businesses is necessary." Among the first changes made during the finalization of the Family Channel deal was the naming of Haim Saban—who joined Fox Kids in 1995



*Chase Carey calls Loesch (above) the 'heart and soul' of Fox Kids.*

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

### '3rd Rock' still rocking

Carsey-Werner Distribution has licensed sitcom *3rd Rock from the Sun* to 15 Sinclair Communications stations, including WTTV(TV) Indianapolis, WBFF(TV) Baltimore, WSTR-TV Cincinnati and WPGH-TV Pittsburgh. *3rd Rock* is now cleared in 30 of the top 50 markets. Carsey-Werner President Joe Zaleski says the show is on track to claim between \$2.8 million and \$3.2 million per episode when it is fully distributed. Terms of the Sinclair deal were not released. Last month, Carsey-Werner licensed *3rd Rock from the Sun* to the 22 Fox O&Os in a deal worth more than \$100 million. The show debuts in syndication in fall 1999.

### 'Dating/Newlywed' gets L.A. steady

Columbia TriStar Television Distribution has signed KCAL Los Angeles for the second season of its hour game show block *The Dating/Newlywed Hour*. KCAL(TV) will double-run the shows in daytime and late night. The sale puts it in nine of the top 10

### NSS POCKETPIECE

Top ranked syndicated shows for the week ending July 6, as reported by Nielsen Media Research. Numbers represent average audience/stations/% coverage.

|                                |            |
|--------------------------------|------------|
| 1. Wheel of Fortune            | 8.9/229/98 |
| 2. Jeopardy!                   | 7.7/219/97 |
| 3. Home Improvement            | 6.9/231/98 |
| 4. Seinfeld                    | 6.3/226/96 |
| 5. Oprah Winfrey Show          | 6.0/225/98 |
| 6. Simpsons                    | 5.5/205/96 |
| 7. Wheel of Fortune-wknd       | 5.4/186/85 |
| 8. Xena: Warrior Princess      | 5.3/225/98 |
| 9. Century 16                  | 4.9/207/97 |
| 10. Entertainment Tonight      | 4.8/189/95 |
| 11. Nat'l Geog on Assignment   | 4.6/186/98 |
| 12. Hercules, Journeys of      | 4.4/232/98 |
| 12. Montel Williams Show       | 4.4/194/97 |
| 14. Star Trek: Deep Space Nine | 4.1/235/97 |
| 15. Jenny Jones Show           | 4.0/178/92 |
| 15. Rosie O'Donnell Show       | 4.0/219/97 |

markets and on 160 stations overall. According to sources, a New York clearance is expected within a week. Other recent clearances for the hour include KCRA-TV Sacramento and KTVT(TV) Dallas-Fort Worth.

### 'Due South' sign-ups

PolyGram Television has cleared all-new episodes of former CBS series *Due South* on 108 stations representing 80% of the nation. Stations in-

clude WWOR(TV) New York, WCIU(TV) Chicago, KTVU(TV) San Francisco, KXAS(TV) Dallas and KSTW(TV) Seattle. Sources say Polygram is close to signing a deal in Los Angeles. The one-hour comedy-action series will debut this fall in syndication. *Due South* is an Alliance Communications Corp. production in association with the BBC, CTV Network and Pro Sieben Media AG.

### Rebecca plants herself at Hearst

Rebecca Kolls, star of syndicated series *Rebecca's Garden*, is set to join Hearst Broadcasting Productions fulltime to focus on the show and brand extensions. *Rebecca's Garden* is produced by Hearst and distributed by Kelly News and Entertainment. Kolls, a meteorologist with WCCO(TV) Minneapolis-St. Paul, will leave the station in late November. Avon Books, part of The Hearst Book Group, will publish Koll's first gardening book in 1998 and other ventures are to follow. *Rebecca's Garden* is cleared in over 120 markets representing 80% of the nation.—JS



# THE TRUTH ABOUT DTV.



# HARRIS LEADS WITH

## THE TRUTH ABOUT DTV.

Bold, conflicting claims of industry leadership can easily blur the process of choosing the right DTV partner — *until you look at the facts.* Others claim to be "the only company that can meet your requirements for the digital age." For a wide choice of technologies, thousands of hours of DTV on-air experience, the industry's only complete 8-VSB exciter, and unparalleled 24 hours a day, 7 days a week live support, there is only one leader... *and it is unquestionably Harris.*



**Harris offers the widest range of proven technology.** Harris can provide every step in the digital path — from your studio to your

transmitter and antenna — and can do it with more *proven* technology than anyone in the industry. How proven? In 1990, the ATTC used our RF test bed to establish U.S. standards for HDTV. Our studio and teleport systems were instrumental in the launch of America's first all-digital television network.

We delivered the first broadband antenna specifically developed for NTSC-DTV simulcasting. We have more UHF and VHF transmitters on-air in the U.S. than any other manufacturer, *by far.* We're the only company to offer digital-ready IOT as well as Solid State UHF transmitters — with a choice of Bipolar, Silicon Carbide or LDMOS technologies. Our Platinum Series VHF transmitters are the world standard in Solid State. And when it comes to the heart of a DTV transmitter — an 8-VSB exciter — Harris is the *only choice.* **Only we can provide all of this DTV technology right now!**

**Harris is the only company that manufactures a complete DTV exciter.**

The Harris CD 1 is the world's *only* commercially-available exciter to meet the Grand Alliance 8-VSB guidelines. *All others are merely a combination of various components from several manufacturers.* The Harris CD 1 has amassed thousands of hours of prob-

lem-free on-air operation. Its patented high-performance technology generates a signal of superior integrity, and virtually ensures that it will remain the world standard.

**Only we can provide the CD 1 DTV exciter right now!**

**5 of the first 7 U.S. stations on-air with DTV selected Harris digital transmitters.**

On July 23, 1996, WRAL-HD became the first commercial television station to transmit HDTV signals over the air. Their transmitter? A *Harris SigmaCD.* When KCTS-HD in



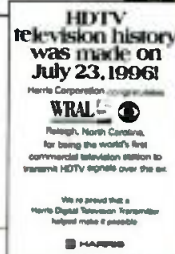
SigmaCD™ IOT UHF Transmitter

Platinum Series® VHF Solid State Transmitters

CD 1  
8-VSB  
Exciter



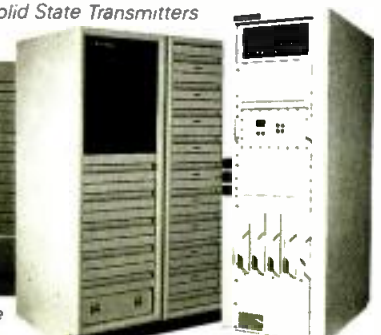
DiamondCD™ UHF Solid State DTV Transmitter



The Wall Street Journal,  
July 26, 1996



Diamond™ UHF Solid State Digital-ready Transmitter



Ultra 1 Low Power Solid State UHF Transmitters



# DEEDS, NOT PROMISES.

Seattle became the first HDTV-capable public station, *they too chose Harris*. And WETA in Washington D.C., Oregon Public Broadcasting in Portland, and New York's first digital TV station all rely on Harris transmitters to send their DTV signals over the air. At NAB '97, KLAS-HD used a Harris transmitter to go live as part of the

experts will assist you in all aspects critical to your success. That includes proposal development and budgeting, building design and architecture, custom fabrication, system designs and optimization, program and facilities management, installation, commissioning and documentation, training, warranty protection and comprehensive systems support. **Only Harris does all this, and does it in-house!**

## No other company matches our level of support.

Harris is the only transmitter manufacturer that has staffed technical assistance available 24 hours a day, 365 days a year. So instead of an answering service or voice mail, you can speak with a service expert whenever you need to. We're also the only manufacturer to provide around-the-clock parts support, with a multi-million dollar inventory on hand to meet your demands as quickly as possible. To assure that your digital needs are met today, tomorrow and beyond, we have established a DTV Applications Engineering Group to assist in your transition to digital. And no transmitter manufacturer



but Harris offers you the benefits of a dedicated training center with ongoing, regularly scheduled general and product training programs. **Only we can provide this high level of DTV support!**

## Put Harris to the test.

Before you stake your station's future on a promise, ask your prospective partners to prove their claims. Harris welcomes the opportunity to show

you how we're most qualified to help you make the most efficient, cost-effective and successful transition to DTV.

**For tried and true solutions that best prepare you for**

**tomorrow, that only we can provide, contact Harris today.**

**HARRIS CORPORATION  
BROADCAST DIVISION**  
TEL: +1 217 222-8200  
FAX: +1 217 221-7085



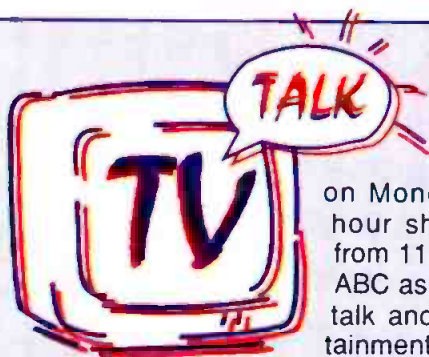
*A new world of broadcast solutions*

ATSC on-air demonstration. Why is Harris such a clear choice when choosing a digital transmitter? Because from VHF to UHF...Solid State to IOT...low power to high power...and the only complete 8-VSB exciter, we represent so many proven choices. **Only Harris has this depth of on-air DTV experience!**

## Harris provides complete end-to-end systems for DTV.

From studio facilities to ENG, SNG, mobile production units, microwave links, satellite uplinks and teleport facilities, Harris provides the products and services to create all-digital and digital-ready state-of-the-future systems. Whether you're building new, or retrofitting an analog station, Harris





### 'The View' debut

ABC will debut *The View*, featuring Barbara Walters, on Monday, Aug. 11. The hour show, which will air from 11 to noon, is billed by ABC as a "multigenerational talk and information entertainment program" featuring four women of different ages.

Walters will appear on average twice a week, with comedian Joy Behar filling in when Walters is absent. Meredith Vieira will moderate the show, while prosecutor-turned-commentator Star Jones and MTV personality Debbie Matenopoulos will complete the team. The show will originate from New York.

### Moonves says ratings won't affect productions

While saying he respects NBC for the stance it took, CBS Entertainment President Leslie Moonves said last week that his network decided to stand with Congress and parents' groups in the call for content warnings. He told reporters at the annual Television Critics Tour in Pasadena, however, that "it won't influence [the production of shows] one iota. It won't affect what we do." Moonves also reflected on CBS's gains during the 1996-

97 season, during which the network's performance improved on five nights. "We have the best team on television, the most stable team on television," Moonves said—no doubt in reference to the latest moving and shaking in the ABC programming department. Asked if he had an opinion about ABC Entertainment President Jamie Tarses, Moonves said: "I'm just happy the *New York Times* didn't write about me." (The paper's Sunday magazine published a cover story about Tarses.)

### Here is 'Roar'

The debut of the Universal drama *Roar* last Monday on Fox won its 9-10 p.m. time period in households and adults 18-49. The drama from Shaun Cassidy and Ron Koslow earned a 7.2 rating/12 share HH and a 5.0/15 in the key demo, outperforming its lead-in, a repeat of *The X-Files*, by double digits. Fox says *Roar* also ranked as the highest rated new show premiering on any network this summer.

### Hargrove deal

Writer/producer Dean Hargrove has signed an exclusive multimillion dollar agreement with Columbia TriStar Television. Under the pact, he has been named executive producer of *Early Edition*, the sophomore drama on CBS, and will develop new series for the studio. Hargrove, who created *Matlock*, *Jake and the Fatman* and the *Father Dowling Mysteries*, is an executive producer of *Diagnosis Murder*.—LR

July 1997

Acquired

**PAXSON COMMUNICATIONS CORPORATION**

has acquired

**THE TRAVEL CHANNEL**

from

**LANDMARK COMMUNICATIONS**

The undersigned represented Paxson Communications Corp. in this transaction



**COMMUNICATIONS  
EQUITY  
ASSOCIATES**

101 E. Kennedy Blvd., Suite 3300, Tampa, FL 33602 (813)226-8844

<http://www.commequ.com>

**TAMPA • NEW YORK • PHILADELPHIA • DENVER • LONDON  
MUNICH • PRAGUE • HONG KONG • KUALA LUMPUR • BOMBAY**

CEA is a member of the National Association of Securities Dealers, Inc.  
and its professional associates are registered with the NASD. Member SIPC.

as part of a strategic alliance between the network and Saban Entertainment—as chairman of Fox Kids Worldwide.

Loesch will continue to develop long-term strategies and opportunities for Fox Kids—both here and abroad—but will take a more hands-off approach to focus on company growth. Her new position is effective Sept. 15.

"Frankly, at this stage in my career, I'm ready to move from a hands-on operational role into a position that allows me to concentrate on developing new strategies for the company," Loesch says.

"Margaret is the heart and soul of Fox Kids and has been the driving force behind its success," said Chase Carey, chairman and CEO of the Fox Television Group. "She was responsible for changing and revitalizing the children's television landscape in this country, and she helped Fox Kids establish strong footholds in international markets and now in cable."

Loesch is expected to look in house for a replacement at the helm of the Fox Kids Network. She will remain on the board of Fox Kids Worldwide and will continue to represent the company on social and regulatory children's programming issues. ■





there are some races  
you simply

can not afford to lose.

the race for  
**broadcast technology**  
is one of them.

In the highly competitive arena of television broadcasting, the race for ratings is one you can't afford to lose. The speed and sparkle of a station's productions can provide an edge in this race. But speed and sparkle is often born in technology. And broadcast technology is evolving so rapidly, it requires full time attention and study.

*Professional Communications Systems* is an effective, cost efficient source in the design, installation and maintenance of today's technology for sophisticated communications companies.

From turn-key production and post production suites for new television and cable operations, to technology up-upgrades for existing broadcast facilities. *Professional Communications Systems* delivers fast, reliable service. A leading supplier of system integration for the broadcast/cable industry, as stations across America convert to digital technology.

As a matter of survival, it is critical that your technology remains safely in front of your competitor's. *Professional Communications Systems* can help assure that it does.

**Technology Evolves. We Take You There.**



**PROFESSIONAL COMMUNICATIONS SYSTEMS**

5426 Beaumont Center Blvd.  
Suite 350 • Tampa, FL 33634  
(800) 447-4714

# Talkers play host at KCBS(TV)

*Promo campaign will employ syndicated talkers as interstitial program hosts*

By Joe Schlosser

**W**ith new afternoon shows starring Martha Stewart, Geraldo Rivera and Gayle King joining the fall lineup, station management at KCBS(TV) Los Angeles decided it needed a fresh way to introduce its audience to the new afternoon programming slate.

So starting late this summer, KCBS will begin using its new afternoon talent in ways more often associated with music video networks.

Stewart, King, Rivera and others will each host a week of afternoon programming at KCBS via pretaped spots that interject personal information about themselves and their upcoming shows. The CBS affiliate has begun taping 15-



KCBS's new news set is meant to suggest the 'Letterman' set.

second and 30-second spots that will appear throughout its 2-6 p.m. programming.

"We feel that making a personal connection is more important than just having another promo," says Garen VandeBeek, KCBS's director of creative services. "We're kind of getting a feel for it right now, and we'll try it for a while. If it doesn't work we can dump it."

Stewart and others will not only talk about their own shows but also will introduce each KCBS afternoon show. In addition, the celebrities will make appearances on local newscasts and in other programs.

"Because we are in Los Angeles, we thought it would make this a lot easier," VandeBeek says. "We feel we should have an advantage over all the other markets because we are here in Los Angeles where all the stars are."

In the spots, Stewart and company will stand next to a mailbox with the CBS logo on it. VandeBeek says he will take the mailbox to the set of new CBS shows that are filmed in Los Angeles.

"We are going to the set of *Brooklyn South* and others," he says. "Hopefully, our viewers will make the connection between the mailbox and the CBS slogan [Welcome Home]."

The KCBS campaign kicks off during the first week of August, four weeks before its new fall lineup kicks in. KCBS also has built a new news set with a background very similar to that of *The Late Show with David Letterman*, filled with freeways, high rises and the Pacific Ocean. VandeBeek hopes the new backdrop will ease the transition into the late-night show, which follows the local news.



New York City. Home to Times Square, Radio City Music Hall, and some of the finest radio stations in the country. Like WLTW and WAXQ. On the air with equipment from Broadcast Electronics.

Broadcast Electronics' high power FM transmitters are uniquely suited to the complexity of the master antenna system atop the Empire State building, reaching audiences throughout the New York metropolitan area. "Broadcast Electronics understands broadcasting is a twenty-four hour a day business and many equipment and software providers don't offer the level of support that's required. Broadcast Electronics has built its reputation by supplying that necessary support," says Chief Engineer Bob Tarsio.

WLTW and WAXQ chose Broadcast Electronics' AudioVAULT® digital studio system over all the others for several reasons. "We picked Broadcast Electronics' AudioVAULT because of its straight forward user interface, system flexibility, and the reputation of Broadcast Electronics," says Bob Tarsio.

Broadcast Electronics' Digital Studio and RF Systems provide leading radio stations throughout the world with reliable and flexible solutions. Your broadcast operations can also benefit from Broadcast Electronics' complete line of Digital and RF systems. Remote Broadcasting products and Programming services for today's radio. Contact your Broadcast Electronics representative, or visit us on the web at [www.bdcast.com](http://www.bdcast.com).

**BE BROADCAST ELECTRONICS, INC.**

4100 N. 24th Street/P.O. Box 3606/Oakbrook, IL 62305-3606/(217)224-9600/Fax: (217)224-9607  
Internet: <http://www.bdcast.com> • E-Mail: [bdcast@bdcast.com](mailto:bdcast@bdcast.com)

RF Systems

Digital Studio Systems

MARTI Electronics

Broadcast Programming

**WORLD LEADER IN BROADCAST TECHNOLOGY**

©1997 Broadcast Electronics Inc.



global  
coverage.



everywhere. via satellite.

high-quality communications

around the world.

voice. data. broadcast.

internet. multimedia.

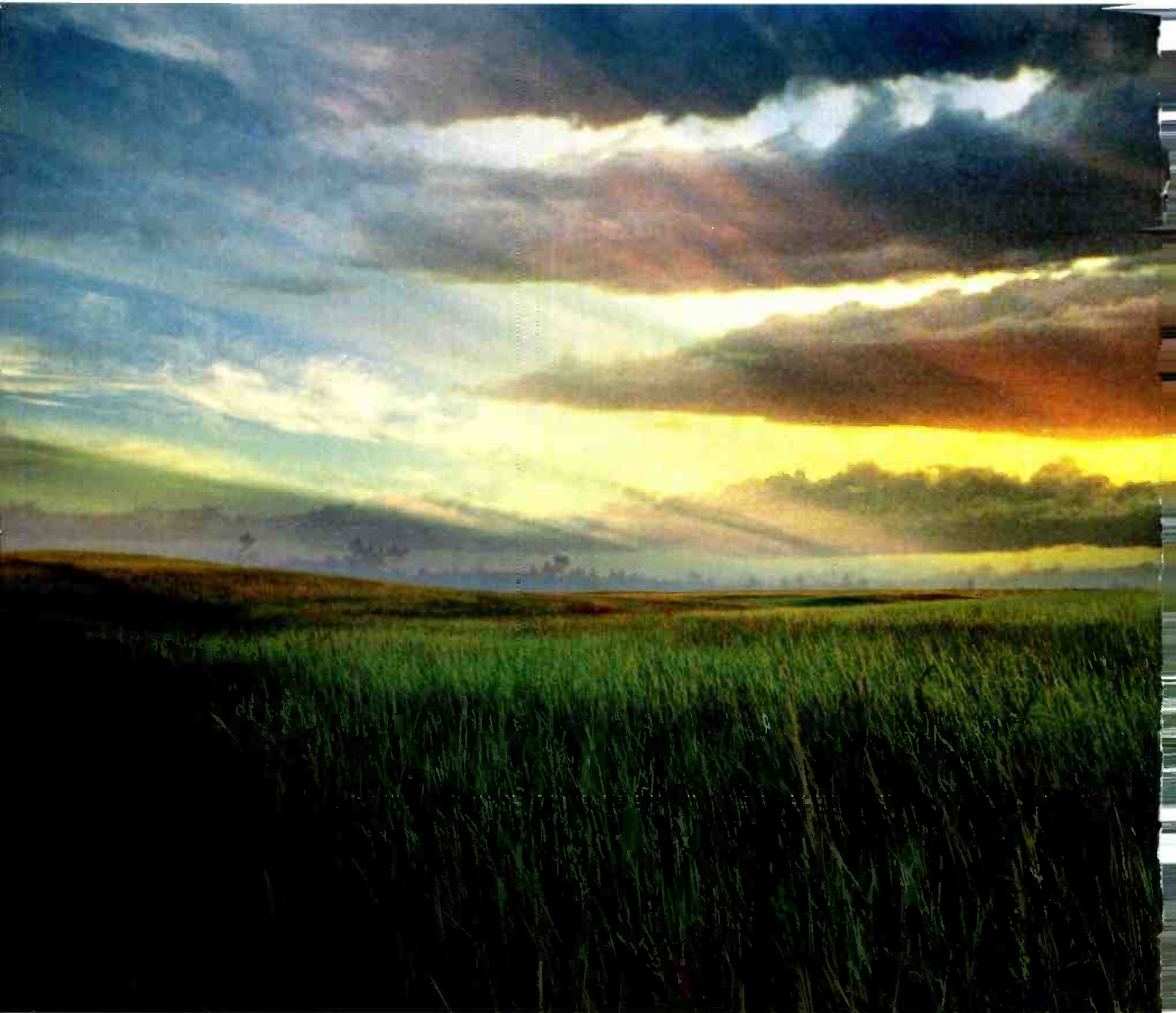
even ATM. anywhere.

and everywhere.



301 214 3185  
[www.comsat.com](http://www.comsat.com)

# ENTERTAINMENT IN A

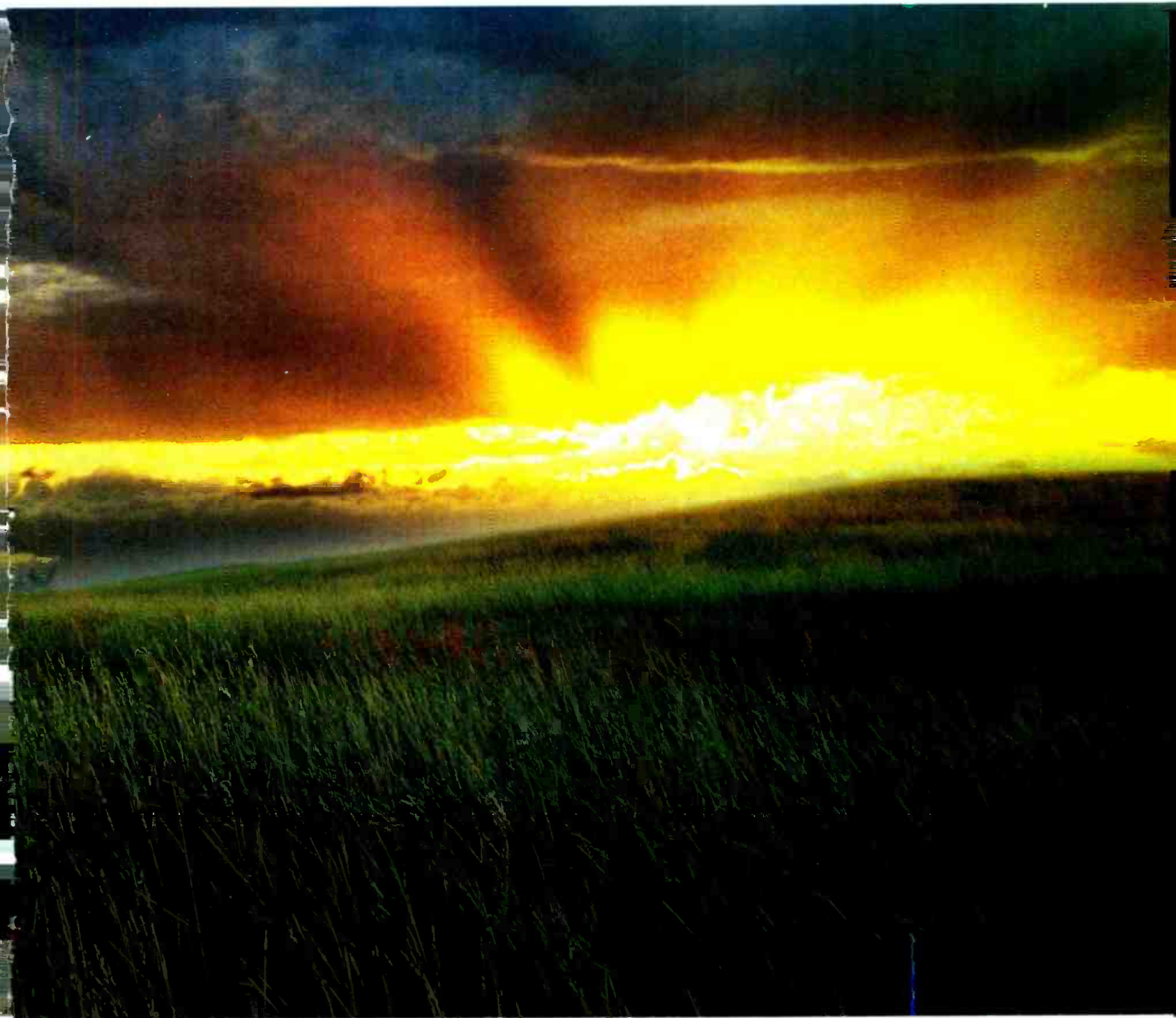


- 8 HOURS OF ORIGINAL PROGRAMMING DAILY
- POST 49 LOYAL VIEWERS
- FASTEST GROWING, MOST AFFLUENT DEMOGRAPHIC

EASTERN REGION 215/ 653 7900  
WESTERN REGION 303/ 694 1811



# CLEAN ENVIRONMENT.



Nostalgia  
Good tv

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 43   | abc                                                            | CBS                                                 | NBC                                                                    | FOX                                       | UPIN                          | WB                               |
|-----------|----------------------------------------------------------------|-----------------------------------------------------|------------------------------------------------------------------------|-------------------------------------------|-------------------------------|----------------------------------|
|           | 6.3/12                                                         | 7.0/13                                              | 7.6/14                                                                 | 3.3/6                                     | 2.6/5                         | 2.4/4                            |
| MONDAY    | 8:00 45. ABC World of Discovery 6.0/12                         | 22. Cosby 7.3/15                                    | 50. Wings 5.9/12                                                       | 95. Mad TV Prime 3.1/6                    | 100. In the House 2.8/6       | 110. 7th Heaven 2.4/4            |
|           | 8:30                                                           | 23. Ev Loves Raymd 7.2/14                           | 59. Fired Up 5.6/11                                                    | 105. Ruby Wax Show 2.5/5                  | 97. Mal & Eddie 3.0/6         |                                  |
|           | 9:00 40. ABC Monday Night Movie—Family Pictures, Part 2 6.5/12 | 23. Cybill 7.2/13                                   | 40. Caroline in/City 6.5/12                                            | 88. Married...w/Chld 3.6/6                | 105. Sparks 2.5/5             | 110. Buffy/Vampire Slayer 2.4/4  |
|           | 9:30                                                           | 38. Murphy Brown 6.6/11                             | 18. Suddenly Susan 7.5/13                                              | 85. Married...w/Chld 3.9/7                | 114. Goode Bhvr 2.2/4         |                                  |
|           | 10:00 33. Chicago Hope 6.8/12                                  |                                                     | 8. Dateline NBC 10.0/18                                                |                                           |                               |                                  |
| TUESDAY   | 8:00 6.4/11                                                    | 7.0/13                                              | 7.7/14                                                                 | 11.3/21                                   | 2.4/4                         |                                  |
|           | 8:30 65. Roseanne 5.3/10                                       | 45. Promised Land 6.0/11                            | 31. Mad About You 6.9/13                                               | 16. MLB All-Star Pre 7.9/16               | 102. Moesha 2.7/5             |                                  |
|           | 8:30 67. Life's Work 5.2/10                                    |                                                     | 45. Naked Truth 6.0/11                                                 |                                           | 118. Soc Studies 2.0/4        |                                  |
|           | 9:00 12. Home Imprvmt 8.9/15                                   | 17. CBS Tuesday Movie—A Stranger to Love 7.6/13     | 56. Caroline in/City 5.7/10                                            | 2. MLB All-Star Game 11.8/21              | 114. In the House 2.2/4       |                                  |
|           | 9:30 27. Spin City 7.1/12                                      |                                                     | 23. Caroline in/City 7.2/12                                            |                                           | 104. In the House 2.6/4       |                                  |
| WEDNESDAY | 10:00 50. NYPD Blue 5.9/10                                     |                                                     | 7. Dateline NBC 10.1/18                                                |                                           |                               |                                  |
|           | 10:30                                                          |                                                     |                                                                        |                                           |                               |                                  |
|           | 8:00 7.9/15                                                    | 6.9/13                                              | 5.9/11                                                                 | 4.9/9                                     | 2.8/5                         | 2.9/6                            |
|           | 8:30 56. Grace Undr Fire 5.7/12                                | 33. The Nanny 6.8/14                                | 70. NewsRadio 5.1/10                                                   | 53. RSVP: Funniest Party Disasters 5.8/12 | 102. The Sentinel 2.7/5       | 105. Sister, Sist 2.5/5          |
|           | 8:30 73. Coach 4.9/10                                          | 44. Cosby 6.1/12                                    | 60. NewsRadio 5.5/11                                                   |                                           | 105. Steve Harvey 2.5/5       |                                  |
| THURSDAY  | 9:00 20. Drew Carey 7.4/14                                     | 27. CBS Wednesday Movie—I Spy Returns 7.1/13        | 53. Wings 5.8/11                                                       | 85. Pacific Palisades 3.9/7               | 100. Star Trek: Voyager 2.8/5 | 97. Jamie Foxx 3.0/6             |
|           | 9:30 30. Ellen 7.0/12                                          |                                                     | 42. Wings 6.4/11                                                       |                                           |                               | 91. Wayans Bro 3.4/6             |
|           | 10:00 5. PrimeTime Live 11.1/20                                |                                                     | 42. Law & Order 6.4/12                                                 |                                           |                               |                                  |
|           | 10:30                                                          |                                                     |                                                                        |                                           |                               |                                  |
|           | 8:00 4.5/9                                                     | 7.1/14                                              | 10.5/20                                                                | 3.6/7                                     |                               |                                  |
| FRIDAY    | 8:30 83. High Incident 4.0/8                                   | 38. Diagnosis Murder 6.6/14                         | 11. Friends 9.2/19                                                     | 94. Martin 3.2/7                          |                               |                                  |
|           | 9:00 70. Turning Point 5.1/9                                   | 53. Moloney 5.8/11                                  | 15. Men Bhvg Badly 8.3/17                                              | 90. Living Single 3.5/7                   |                               |                                  |
|           | 9:30 79. Politically Incorrect 4.3/8                           | 12. 48 Hours 8.9/16                                 | 1. Seinfeld 12.4/23                                                    | 87. New York Undercover 3.8/7             |                               |                                  |
|           | 10:00                                                          |                                                     | 6. Suddenly Susan 10.2/19                                              |                                           |                               |                                  |
|           | 10:30                                                          |                                                     | 4. ER 11.6/21                                                          |                                           |                               |                                  |
| SATURDAY  | 8:00 8.3/17                                                    | 4.8/10                                              | 7.0/14                                                                 | 3.3/7                                     |                               |                                  |
|           | 8:30 45. Step by Step 6.0/14                                   | 81. Dave's World 4.1/9                              | 20. Unsolved Mysteries 7.4/16                                          | 97. Sliders 3.0/7                         |                               |                                  |
|           | 8:30 45. Boy Meets World 6.0/13                                | 77. Dave's World 4.5/10                             |                                                                        |                                           |                               |                                  |
|           | 9:00 23. Sabrina/Witch 7.2/15                                  | 72. JAG 5.0/10                                      | 14. Dateline NBC 8.8/18                                                | 88. Millennium 3.6/7                      |                               |                                  |
|           | 9:30 31. Clueless 6.9/14                                       | 67. Nash Bridges 5.2/10                             | 74. Profiler 4.8/10                                                    |                                           |                               |                                  |
| SUNDAY    | 10:00 2.20/20 11.8/24                                          |                                                     |                                                                        |                                           |                               |                                  |
|           | 10:30                                                          |                                                     |                                                                        |                                           |                               |                                  |
|           | 8:00 2.8/6                                                     | 6.0/13                                              | 4.9/11                                                                 | 5.0/11                                    |                               |                                  |
|           | 8:30 91. Family Matters 3.4/8                                  | 60. Too Hot to Skate 5.5/12                         | 83. The Pretender 4.0/10                                               | 79. Cops 4.3/10                           |                               |                                  |
|           | 8:30 93. Hangin' w/Mr. C 3.3/8                                 |                                                     |                                                                        | 74. Cops 4.8/11                           |                               |                                  |
| SUNDAY    | 9:00 105. Dangerous Minds 2.5/5                                | 27. Walker, Texas Ranger 7.1/15                     | 64. NBC Saturday Night Movie—National Lampoon's Loaded Weapon 1 5.4/11 | 60. AMW: America Fights Back 5.5/12       |                               |                                  |
|           | 9:30 110. Spy Game 2.4/5                                       |                                                     |                                                                        |                                           |                               |                                  |
|           | 10:00                                                          |                                                     |                                                                        |                                           |                               |                                  |
|           | 10:30                                                          |                                                     |                                                                        |                                           |                               |                                  |
|           | 7:00 5.3/10                                                    | 8.7/17                                              | 6.2/12                                                                 | 5.5/11                                    |                               | 2.0/4                            |
| SUNDAY    | 7:30 95. Second Noah 3.1/7                                     | 10.60 Minutes 9.9/22                                | 50. Dateline NBC 5.9/13                                                | 81. Funny Things Kids Do 4.1/9            |                               | 120. Nick Freno 1.4/3            |
|           | 8:00 77. Am Fun Hm Vid 4.5/9                                   | 8. Touched by an Angel 10.0/20                      | 60. 3rd Rock fr/Sun 5.5/11                                             | 65. The Simpsons 5.3/11                   |                               | 119. Parent'Hood 1.6/3           |
|           | 8:30 67. Am Fun Hm Vid 5.3/10                                  |                                                     | 74. NewsRadio 4.8/9                                                    | 56. King of the Hill 5.7/11               |                               | 114. Buffy, Vampire Slayer 2.3/5 |
|           | 9:00 37. ABC Sunday Night Movie—A Passion for Justice 6.7/12   | 18. CBS Sunday Movie—The Godfather 3, Part 1 7.5/14 | 33. NBC Sunday Night Movie—Chasers 6.8/12                              | 33. The X-Files 6.8/12                    |                               | 110. Unhap Ev Af 2.4/4           |
|           | 10:00                                                          |                                                     |                                                                        |                                           |                               | 114. Wayans Bros 2.2/4           |
| WEEK AVG  | 5.9/11                                                         | 6.9/13                                              | 7.1/14                                                                 | 5.7/11                                    | 2.6/5                         | 2.4/5                            |
|           | 8.7/15                                                         | 9.2/16                                              | 10.1/17                                                                | 7.2/12                                    | 3.1/5                         | 2.5/4                            |



# FOX 26

## #1 IN HOUSTON

### KRIV STILL DOMINATES PRIME IN MAJOR ADULT DEMOS

For the 7th consecutive major sweep period  
FOX 26 was the most viewed station,  
Adults 18-49 in Common Prime. But, that's just the beginning...

#### COMMON PRIME

(M-SA 7-9 PM & SU 6-9 PM)

|       |   |       |
|-------|---|-------|
| #1    | A | 18-34 |
| #1    | A | 18-49 |
| #1(t) | A | 25-54 |
| #1    | W | 18-34 |
| #1(t) | W | 18-49 |
| #1(t) | W | 25-54 |
| #1    | M | 18-34 |
| #1    | M | 18-49 |
| #1(t) | M | 25-54 |

#### PRIME

(M-SA 7-10 PM & SU 6-10 PM)

|       |   |       |
|-------|---|-------|
| #1(t) | A | 18-34 |
| #1(t) | A | 18-49 |
| #1    | W | 18-34 |
| #1(t) | W | 18-49 |
| #1(t) | M | 18-34 |
| #1(t) | M | 18-49 |

{Source: Nielsen Station Index, May 97. Ratings rounded.}

Note: 't' denotes tie. Numbers shown are time period.

#### M-F 5-7 PM

|       |   |       |
|-------|---|-------|
| #1    | A | 18-34 |
| #1    | A | 18-49 |
| #1    | W | 18-34 |
| #1    | W | 18-49 |
| #1    | M | 18-34 |
| #1    | M | 18-49 |
| #1(t) | M | 25-54 |

## KRIV FOX 26

### THE STATION TO REACH HOUSTON'S KEY DEMOGRAPHIC GROUPS



Represented Nationally by



## 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 **\$40,372,074** **3**

Combos **\$23,100,000** **3**

FMs **\$57,827,936** **10**

AMs **\$233,000** **2**

Total **\$121,533,010** **18**

#### SO FAR IN 1997:

TVs **\$3,772,410,074** **62**

Combos **\$5,683,334,904** **185**

FMs **\$1,560,123,940** **231**

AMs **\$193,503,511** **124**

Total **\$11,209,372,429** **602**

#### SAME PERIOD IN 1996:

TVs **\$3,891,793,896** **57**

Combos **\$3,895,848,579** **212**

FMs **\$1,486,476,453** **241**

AMs **\$127,754,405** **129**

Total **\$9,401,873,333** **639**

Source: BROADCASTING & CABLE

### TV

#### KUZZ-TV Bakersfield, Calif.

**Price:** \$14,010,800

**Buyer:** Univision Television Group Inc., Los Angeles (A. Jerrold Perenchio, chairman); owns 12 TVs

**Seller:** Buck Owens Production Co. Inc., Bakersfield (Buck Owens, presi-

dent); owns KUZZ-AM-FM and KCWR(FM) Bakersfield; 59% of KNIX-FM Phoenix and KCWW(AM) Tempe, Ariz.

**Facilities:** Ch. 45, 5,000 kw visual, 500 kw aural, ant. 1,325 ft.

**Affiliation:** Independent

#### WIRB(TV) Melbourne/Orlando, Fla.

**Price:** \$13,161,274

**Buyer:** Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); is selling WSHE(FM), WTKS(FM), WQTM(AM), WMGF(FM), WWNZ(AM) and WJRR(FM) Orlando. Paxson owns/is buying 45 TVs. Note: Paxson had TBA with WIRB.

**Seller:** Christian Network Inc., Clearwater, Fla. (James L. West, chairman; buyer Lowell W. Paxson, co-founder/backer); is buying three TVs

**Facilities:** Ch. 56, 2,040 kw visual, 204 kw aural, ant. 1,028 ft.

**Affiliation:** To be in TV

### COMBOS

#### WKBN-AM-FM Youngstown, Ohio

**Price:** \$11 million

**Buyer:** Jacor Communications Inc., Cincinnati (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner; Dave Crawl, president, Radio Division); owns one TV station; owns/is acquiring 93 FMs and 55 AMs in cities including Cincinnati, Cleveland, Columbus, Dayton, Lima, Sandusky and Toledo, all Ohio

**Seller:** WKBN Broadcasting Inc., Youngstown (J.D. Williamson, president); no other broadcast interests

## FCC OKs Hearst/Argyle merger

Despite station population overlaps as high as 97.6%, the FCC last Wednesday approved the \$1.8 billion merger of Hearst Corp. and Argyle Television Inc. A six-month waiver of FCC TV ownership rules allows the new Hearst-Argyle Television Inc. to operate TV duopolies in Boston and Cincinnati.

In its Opinion and Order, the FCC noted a "substantial [population] overlap" of 97.6% between Hearst's WCVB-TV Boston and Argyle's WNAC-TV Providence, R.I. The overlap between Hearst's WDTN(TV) Dayton, Ohio, and Argyle's WLWT(TV) Cincinnati "is also quite large," the FCC said, up to 90.7%. Although such extensive overlaps "do not fall within our interim [TV-ownership rules] policy," the FCC said "extraordinary circumstances" warrant approval of the 14-station deal. Those circumstances? To facilitate a multistation transaction. That, in turn, will "promote commerce [and] encourage investment in the broadcast industry."

Besides, there are many other competitors in the markets and "the extent of the overlap [is] of 'more critical concern' when the waiver request is permanent," the FCC said.

Hearst-Argyle has six months to sell WNAC-TV and WDTN (Hearst's choice of stations to divest), unless the FCC decides to allow such duopolies in its current TV-ownership rulemaking.

Also in last week's order, the FCC permanently approved Hearst-Argyle's request to continue Argyle's KHOG-TV Fayetteville/Fort Smith, Ark., as a satellite of KHBS(TV) Fort Smith, and its KHVO(TV) Hilo and KMAU(TV) Wailuku, Hawaii, as satellites of KITV(TV) Honolulu.

—EAR

## Big Deal

WINT-TV Crossville/Knoxville, Tenn.  
**Price:** \$13.2 million **Buyer:** Acme Television Holdings of Tennessee LLC, Columbus, Ohio (Tom Allen, Douglas Gealy, managing members acting for WB Network supporters) **Seller:** Crossville TV LP, Tallahassee, Fla. (B&C, June 23)

**Facilities:** AM: 5 kw, 570 khz; FM: 98.9 mhz, 5.9 kw, ant. 1,371 ft.

**Formats:** AM: news/talk; FM: AC

**Broker:** Blackburn & Co.

#### WLQR(AM)-WWWM-FM Toledo, Ohio

**Price:** \$10 million

**Buyer:** Cumulus Holdings Inc., Milwaukee (William M. Bungeroth, president); is buying WTOD(AM)-WKKO(FM) and WIMX(FM) Toledo, Ohio. Cumulus is buying 18 FMs and 6 AMs.

**Seller:** Midwestern Broadcasting Inc., Toledo (Lewis W. Dickey Jr., president; Lewis W. Dickey Sr., owner); owns WALR(AM) and WFOM(AM) Atlanta; 80% of WALR-FM Athens and WCNN(AM) N. Atlanta, Ga. Lewis W. Dickey Jr. is a manager of buyer.

**Facilities:** AM: 1470 khz, 1 kw; FM: 105.5 mhz, 2.15 kw, ant. 390 ft.

**Formats:** AM: urban contemporary; FM: AC

#### KZEN(FM) Central City, KICS(AM)-KEZH(FM) Hastings and KNJP(FM) Sargent, all Neb.

**Price:** \$2.1 million for stock

**Buyer:** Three Eagles Communications Inc., Lincoln, Neb. (Rolland C. Johnson, chairman/18% owner); owns WCCQ(FM) Crest Hill/Joliet, Ill.; KIAQ(FM) Clarion/Fort Dodge and KTLB(FM) Twin Lakes, Iowa; KOAD(AM)-KLQL(FM) Luverne, Minn.; KLMS (formerly KMEM)-KNET-FM and KFOR(AM)-KFRX(FM) Lincoln and KTTT(AM)-KKOT(FM) Columbus, Neb., and KBRK-AM-FM Brookings and KUZ(AM) (formerly KJUV)-KZNC(FM) Huron, S.D.; is buying KRIB(AM)-KLSS-FM Mason City, Iowa

**Seller:** E. Eugene McCoy Jr. et al., Central City

**Facilities:** KZEN: 100.3 mhz, 100 kw, ant. 1,854 ft.; KICS: 1550 khz, 500 w day; KEZH: 101.5 mhz, 50 kw, ant. 265 ft.; KNJP: 92.1 mhz, 100 kw, ant. 761 ft.

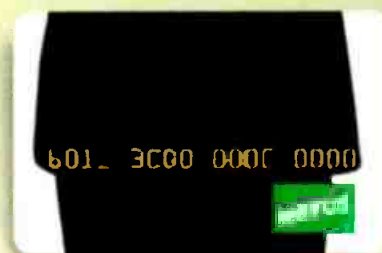
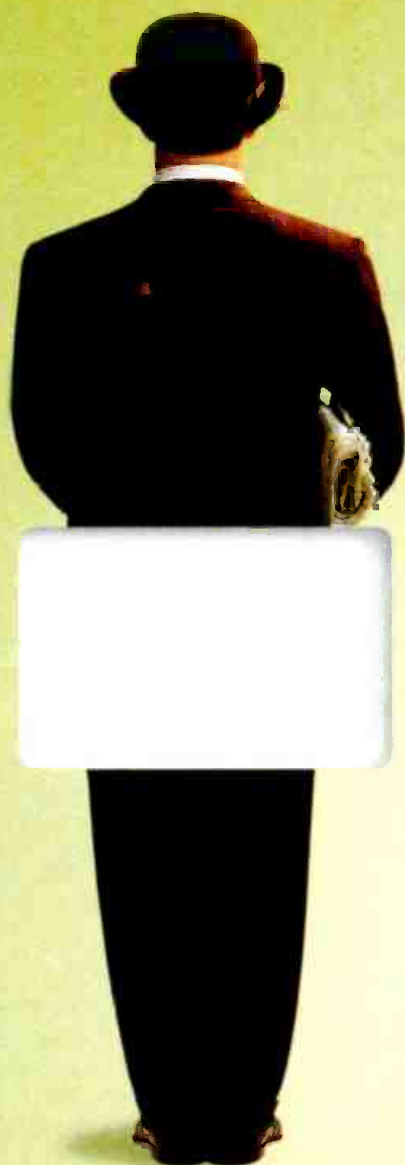
**Formats:** KZEN: country; KICS: news/talk; KEZH: country; KNJP: dark

### RADIO: FM

#### WFMZ(FM) Allentown, Pa.

**Value:** \$26 million + WEST(AM) (\$23 million for FM; value of AM \$1 million—\$3 million)





## THERE'S ONLY ONE WAY TO KNOW YOU'VE COVERED ALL YOUR CREDIT CARD CO-BRANDING OPTIONS.

You've got a lot on the line if you're considering a co-branded credit card. Which is why you owe it to yourself and your company to talk to NOVUS Services.

We're the largest single issuer of general purpose credit cards in America. And our approach to co-branding goes far beyond merely putting your logo on a piece of plastic. We create credit cards that help you achieve your business goals as well.

We'll work closely with you to develop a credit card program that truly captures

your brand's image. And your customers' loyalty. With value-added features and benefits designed to promote acquisition and use of your card.

As our co-brand partner, you'll benefit from the same credit card expertise that successfully launched the innovative Discover® Card. Plus, your Cardmembers will have access to our established network of over 2 million merchant locations — and growing.

So cover all your options. Call us to get the full story about our bottomline advantages.



1-800-347-3062

**Buyer:** Citadel Broadcasting Co., Bigfork, Mont. (Lawrence R. Wilson, president/19.1% owner; ABRY Broadcast Partners II L.P., 37.2% owner); owns WLEV(FM) Allentown. Citadel owns/is buying 57 FMs and 24 AMs. Note: Citadel bought WEST-WLEV in April as part of a \$117 million package deal with Tele-Media Communications Corp.

**Seller:** Maranatha Broadcasting Co., Allentown (Richard C. Dean, president); owns WFMZ(TV) Allentown

**Facilities:** 100.7 mhz, 11 kw, ant. 1,073 ft.

**Format:** Easy listening

**Broker:** Richard A. Foreman Associates

**KBYA(FM) Fair Oaks/Sacramento, Calif. (formerly KHTX-FM Carson City, Nev.)**

**Price:** \$15.9 million

**Buyer:** Entertainment Communications Inc., Bala Cynwyd, Pa. (Joseph M. Field, president/70.3% owner); owns KSEG(FM), KRXQ-FM and KXOA-FM Sacramento. Entercom owns/is acquiring 17 FMs and seven AMs.

**Seller:** Susquehanna Radio Corp., York, Pa. (David E. Kennedy, president/8.7% owner; Susquehanna

Pfaltzgraff Co., ultimate owner); owns/is buying/acquiring 14 FMs and five AMs

**Facilities:** 94.7 mhz, 86.6 kw, ant. 2,072 ft. (Carson City)

**Format:** Oldies (Carson City)

**Broker:** Patrick Communications Corp.

**WTPX(FM) Jupiter/West Palm Beach, Fla.**

**Price:** \$11 million

**Buyer:** American Radio Systems Corp., Boston (Steven B. Dodge, chairman/29.7% owner); owns WIRK-FM and WEAT-FM West Palm Beach; has options to buy WPBZ-FM and WMBX-FM West Palm Beach. ARS owns/is acquiring 80 FMs and 29 AMs. Note: ARS had TBA with WTPX.

**Seller:** Jupiter Radio Partners, Punta Gorda, Fla. (James E. Martin Jr., president/50% owner, InterMart Broadcasting of Palm Beach Inc., which is 33.3% managing partner of Jupiter Radio Partners). Martin owns WKZY(FM) LaBelle, WCCF(AM)-WIKX-FM Punta Gorda and WCVU(FM) Solana, all Fla.; owns 50% of applicant for FMs in Murdock, Fla., and Virginia Beach, Va., and 33.3% of applicant for FM in Ettrick, Va.; has applied to build FM in Punta Rassa, Fla.

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

**Format:** Dark

**Broker:** Blackburn & Co. (buyer)

**WNDD(FM) Silver Springs/Gainesville and 20% of WNDT(FM) Alachua, Fla.**

**Price:** \$3,862,500

**Buyer:** Wooster Republican Printing Co., Wooster, Ohio (G. Charles Dix II, president); owns WOGK(FM) Ocala, Fla.; WTBO(AM)-WKGO(FM) Cumberland and WFRB-AM-FM Frostburg, Md.; KULR-TV Billings and KFBB-TV Great Falls, Mont., and WKVX(AM)-WQKT(FM) Wooster

**Seller:** Hurricane Broadcasting, Naples, Fla. (Ernest R. Winn, Robert T. Ganzak, Timothy E. Moore, partners)

**Facilities:** WNDD: 95.5 mhz, 6 kw, ant. 340 ft.; WNDT: 92.5 mhz, 3.2 kw, ant. 443 ft.

**Formats:** WNDD: AOR; WNDT: dark

**WCRQ-FM Arab, Ala.**

**Price:** \$492,500

**Buyer:** Fun Media Group Inc., St. Louis (Susan E. McKenney, Louis M. Anzek, co-owners)

**Seller:** Williams Broadcasting Corp., Arab (Charles A. Williams, president); no other broadcast interests

**Facilities:** 92.7 mhz, 3 kw, ant. 670 ft.

**Format:** AC

**Broker:** Thorburn Co. (seller)

**Continues on page 114**

**The Lender of Choice**  
for the Communications Industry

FINOVA. It stands for financial innovators—  
innovators who deliver unique financing solutions  
tailored to the needs of your advertising or  
subscriber-supported business. With \$8 billion in  
assets and a long-term industry commitment that  
you can count on, FINOVA continues to win  
recognition as 'The Lender of Choice'  
for communications companies nationwide. Call us  
today to find out how your business can benefit from  
our responsiveness, industry expertise, creativity  
and long-term commitment.

**FINOVA Capital Corporation**  
Communications Finance  
Jill Kline 312-322-7225  
Dave Alexander 312-322-7226  
Dave Meyer 312-322-7227

© 1996 The FINOVA Group Inc., Phoenix, AZ (NYSE: FNO)  
800-777-3322 www.finoa.com

**FINOVA**  
FINANCIAL INNOVATORS



# New fare from United Stations

## Radio

By Donna Petrozzello

In a flurry of midsummer programming announcements, United Stations Radio Networks plans to add entertainment talk, country music specials and Christian radio shows to its lineup.

Tapping America's taste for TV tabloid news and light-fare entertainment, USRN debuts a talk show hosted by veteran radio host Victoria Jones. Beginning Aug. 4, *The Victoria Jones Show* will feature "hard-edge tabloid talk with entertainment elements," says Michael Castello, United Stations Talk Network managing director.

The show is a departure from Jones's long-standing weekday show on USRN, which held to a more traditional format of guest interviews and news events. Castello says Jones will

dish about "entertainment, scandal, lifestyle and tabloid news."

Jones describes her target listeners as "more interested in expressing their sentiments about athletes who bite and spit their way into the headlines than discussing another line-item veto." The show will be offered via satellite weekdays between noon and 3 p.m. ET.



Victoria Jones debuts her talk show on Aug. 4.

Starting Aug. 2, USRN will launch a three-hour, weekend country music countdown show hosted by KMLE(FM) Phoenix morning hosts Ben Campbell and Brian Egan. *Super Country with Ben and Brian* will feature chart countdowns and interviews with artists.

*Super Country* complements USRN's existing country radio specials and music review series.

Earlier this summer, USRN acquired *Right Turn Radio*, the producer of three contemporary Christian weekend shows. USRN already produces and distributes *Sonrise*, a weekend Christian show hosted by Kevin Peterson. ■

## RIDING GAIN

### KABC(AM) Los Angeles brings Owens to weekdays

News/talk KABC(AM) Los Angeles introduced Ronn Owens to its midmorning weekday shift last week. A top-rated talker at KGO(AM) San Francisco, Owens replaces KABC veteran show host Michael Jackson. Jackson, who celebrates 30 years with KABC this year, is scheduled to take over weekends, 10 a.m.-1 p.m., starting July 26.

KABC Program Director Dave Cooke says he hopes Owens will help KABC compete against syndicated Rush Limbaugh, who airs at 9 a.m.-noon at talk KFI(AM) Los Angeles. Owens will continue hosting midmornings at KGO. Although Owens's show is tailored for Bay-area audiences, Cooke says he'll broaden his talk to issues of concern to Californians for simulcast on KGO and KABC.

### CBS revamps talk in Dallas

CBS Radio has debuted a new talk lineup at formerly news/talk KGBS(AM) Dallas, featuring the syndicated *Imus in the Morning* weekday show and a full slate of nationally known radio talkers. Ditching its news/talk approach, the 50 kw station has added shows by Oliver North, Tom Snyder, Mary Matalin and advice guru Dr. Laura Schlessinger, among others.

In addition, KGBS is taking over some weekend sports programming formerly heard on sports/talk KVIL(AM). On weekends, KGBS has landed exclusive broadcast rights to Dallas Cowboys football, University of Texas football and basketball, NFL Sunday night football, CBS Sports baseball game-of-the-week, *Monday Night Football* and various high school events.—DP

## STAY TUNED

### EMMY NOMINATIONS PART II

Issue Date: August 4  
Closing Date: July 25

### WEB SPECIAL

Third in a Four Part Series

Issue Date: August 11  
Closing Date: August 1

### TOP INVESTMENT HOUSES

Issue Date: August 18  
Closing Date: August 8

### INTERNATIONAL SATELLITES

Issue Date: August 25  
Closing Date: August 15

### MUSIC PROGRAMMING

Issue Date: September 1  
Closing Date: August 22

### FOX BROADCASTING 10TH ANNIVERSARY/ PAY TV

Issue Date: September 8  
Closing Date: August 29

### RTNDA/NAB RADIO/ TELEVISION '97

(JOINT SUPPLEMENT WITH MEDIAWEEK)/

### NEWSROOM SYSTEMS

Issue Date: September 15  
Closing Date: September 5

### EDUCATIONAL PROGRAMMING/ CABLE IN THE CLASSROOM

Issue Date: September 22  
Closing Date: September 12

### FAMILY PROGRAMMING

Issue Date: September 29  
Closing Date: September 19

### HISPANIC PROGRAMMING

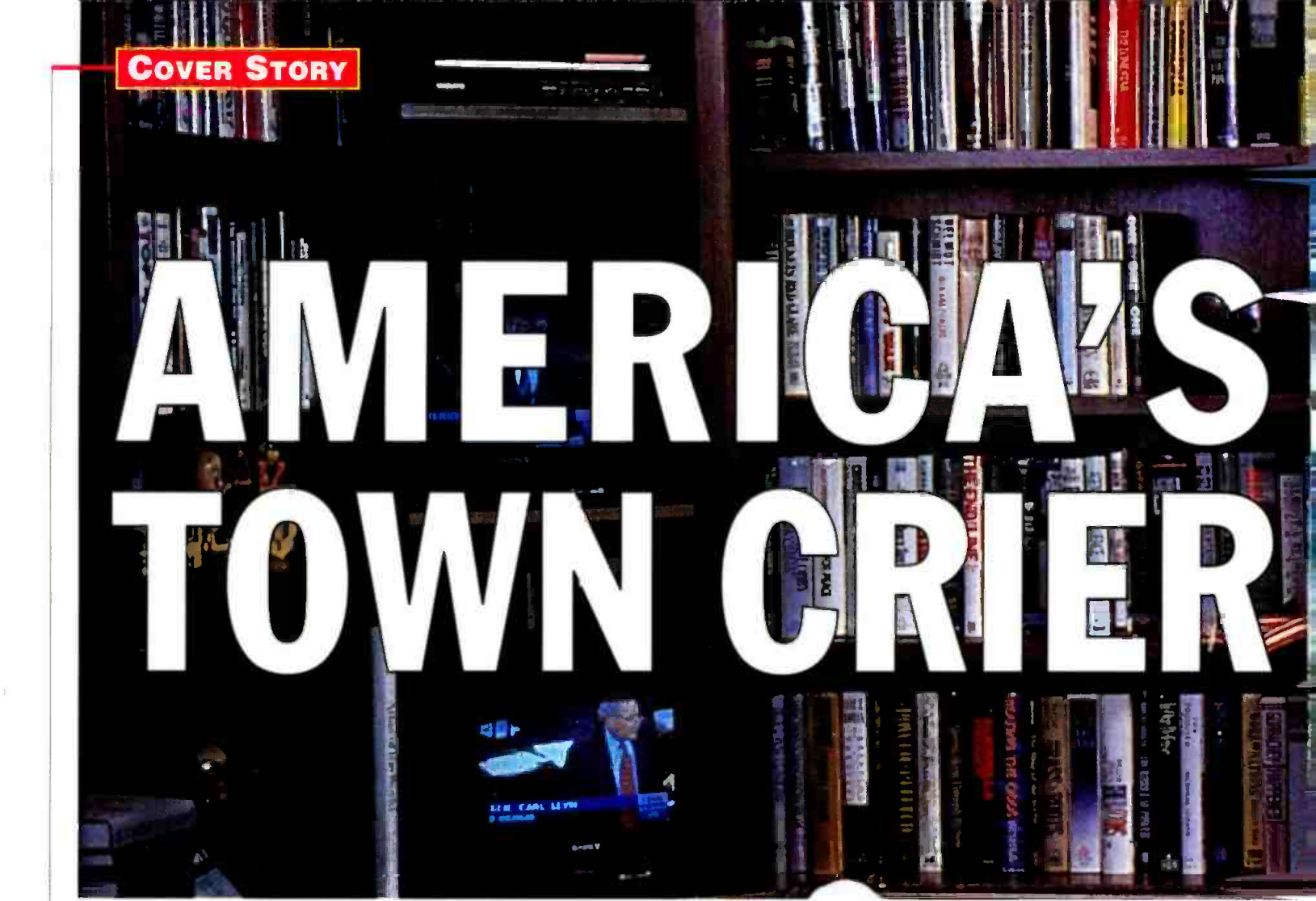
Issue Date: October 6  
Closing Date: September 26

**Broadcasting  
& Cable**

ONE MARKETPLACE. ONE MAGAZINE.

Call to advertise:

New York 212/337/6940  
Los Angeles 213/549/4113  
Western Technology/Cable  
317/315/0882



# AMERICA'S TOWN CRIER

*It's difficult to know whether Brian Lamb or C-SPAN is the more unique institution. Similarly, it's hard to know where one starts and the other leaves off. Together, they have become something apart in U.S. television. In this interview with BROADCASTING & CABLE's Don West and Sara Brown, Lamb talks about C-SPAN's new recognition in the field of books and its 18-year track record as the voice of the House, the Senate and the American people.*

**C**-SPAN is now about 18 years old, and your Sunday night *Booknotes* interview series is eight years old and has produced its own book. We thought it was about time we came over here and found out what's been going on.

What's been going on is that we're trying to build a tradition. One, frankly, that can't be taken away from the American people. And that tradition is that this will be a place that can't be bought, can't be merged, can't be traded. It will be a place that, when any of us leaves here, will continue the mission of letting the American people see the political system as it is, without comment or analysis; that will continue the tradition of taking, as best we can, the personality out of this particular kind of television.

**Is your tradition contagious? Is there any likelihood of its catching on anywhere else?**

Only if the economics of this business continue to change even more than they have already. Because we still don't have a situation in television and radio—we do with the Internet—where capacity is unlimited. And until that happens, you're always going to have people chasing the same kind of dollar.

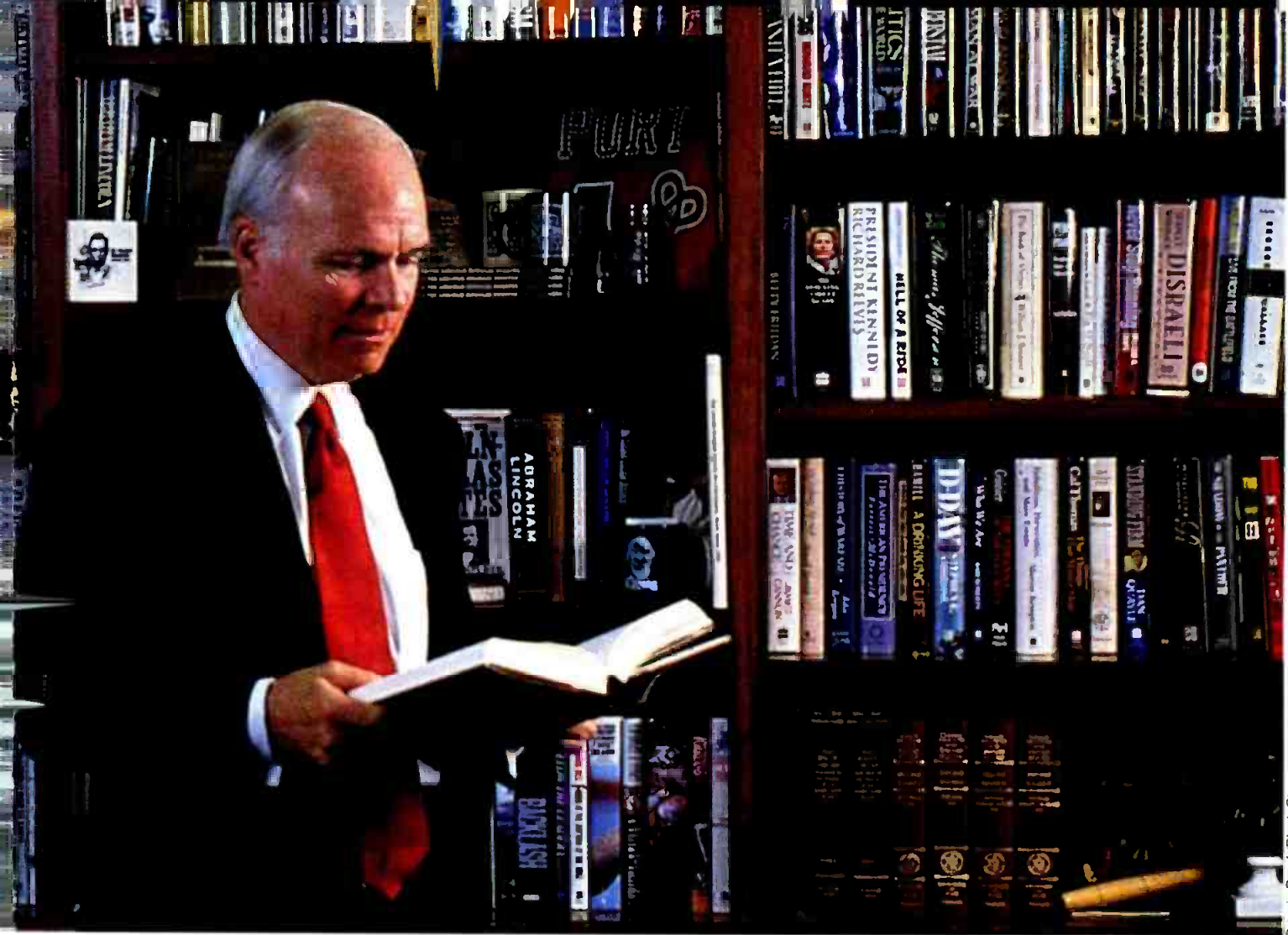
**Are you committed to cable to the extent that you are exclusive to that medium?**

The interesting thing about this little network is that the 39-member board—even before Congress passed the program access rule—voted to make these networks available to all different technologies. We were never exclusive to cable. It's a case of where they did the right thing without a great deal of confrontation or difficulty. This industry deserves a lot more credit for doing the right thing than they ever get in a society that's very cynical right now. I have never been a party to a conversation where the board has been cynical about why this network is here.

**What are the statistics of C-SPAN now, versus 18 years ago? How large are you, how many hours of programming are you putting out, how many lives do you touch, how large is your staff, how many camera crews do you have out on the streets? Are you a presence to be reckoned with or not?**

When we started, we had three and a half million homes that got the House of Representatives only, and we had four people on staff [Jana Fay, Brian Lockman, Don Houle and Lamb]. No cameras, no tape machines. A thousand





Dennis Brack/Black Star

square feet; all of our offices were in one room. Today we have 240 people, 40,000 square feet, 39 cameras, over 50 tape machines, 250 microphones. Seventy-one million homes can watch C-SPAN. C-SPAN2 has 48.5 million; we'll be in 50 million by the fall and do about 6,000 hours of original television.

**Are you, however, reaching as far as your audience wants you to go?**

We're blocked. This industry will pay what it needs to pay to make this the best thing going. We're blocked by channel capacity problems. There's never been a moment in the last 10 years when I've gone to the board of directors and said, "I need something" that they haven't said, "Here it is." The money's not the problem. The shelf space is. We had a plan for networks three, four and five. They've basically been put aside for the moment. Consider that if it costs \$30 million for the first two networks, it costs \$31 million for the three networks, or \$32 million for the four networks, total. The economies of scale here are fabulous, and the ability to give people choice in this business is very much there.

**I know that C-SPAN is different from the rest of television, but I don't know why.**

We are different, and there's a very easy way to see why. It goes to the economics of the network. I've thought about this a lot—why we are able to be what we are, and why others are what they are. It's strictly a matter of our being not for profit and not for ratings. It's very important. It's not better, it's just different. When you get up every day and you don't have to

make a profit, and you just have to meet your mission statement, you react differently than if you have to deliver eyeballs to advertisers.

**Do you have a point of view? Does that have an effect on it?**

I'm not for a point of view here. I don't feel that way about others. I think the media world, the journalism world, would almost be better off if, instead of trying to keep selling the idea that they don't have a point of view, they said: "Here is my point of view." That way people wouldn't constantly second-guess them. We get second-guessed here all the time in spite of the fact that we don't have a point of view, and you can go through hundreds of thousands of hours of tape and you will never find us saying what we think. We just don't make declarative statements like: "The world is good." We don't even like to refer to something as a "controversy." We take all those words out of our language. We don't say: "Welcome to a beautiful day." We just leave it alone. We let you decide whether it's a great day, a beautiful day, a wonderful guest, an exciting book—all those words are taken out.

**Has C-SPAN turned out to be what you expected originally, or is it something completely different now? Booknotes, among other things, prompts me to ask that question. Like, what are you doing, doing books?**

Books play a major role in the political system. Just like newspapers and magazines, they are the backbone of ideas. They're where we get our ideas. And you know, this network has developed the way I thought it would. I've learned

along the way about the incredible importance of money in the system. Believe it or not, 20 years ago I didn't realize that it was everything.

#### In the political system?

It's in the political system, but it's also in the broadcasting system and the media. I suspect that because the model that was created by the government with the three commercial television networks insisted that they do a certain percentage of public affairs in the early days to keep their licenses, which they were quite willing to do because that wasn't much to give up for the kind of money they were going to make. That's why you had an early feeling that this was going to be a medium full of lots of politics and public affairs, and that people would just love it and watch it. Well, it just didn't happen that way.

What we're starting to learn is what people really want and when they want it. And we're getting closer to what freedom in broadcasting was supposed to be, and what people are choosing to watch surprises a lot of people. I think the dream was that we'd all be sitting around watching interview shows about books and opera. That will never happen as long as we are alive, because there's only a very small percentage of the American people that is interested in that. And that's fine. This is a truly free society. And I think now that this model is being changed we're learning for the first time what people really want on television, and it may not be, for intellectuals, a pretty picture.

**How did you get into *Booknotes*, and what does that tell us about the possibilities of programing? It sounds to me that *Booknotes* is the antithesis of what you just suggested, that people aren't interested in serious programing.**

A lot of people aren't. We do surveys about every four years to find out who our audience is, what the demographics are, and what they watch and what they like. Basically, this is what we have found:

One in 10 Americans really is interested in what C-SPAN does. I'm guessing, but I think if you look around and see how many people watch *Meet the Press* and *This Week With* and *Face the Nation* and programs that are not in prime time, you'll find it's very small. Relatively small. I call them the "Ten Percenters." They're the influentials in America, and that doesn't mean they're bank presidents. They could be janitors. It just means they are involved in the political system, they read, they read newspapers, they think, they watch information-based programing. And no matter how many times we survey it, it comes up one in 10.

Three in 10 are interested on occasion, when it's something that directly affects them or when it's a big event, like a con-

vention. And they'll watch periodically. Six in 10 never watch. But again, I think if you really had the time to study it, the reason why people watched the evening news shows in the early days in the numbers they did was because they were there. They just were there.

I mean, look at *Today*. These numbers may be off a little, but at 9 o'clock in the morning it used to be that 13 percent of the people in the country were watching television. At 9 o'clock at night you got 65 percent of the people watching television. Well, just being there at 9 at night gets you five times as many people watching as being there at 9 in the morning. So if you were in that cycle in the evening, your numbers were huge. But if you come up on the Sunday morning ghetto, you may get 3s and 4s or 2s or .9s.

And so what we're learning is that there's a very precise but small audience in the grand scheme of things for serious television which, if it's done in our environment, no one gets upset. No one gets nervous. Because we're not spending gazillions. From my point of view, we've got a great budget. You're talking to a guy who had a \$480,000 first-year budget [who's] now looking at \$30 million with plenty of money in the bank to be able to make this place work. Money is not our problem around here.

Nevertheless, the networks lose audience every day because one of the things people love is choice. All you have to do to realize that is to walk into any bookstore today with 120,000 titles on the shelves, or walk into any good newsstand with 3,000 titles. You can even buy "Ferret Monthly." The first time I saw "Ferret Monthly" I couldn't believe it, but there are enough people who want to buy a book about ferrets on a monthly basis [to put it into] a 3,000-periodical

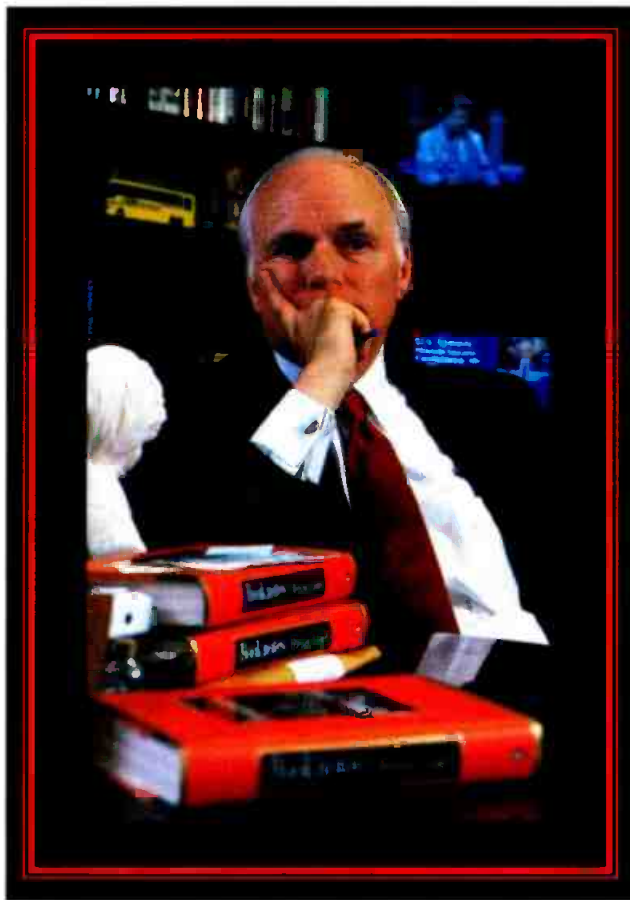
newsstand. And the same thing will happen with television.

#### Are you self-supporting?

Yes. And we operate just like every other cable television channel does: we get a percentage of the bill every month. It turns out to be around a nickel after you get all the sliding scales and all into it, and we've been on our own for a long time. The industry rarely has done anything but give us a rate increase. As a matter of fact, this may be the only network in history that had a rate increase come in on Jan. 1, 1997, and said we didn't want it. And not only that, we have one coming on Jan. 1, 1998, and we're going to say we don't want it then either, and we probably don't want it in '99. We may get our next rate increase in 2000 or 2001.

**You and your network have witnessed politics and the press around the world. Is anyone doing it better than we do?**

I don't think so. For only one reason. We have the best checks





# We created these shows to bring joy to the cheerless, laughter to the downhearted, and milk through your nose.



A great woman once said, "What the world needs now is love, sweet love." We beg to differ. What the world *really* needs is funny cartoons. That's why we're committed to creating hilarious, original programming. In fact, we're premiering a whole bunch of hilarious Cartoon Network Originals this month. We've got two brand-new series, "Johnny Bravo" and "Cow and Chicken," and all-new episodes of "Dexter's Laboratory." So join in the fun and launch the network with great original programming that will keep your customers tooned in to cable. But remember: This is serious comedy. Think before you drink.

**CARTOON  
NETWORK**

©1997 Cartoon Network. A Time Warner Company. All Rights Reserved.

and balances of anybody in the world. There's no place in the world where you have a comparable size country or even the European countries at 60 million, where you have a judiciary, a House, a Senate, an executive branch and the media, with the kind of independence and power that this country has. I think it's the only thing that saves us from ourselves.

But having said that, you have some fabulous countries in this world that do quite well, that govern themselves in a democratic way, and we are a little bit chauvinistic. No other country stands out from the podium in politics and says things like: "We are the greatest country in the world." If the Germans ever did that, we'd head for the bunker. If the Japanese ever did that, we'd put all those Toyotas in the garage. And we have a chauvinism about us that sometimes sounds a little bit arrogant to the world. And I find it unnecessary, because all you have to do is live your life, live it the best you can and the rest of the world will tell you when they think you're that good.

**Could there be a new journalistic tradition in the U.S.? I thought I would put it to you and see if, in your travels and in your experience and from your own vantage on the media, whether you think we're already in the best of all possible worlds, or if there could be a better way to which we could aspire?**

As bad as this is, ours is the best of all possible worlds. And I don't think you'll ever see it change dramatically—once again, because of the checks and balances. This network has lost some of its First Amendment rights, and I've been very outspoken about it. I'm talking about must carry and a series of things that have happened to us in the last five or six years that were brought about by Congress and flushed through the system—twice to the Supreme Court on must carry, and we lost. It is the law of the land, no matter how I feel about it, and you have to abide by it and you have to understand it. In spite of what I may think, people who are a lot smarter than I am decided that I'm just wrong.

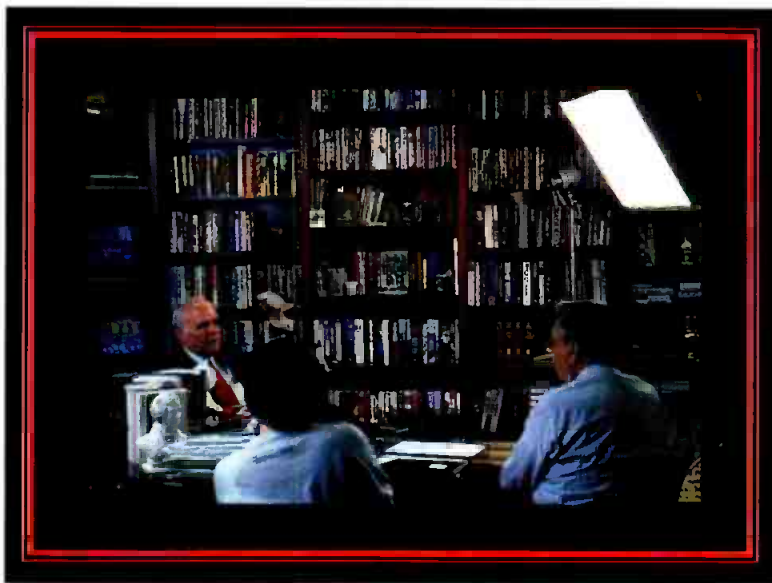
But something as powerful as television gets an unusual amount of scrutiny, more than it should by a long shot. They ought to stop worrying about it, because the more they fuss and worry about it, the more that younger people figure a way to get around it. I have a friend in Seattle whose 12-year-old son, talking with me about the need to regulate the Internet, said: "Go ahead and pass it [the Communications Decency Act]. We'll get around it."

And I think that's the slogan of people who live here. There is a fiercely independent group of people who live in this country. And if you try to shut anything down when it comes to the media world, they'll get around it. People want to be free. And no matter how much you might want to change it, how many laws you might want to pass, in the end you cannot control this thing. I feel it's like a shmoo [the 'Lil Abner creature]. If you push it down at the base, it's going to pop up on the other side.

**They say that all great institutions are the lengthened shadow of one man, and that's certainly the case at C-SPAN. What are you doing about the second generation?**

Let me quarrel with what you say about the shadow of one man. This is a place that's a shadow of about 115 people who were the executives in this business, who said: "We'll commit to that." It's the most underrated part of the C-SPAN development. We have at this network a terrific team of people who are committed to the mission. That's the number-one goal: Committed to the mission. Not committed to change the mission—maybe to alter the mission in the sense that we can learn from the past and learn from what we do, but they're committed to carrying out the mission, which is allowing people to see events for themselves without commentary, analysis or interpretation.

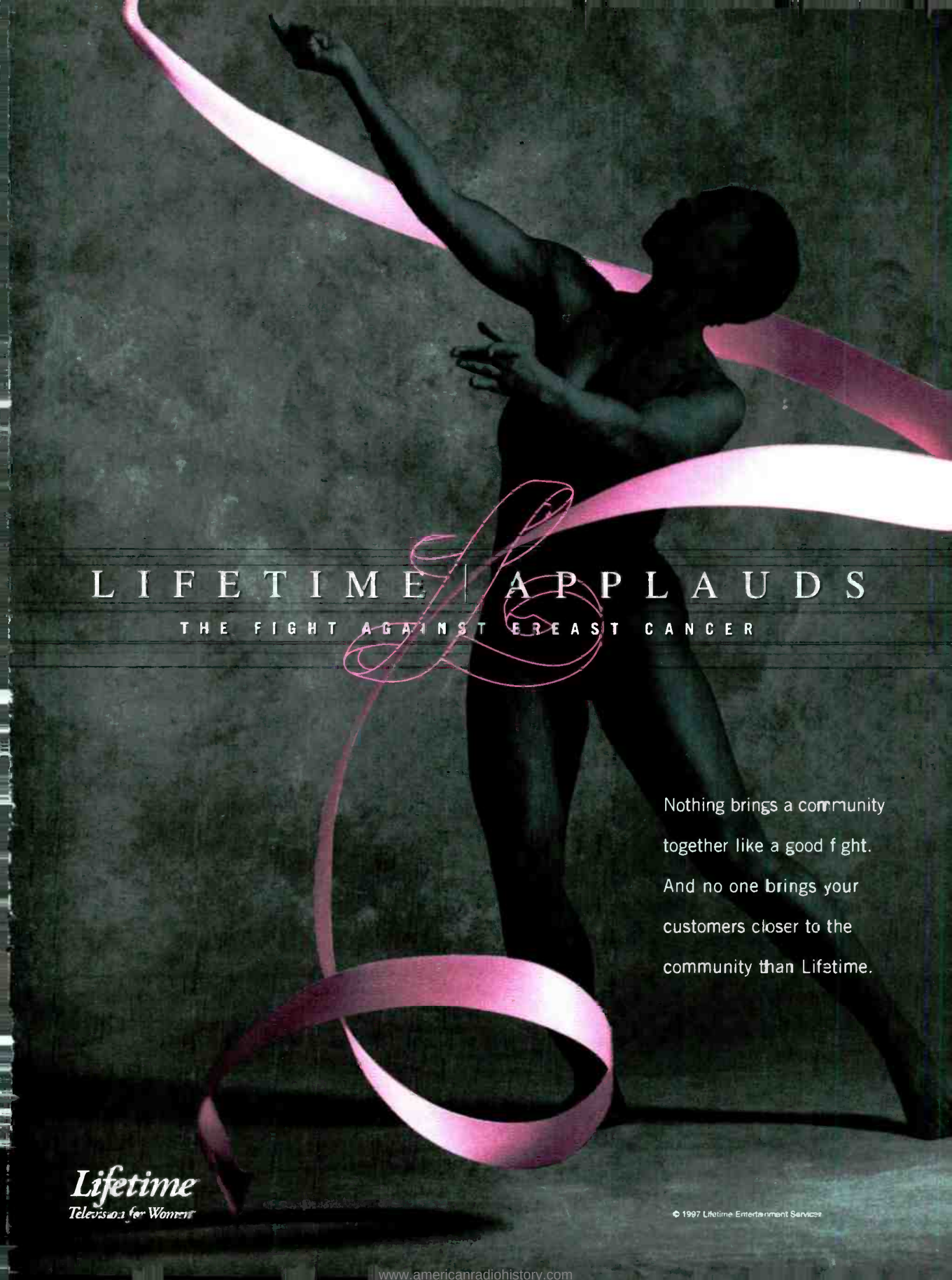
We have two COOs: Susan Swain, a 15-year veteran of the network, and Rob Kennedy, who's been here about seven years. Both of them work together very well. [They're] in their early 40s, and there's a huge gap between this 55-year-old and the 40s. Most people here are younger than that. And they have a lot of time in here. We have a lot of veterans. And we trained them according to the mission, and so they're not constantly fighting, [saying]: "We want to be like CNBC or CNN or those other guys." And



there's a tremendous amount of pressure in this country, in this society, in this business, to be like the others. "Why aren't you like the others?" I get that question about every day that I go out on the streets. And so our team is made up of people who are committed, after spending a lot of time [here] and also seeing the value of the little things that we do that you couldn't do in commercial television. Or at least, commercial television thinks it couldn't.

But having said all that, I just want to take cameras and microphones anywhere in this society that can help us understand better how this fabulous system of ours works. The camera should go into the Supreme Court, but over David Souter's dead body. Or Nino Scalia's dead body. Cameras should go anywhere there's a public event. Anywhere there's a speech. Antonin Scalia will refuse to have a camera in the room wherever he speaks in public. And no matter how much we talk to him about it, he refuses to let our cameras in there. He's got that right, but I think it's too bad, because he has a lot to say the people would want to hear, as does anybody who serves on the Supreme Court. And convincing people that we can have all these major figures in our government in front of cameras is hard to do, because "control" is the number-one word used in this town—controlling one's image. And given human nature, it's understandable. But more than anything else, anything I could ever do, I would hope we can keep breaking down the barriers to showing people everything that goes on.





# LIFETIME | APPLAUDS

THE FIGHT AGAINST BREAST CANCER

Nothing brings a community  
together like a good fight.  
And no one brings your  
customers closer to the  
community than Lifetime.

*Lifetime*  
Television for Women

© 1997 Lifetime Entertainment Services

## TCI and the digital sea change

*Company charts steady course toward new technological future*

By Price Colman

**D**igital cable: Two simple words that represent a big chunk of the future for Tele-Communications Inc.

Indeed, there's a growing sense that the entire cable industry is eyeing a digital future, if the agenda at this week's CTAM convention in Orlando, Fla., is any indication (see page 80).

But simple as the terminology may be, its implications are exceedingly complex. Digital cable, initially in the form of TCI's ALL TV, may represent the most fundamental technological and strategic shift the company and industry have ever undertaken.

Digital cable represents more than just new revenue streams or a defen-

sive move against DBS. It is simultaneously a step back to the much-bally-hooded interactive TV and a leap forward into the world of digital bits—where it doesn't matter if the bits contain audio or video data. Digital cable represents the beginning of the cable industry's ability to exploit the full power of its bandwidth by opening up the coaxial pipeline to any kind of traffic that can be translated into 1's and 0's. Moreover, that traffic can travel both ways, easing the way for faster impulse buys, interactive games and WebTV-like features.

Thus, it's easy to understand why TCI—with a nagging if only partly deserved reputation for marketing snafus—is handling the launch of digital cable with kid gloves.

"Many times we may have been guilty of trying to do too much too soon," says Colleen Abdoulah, who was recently promoted to assistant to cable operations chief Marvin Jones. "We're not making that mistake with digital."

Less than a year in deployment, ALL TV has hit some early snags. Its October 1996 launch in TCI's Hartford, Conn., test system was delayed to allow the company to work out what were reportedly software bugs.

More recently, in what some interpreted as a sign of technology problems, TCI opted to use General Instrument's compression technology instead of Imedia's in ALL TV's deployment. Sources familiar with the issue say the switch had nothing to do with purported glitches in Imedia's technology but was based on contractual questions.

And last month, TCI's northern Colorado division disclosed it was delaying the launch of ALL TV in Greeley because of programming concerns.

"The lineup they first provided us wasn't what our customers were requesting," says Kathy Stewart, area manager for TCI's northern Colorado operations. "Now we're doing what I would define as a soft launch. I wanted to make sure our customer service representatives could complete sales and installers could go in and feel comfortable with installation."

Active marketing—call it the hard launch—of the service was set to begin last Friday. Other than the advanced network test markets of Hartford, Arlington Heights, Ill., and Fremont-Sunnyvale, Calif., Greeley is the first commercial launch of ALL TV. Sources say as many as a dozen other markets will launch ALL TV over the next six weeks in advance of a nationwide rollout this fall.

On the plus side, customer reaction

### **S&P still high on cable TV**

Standard & Poor's remains "very hot on cable" and sees telecommunications competition coming but "a lot more slowly than we originally anticipated," said S&P lead cable analyst Rob Nelson in a conference call update last week on Tele-Communications Inc., Comcast and Cablevision Systems.

S&P's analysis indicates a near-term potential market of 14 million–18 million homes for the DBS business, lower than most other projections. Telcos, which appear to be the biggest threat to cable, face threats themselves from "a lot of small companies eating away at the bread and butter of telephone companies," Nelson said. Telcos also may eventually face pressure from "shareholders who are used to getting dividends."

Most of the questions during the conference call focused on TCI. Nelson said S&P would be concerned if TCI sub losses continue into 1998, but Nick Riccio, S&P managing director said S&P assumes that they won't. S&P is encouraged by TCI's digital cable initiative and sees the company employing compression ratios of at least 6:1. TCI has said it will have a compression ratio of "close to" 14:1.

"TCI's rating has always been an interesting and fun one for me," Nelson commented. "Last year everyone was calling" and asking when S&P would downgrade the company. "Now we're getting the same calls as to when we're upgrading. It's amazing what can happen in a year." S&P will continue to focus on debt reduction and future capital expenditures as key gauges for its debt ratings of the companies, Nelson said. —PC



“  
**There are 4 basic  
food groups: burgers,  
pizza, hot dogs, and  
oh yeah, fries.**  
”



Buddy from BurgerPit

NEED A MORE RELIABLE SOURCE FOR HEALTH INFORMATION?

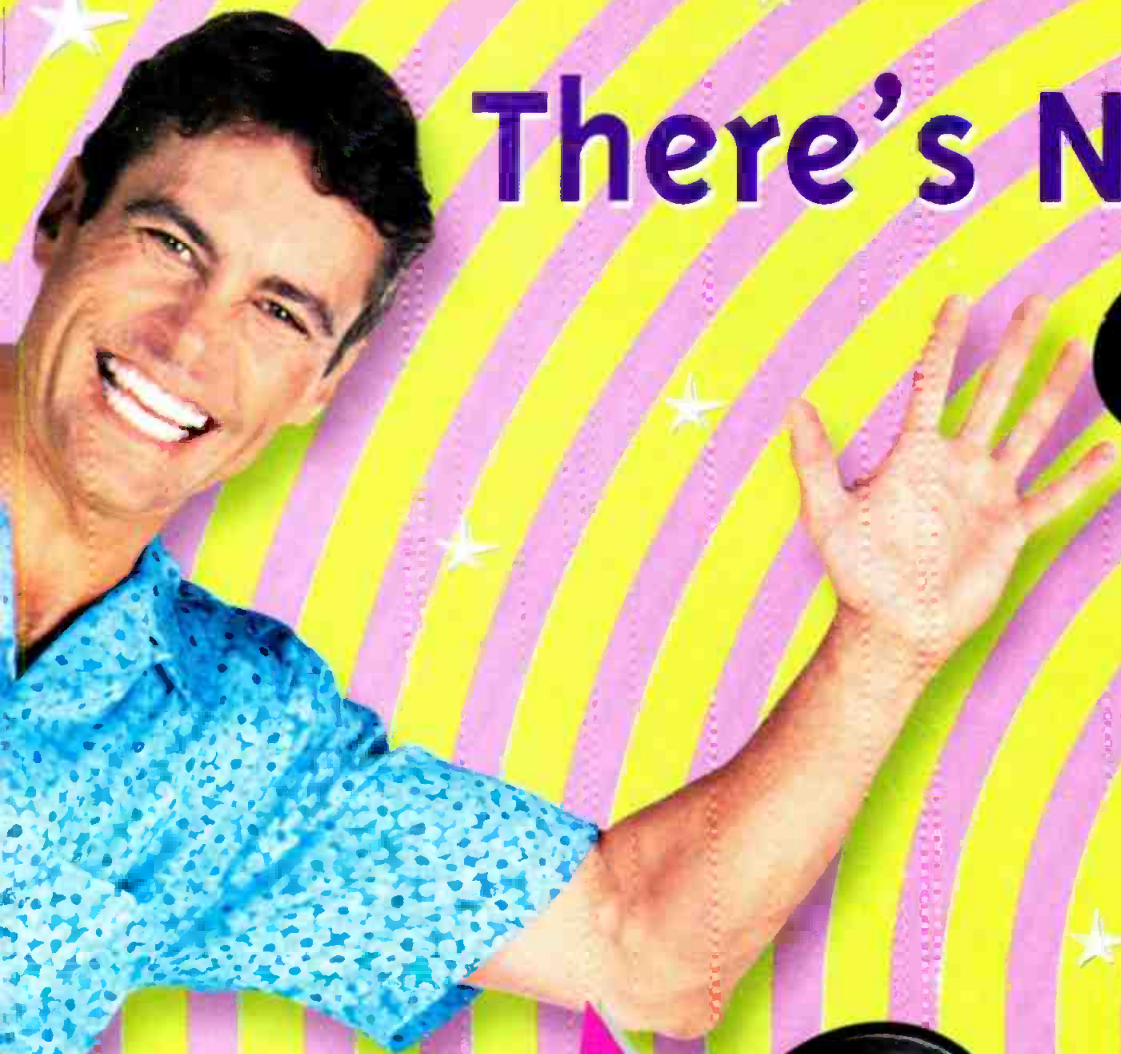
Everybody thinks they're a doctor. Fortunately, on America's Health Network, everybody really is. So when there's a question, viewers can ask a practicing Family Doctor, Pediatrician, OB/GYN, Dietitian, even a Veterinarian. America's Health Network is on call 24 hours a day, 7 days a week. Is there a doctor in your customer's house? If not, call us at 1-800-246-6436.



WATCH IT FOR YOUR HEALTH



# There's Nothing



Disney's Young  
Musicians Symphony Orchestra  
Premieres  
Saturday, August 2  
7pm/6c

First Kid  
Premieres  
Saturday, August 16  
7pm/6c



**CHANNEL**



Homeward Bound II:  
Lost in San Francisco  
Premieres  
Saturday, August 30  
7pm/6c

[disneychannel.com](http://disneychannel.com)



# Like Disney For Kids & Families

Our variety of primetime movies and specials are working like magic!

- ★ Kids 7-11 say Disney Channel is their favorite channel to watch with their family.\*
- ★ Our primetime household ratings increased 85% from last year.\*\*
- ★ And subscribers have grown 46% in the past year.\*\*\*

\*Source: Disney Channel Kids Tracking Study, 2nd Qtr. 1997. \*\*Source: NHI HH cov AA% 2nd Qtr. 1997 vs. 1996, M - Su / 7p - 11p. \*\*\*Source: NHI June 1997 vs. 1996. Qualifications available upon request.



to ALL TV typically has been enthusiastic. Customers have generally opted for the more robust—and expensive—packages.

And if penetration has been modest in the limited number of systems where ALL TV is available, the lesson is that it's not a product for everyone; but converter box supply, once considered a potential bottleneck, shouldn't be a problem.

What may be most remarkable about TCI's digital cable strategy is that it is uncharacteristically taking the lead.

On the one hand, it's a move born of necessity. Using so-called electronic upgrades that turn a headend into something resembling a computer network operations center, TCI can deploy ALL TV far more quickly and far less expensively than it can

upgrade a system to 750 mhz hybrid fiber/coax. Greeley happens to be a 750 mhz-HFC system, but by year end, TCI intends to have ALL TV in front of 75%-90% of the more than 20 million homes passed. Most of those homes are in systems with networks of 550 mhz or less.

There's a significant difference, as TCI has pointed out, between homes passed and penetration. The idea is to get ALL TV out there and working and focus on gaining penetration.

"It's going to be very staged and very targeted," says Abdoulah. "In some markets, it's going to be a very quiet rollout. Nineteen-ninety seven is not about aggressive penetration. It's about broad deployment and getting in front of as many customers as possible. Then we'll worry about growing the

customer base."

While the focus so far has been on the technology of digital cable—ironing out bugs in converter boxes and establishing the massive customer information and tracking system called SummiTrak—the emphasis will soon switch to marketing. On that front, TCI faces challenges.

First, the company cut nearly 3,000 jobs late last year and early in 1997, many of them field marketing personnel crucial to the launch of a product such as ALL TV. When John Malone brought Leo Hindery aboard in late February as TCI president Hindery started restaffing marketing ranks. Because of TCI's financial constraints, the going has been slow.

Second, in a number of channel-locked systems, TCI will have to recap-

## CTAM '97: Facing Your Future

*The convention lineup for marketers meeting in Orlando*

**All sessions are at the  
Marriott World Center, Orlando,  
unless otherwise noted**

### Sunday, July 20

- 8 a.m.-noon—CTAM of Florida Golf Tournament  
*Lake Buena Vista Golf Course*
- 5:30-6:30 p.m.—New Members Welcome Reception  
*Grand Registration Desk*
- 6:30-7:30 p.m.—Chairman's Reception  
*Pool (Backup: Grand Ballroom VII)*
- 9 p.m.-midnight—Blowout Block Party  
*Universal Studios*

### Monday, July 21

- 9 a.m.-12:15 p.m.—General Sessions  
Barry Diller, HSN; Robert L. Johnson, BET Holdings; August A. Busch IV, Anheuser-Busch
- 1-4:30 p.m.—Master Courses
- 2-3:15 p.m. Marketing Seminars:  
Unsolved Mysteries: The Future of Digital  
*Palms Ballroom Royal*  
Facing the Music: Analyzing the Marketplace  
*Grand Ballroom VII*  
Managing the Melting Pot: The Changing Dynamics in Urban Systems  
*Grand Ballroom VIII*
- 3:30 p.m.-4:30 p.m. "Ask the Expert" Workshops  
Marketing Outside the Cable Box  
*Grand Ballroom I & II*  
Building an Online Network One Bit at a Time  
*Grand Ballroom III & IV*  
Digital for Dummies: Plain Speak for Non-engineers  
*Grand Ballroom V & VI*  
Network Brand Building: Structuring Your Marketing Organization Strategically  
*Grand Ballroom IV and X*  
Maximizing Your Avals: Leveraging Cable's Secret Weapon

- Grand Ballroom XI & XII*  
Arresting Signal Theft: A System-Wide Initiative  
*Grand Ballroom XIII & XIV*  
High-Power PR: Public Relations Initiatives that Work  
*Anaheim/Atlanta/Boston Room*  
Urbanomics 101: Target Marketing Lessons from the Entertainment World  
*Chicago/Denver Room*

#### Mark Awards:

- 4:30-5:15 p.m.—"Wet Your Whistle Stop" Reception  
*Crystal Foyer*
- 5:15-7 p.m.—Mark Awards Show

### Tuesday, July 22

- 9 a.m.-12:15 p.m.—General Sessions  
Martha Rogers, Ph.D., Marketing 1:1 Inc.; Alex W. "Pete" Hart, Advanta Corp.; Eckhard Pfeiffer, Compaq Computer
- 2-3:15 p.m. Marketing Seminars  
High-Speed Internet Access:  
Marketing Lessons for the Future.  
*Grand Ballroom VII*  
Critics Choice '97: Picks and Pans of Branding Hot Spots  
*Grand Ballroom VIII*  
Distribution & Programing: A Changing Landscape  
*Palms Ballroom Sabal*  
Great Ideas to Grow Your Basic Business  
*Palms Ballroom Royal*
- 3:30-4:30 p.m. "Ask the Expert" Workshops  
Guerrilla Marketing III: The Golden Rules  
*Grand Ballroom VII*  
Something to Talk About: Effective Competitive Marketing  
*Grand Ballroom V & VI*  
Great Ideas to Grow Your Basic Business: A One on One  
*Palms Ballroom Royal*  
Competitive Intelligence  
*Grand Ballroom XI and XII*  
Cyber Design: Creating a Website that



- Packs a Marketing Punch  
*Grand Ballroom III & IV*  
Bundling Telephony.  
*Grand Ballroom XIII & XIV*  
Managing Employees Through Turbulent Times  
*Crystal Ballroom A & B*  
Cable in the Classroom Comes Home: A National Initiative  
*Crystal Ballroom C & D*  
Universal Service—Tapping Into the \$2 Billion-plus Fund  
*Crystal Ballroom E & F*
- 4:45-5:15 p.m. Annual CTAM Membership Meeting  
*Grand Ballroom I & II*
- 5:30-6:30 p.m. International Reception—By Invitation  
*Boston Room*

### Wednesday, July 23

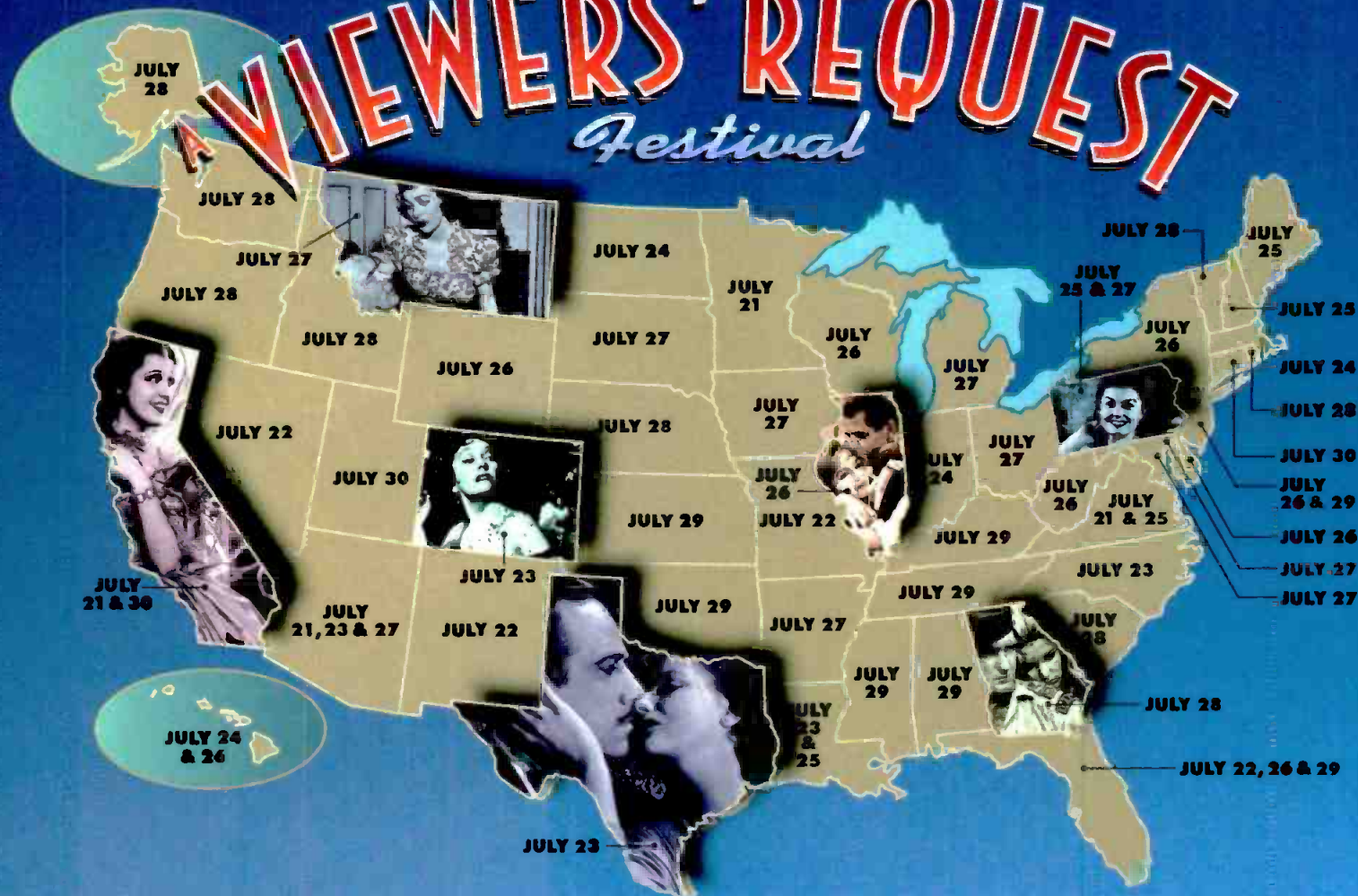
- 9:30 a.m.-10:30 a.m.  
"Ask the Expert" Workshops  
How to Get the Most of Your Affiliate Marketing Materials  
*Grand Ballroom I, II, III*  
The Most Effective Promotions from Around the World  
*Grand Ballroom IX, X, XI*  
Yield Management Marketing: the Next Generation of Premium Marketing  
*Grand Ballroom XII, XIII, XIV*  
Turning Research into Action  
*Crystal Ballroom A, B, C*
- 11 a.m.-1 p.m. Brunch:  
A 360-Degree View on Digital  
Leo Hindery, TCI;  
Chase Carey, Fox Television;  
Kay Koplovitz, USA Networks;  
Tom Rogers, NBC Cable;  
Microsoft executive TBA;  
Jeff Greenfield, ABC News, moderator



TURNER CLASSIC MOVIES PRESENTS

# VIEWERS' REQUEST

*Festival*



**FOR 10 DAYS IN JULY,  
YOUR SUBSCRIBERS PROGRAM TCM!**

Turner Classic Movies responds to viewers' requests like no other channel can. It's an unprecedented festival of favorites from movie lovers in all 50 states. From rarely seen treasures to Hollywood's most memorable masterpieces, TCM presents 131 movies in all, from the world's greatest film library, each one hand-picked by TCM fans.

JULY 21-30

Respond to your subscribers' requests by adding Turner Classic Movies to your channel line-up.

[illegible]



People can get the police  
24 hours a day.  
But some people can't get ESPN's  
24-hour sports news network.

It just seems so wrong.



Only in a world gone horribly wrong can sports fans not get scores, and the latest highlights. Make sure your subscribers get Call Northeast or Southeast Region (860) 585-2479, Central (312) 228-5800, Rocky Check us out on-line: ESPN.com



the 24-hour sports news network from ESPN with breaking news, up-to-the-minute  
ESPNEWS, the only sports news network from the worldwide leader in sports.  
Mountain (303) 740-8940, Western (310) 358-5300, Special Markets: CT (860) 585-2616, NY (212) 916-9200.

ture existing analog channels and convert them to digital. That's a double-edged sword because customers who don't plan on buying ALL TV may feel disenfranchised, while the customers who buy ALL TV may feel they're getting consid-

erably more for little extra cost.

"We also believe it's not an all-negative proposition," says Abdoulah. "If it's communicated properly and marketed properly, we can minimize dissatisfaction."

Some customers have complained that today's digital converter boxes allow recording of only the channel being viewed. TCI, which acknowledges the problem, says it will be corrected in future-generation boxes. ■

# Cable on tour

Critics get look at network program plans

By Joe Schlosser

**C**able networks pulled out all the stops last week at the TV Critics Tour in Pasadena. Everyone from Hulk Hogan to Elton John pitched shows and specials.

## Showtime/MTV

Showtime and co-owned MTV announced what is being billed as an unprecedented promotional tie-in. MTV will premiere the half-hour pilot episode of Showtime's new series *The Hunger*, as well as a behind-the-scenes special about the show. Showtime also announced it is developing a series of films based on the TV series *Naked City* and the 1960s courtroom show *The Defenders*. Showtime is launching four new series over the next two months, including *Dead Man's Gun*, *Fast Track* and *Star-gate SG-1*.

MTV has signed Mike Myers to create three specials to debut late this year. The shows will combine variety and sketch comedy, with Myers reprising his film role from "Austin Powers: International Man of Mystery." MTV and VH-1 are getting together to promote Fleetwood Mac's reunion tour this summer. MTV will debut the special *Fleetwood Mac: The Dance* Aug. 12. VH-1 will feature the band on its July 22 episode of *Classic Albums*. A series—as yet unnamed—focusing on the difficult personal lives of musical stars will debut in mid-August. Musicians featured will include MC Hammer, Boy George and Milli Vanilli.

## HBO

Whitney Houston will return to HBO for her third special, this time performing live from Constitution Hall in Washington on Sunday, Oct. 5. The network also renewed series *Tracey Takes On...* for a third year, *The Chris Rock Show* for another 12 episodes and *Mr. Show with Bob and David* for 10 more episodes. Co-owned Cinemax will debut a behind-the-scenes look into Elton John's life on Sept. 3.

## Comedy Central

Debuting on Monday, July 28 is Comedy Central's new game show, *Win Ben Stein's Money*. Stein is the Pepperdine University law professor and actor known for his role as the stoic teacher in the film "Ferris Bueller's Day Off." Contestants will vie for Stein's salary. Comedy Central also will air "Un-Cabaret" on Saturday, Aug. 23. The special will feature six stars telling funny real-life stories.

## TNT and WTBS

WTBS Superstation picked up network windows to Warner Bros. theatrical releases "Batman and Robin" and "Austin Powers: International Man of Mystery." The films will air on WTBS-TV in 1999 and 2000 respectively. Documentary specials "Little Warriors" and "Twins" were showcased for the fall. TNT introduced upcoming original films starring Gary Sinise and Terry "Hulk" Hogan and one produced by Goldie Hawn. Sinise and Clarence



Comedy Central is inviting viewers to 'Win Ben Stein's Money' in a new comedy game show.

Williams III will be in TNT's original *George Wallace*, produced by John Frankenheimer. Hogan, a professional wrestling star on TNT, will be in another TNT original, *Assault on Devil's Island*. *Hope*, starring Christine Lahti and J.T. Walsh, is Hawn's TNT feature. TNT President Brad Siegel said TNT will launch a West Coast feed in the second half of next year. WTBS officials say they have no plans for another feed.

## USA

The network made news of its own by re-signing USA Networks Entertainment President Rod Perth to a multiyear contract. Perth joined USA in 1994 from CBS and has led the network's acquisition of rights to a number of top films and original series. USA has acquired the network window to five more films from Columbia TriStar Television Distribution: "The Remains of the Day," "The Age of Innocence," "The Fan," "Never Talk to Strangers" and "The Professional." All but "The Fan" (1999) will be available to USA in 1998.

## FX

FX acquired the rights to reruns of *M\*A\*S\*H*, which will debut in fall 1998. *NYPD Blue* and *The X-Files* will debut next month on the network. ■



Elton John will be profiled in 'Tantrums & Tiaras' on HBO.





# Arnie & Tiger vs Lehman & Love III

It's not just  
a huge golf event.  
It's a huge  
cable event.

**The Arnold Palmer Golf Gala benefiting the Latrobe Area Hospital. LAH**  
**The Golf Channel Free Preview benefiting your community.**

It's going to attract the biggest audience in our history, and we're offering our signal for a nationwide Free Preview to let savvy cable operators share in the revenue opportunities. And only The Golf Channel can team the hottest player on the PGA TOUR and golf's greatest legend with two of the leading money winners. Sign up now and we'll send you a turnkey marketing kit opening the door for local ad sales, incremental revenue opportunities and community goodwill. Don't miss your start time.

**August 25 & 26 • Exclusively on The Golf Channel**

18 Hole Coverage LIVE from Laurel Valley Golf Club, PA, August 25, 12:30 pm - 5:30 pm ET  
Front Nine Replay • August 25, 9 pm - 11 pm ET  
Back Nine Replay • August 26, 9 pm - 11 pm ET



**THE GOLF CHANNEL**  
<http://www.thegolfchannel.com>

To get The Golf Channel Free Preview, contact your Golf Channel representative today.

Northeast  
Christopher Swan  
(617) 547-1882

Southeast  
Chuck Pumphrey  
(407) 363-4653

Central  
Jeff Ronnigan  
(606) 292-2535

Western  
Peter Clifford  
(310) 648-6686

Local Ad Sales Information  
Kimberly Cantu  
(407) 363-4653

# CNN battles ratings blues

*Also creates ethics panel to look into outside appearances by anchors*

By Joe Schlosser

**C**NN President Tom Johnson is taking steps to shore up the cable network's sagging ratings and to investigate ethics questions surrounding outside appearances by CNN anchors and correspondents in recent movies and advertisements.

The 17-year-old news network posted its lowest average 24-hour quarterly Nielsen rating ever in the second quarter, a 0.39.

Johnson has set up a programming panel of three top executives to look into the network's current programming: CNN's Gayle Evans, executive VP, guest bookings and program development, talk shows; Pat Mitchell, president, Time Inc./Turner Original Productions, and Teya Ryan, VP and senior executive producer, program development, for CNN and Turner Original Productions.

"The new talk shows are holding up fine. *Burden of Proof*, *Larry King Live* and *Talk Back* are all fine," Johnson told reporters at the Television Critics Tour in Pasadena last week. "The places where we have had the most difficulty are the news hours themselves."

Johnson said the network will look into ways to repackage the news and spruce it up to improve ratings. CNN White House correspondent Wolf Blitzer said he doesn't have any problem with the network trying to improve its look and ratings, as long as reporters continue to report the news accurately and fairly.

"If you can make it more compelling and something people want to watch, I think that can be positive," Blitzer said. "Newspapers are always trying to get better graphics, pictures and tighter copy. Television can do that as well."

Johnson said CNN needs a strong new anchor for the 8 p.m. news hour that leads into *Larry King Live*. Exploratory talks with NBC's Tom Brokaw and others are continuing, according to Johnson.

"Ted [Turner] has really taken it on as a personal recruiting task," Johnson said of bringing Brokaw to CNN. "Tom has done a wonderful job at NBC, he's at the top of his game and they've got a very strong successor in Brian Williams

standing by."

Johnson said formal talks with Brokaw cannot begin until the end of the year, when Brokaw's contract with NBC is up. The CNN president also said he is looking for help in the 10 p.m. time slot, but did not elaborate.

As for the financial stability of CNN, Johnson assured reporters that all of CNN's main news services are operating in the black and will continue to do so. Start-up niche networks CNN-SI, CNN-FN and CNN-Espanol have been given until the year 2000 to "march to profitability."

To promote CNN in what he called a "sluggish news summer," Johnson allowed 12 CNN anchors and news correspondents to appear in the Warner Bros. film "Contact."

"Looking back, the use of the CNN logo was probably OK, but the use of our journalists and correspondents was not a good idea," Johnson said. "It has created a concern among the professional community that somehow we are being manipulated by Time Warner. We are not, categorically we are

not, and it did not come on me from anyone at Time Warner."

Johnson said it is fair to say that having reporters appear in entertainment-type settings "does blur the lines in a way." He said "Hard-News Johnson" let down the gate and that he will more than likely put it back up again.

Johnson has also set up a five-person ethics panel to look into outside appearances by CNN reporters—everything from speeches to advertisements and film appearances. CNN anchor Bernard Shaw had a cameo role in another Warner Bros. film, "The Lost World: Jurassic Park." Fellow correspondent Jonathan Karl's unauthorized appearance in a recent Visa commercial drew a reprimand from Johnson and other CNN officials.

Blitzer, who said he frequently is offered parts in movies, declined an opportunity to appear in "Contact," as he has done with all other film offers. "We all have our different standards and different ideas, but for me personally it just didn't feel right," Blitzer said. ■

## TCI faces digital music

*Now that the merger with DMX Inc. is complete, changing the company's financial tune is its next task*

By Price Colman

**W**ith the merger of Tele-Communications Inc.'s TCI Music and digital music provider DMX Inc. a done deal, TCI now confronts a bigger hurdle: turning around the financially struggling DMX.

While DMX increased net revenue by more than 34% to \$17.33 million for the fiscal year ended Sept. 30, 1996, its net loss jumped 46.7% to \$33.86 million, or 68 cents per share, for the same period. The increase in losses outpacing the increase in revenue pretty much defines DMX's financial performance history for at least the past three years.

That performance prompted auditors KPMG Peat Marwick, in DMX's June 12, 1997, amended 10K filing with the

Securities and Exchange Commission, to raise the dreaded "going concern" issue. Pointing out that in addition to recurring losses DMX has a net capital deficiency, the auditors expressed serious doubt about the company's ability to keep operating.

But a turnaround may not be as tough as it looks. For one thing, DMX has shed its money-hungry DMX-Europe operations, although it cost more than \$7 million to do so. DMX-Europe, which became former DMX Chairman Gerold Rubinstein's turnaround task, has been a money drain for several years, accounting for more than half of DMX's \$22.2 million net operating loss in fiscal 1996.

"We're confident we can turn it around," says TCI Music President and



Indulge  
in yourself  
some

# Shameless Self- Promotion

**THE BOX**, the first and only 24 hour local all-music video outlet, can promote your brand all over town like no other network. Through marketing innovations and local media partnerships, THE BOX forges a valuable, lasting bond between you and your community.

**You're on the hottest radio stations in town.** THE BOX is hooked into the top stations in your market. So you get on-air mentions and spots, powerful, fully-integrated joint marketing programs, plus a high-profile presence at local events.

**You're on the street.** THE BOX puts its regional marketing team to work for you by going to community events and bringing you along.

**You're in the papers.** THE BOX builds partnerships with local music-based media and gets ink for your brand.

**You're on the Web.** THE BOX's locally focused Web site gives your system recognition and prompts viewers and surfers to hyperlink to you.

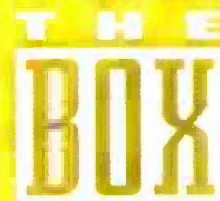
**You're getting PPV movie promotion.** THE BOX cross promotes your PPV movies and highlights videos from their soundtracks to help you get viewers engaged, engrossed, and ordering.

**You're on THE BOX.** Your system will be seen through unique top-of-the-hour IDs and promos that reflect your brand and your community like never before.

**You couldn't pay for local marketing and programming this good.**

**And you don't have to.**  
**In fact, we'll share our revenue with you.**

**The operator's edge.**



**Get your edge. Get THE BOX. Call THE BOX Affiliate Sales:**

**East—Gabriel Berger 305.535.8515**  
**West—George Jostlin 310.441.8425 ext. 233**  
**Visit us on the Web at [www.thebox.com](http://www.thebox.com)**

1997 ©THE BOX, Music Television You Control. All Rights Reserved. A product of The Box Worldwide, Inc.



Liberty Media Vice President David Koff. "Given the TCI contribution, DMX is immediately in a positive cash-flow situation."

As part of the merger agreement, TCI agreed to contribute its retail revenue from DMX to TCI Music, which essentially consists of DMX. That revenue was in the neighborhood of \$18 million last year. The revenue infusion, coupled with the elimination of DMX-Europe, means the "going concern" issue is no longer so pressing.

In return, TCI gets what amounts to

complete control of DMX—98% of the vote and 90% of the equity interest in the company. With the merger, DMX becomes part of TCI programming subsidiary Liberty Media Corp.

There'll be no resting on positive cash flow, Koff indicates. DMX intends to increase its commercial market penetration, now at about 35,000 million.

"We believe there are growth opportunities, especially in the domestic commercial sales market, that we will pursue aggressively," says Koff.

"We're also believers in digital. We want to be in as many digital residential packages as possible."

Being in those packages depends largely on how successful TCI is in deploying its digital cable service. But even modest penetration of the digital cable service should have a two-fold benefit: Not only would it mean customer growth, it would also allow TCI Music to eliminate costly tuners. Instead, it would use digital boxes that would do double duty as video signal converters and tuners. ■

# EchoStar standing alone

*Ergen says \$375 million debt offering will help keep company and satellites from crashing*

**T**he Sept. 25 launch of EchoStar Communications Corp.'s third satellite will double the channel capacity of EchoStar's DISH Network to 300 and help EchoStar reach the 500-channel universe first, says Chairman Charlie Ergen.

As recently as a month ago—before EchoStar completed a \$375 million debt offering—DBS analysts and industry experts were dubious that EchoStar 3 would launch on schedule, if at all.

But during the unveiling of the Lockheed Martin Atlas IIAS rocket that will launch EchoStar 3, Ergen said the debt issue not only allowed EchoStar to bank funds to pay for EchoStar 3 and 4 but also cut the need to find a strategic partner. It also eliminated, at least for now, the need for concessions from vendors.

"At this point, there are no concessions. Everyone is getting a paycheck around here," Ergen says, referring to Lockheed Martin, Lockheed Martin—which also built the AX2100 EchoStar 3 satellite and is providing launch services—is EchoStar's largest vendor.

"We think we're strong enough to survive as a stand-alone company," says Ergen.

How long that lasts will depend, at least in part, on how successful EchoStar 3 and 4 are in attracting new customers. Ergen appears confident.

"I've said many times that notwithstanding John Malone's declaration...we'll be the first company to deliver 500 channels," says Ergen.

"The customer doesn't care



*An Atlas IIAS rocket—like the one that will launch EchoStar 3—takes off in 1995.*

whether he buys television from General Motors or General Malone."

Once EchoStar 3 is successfully deployed, DISH Network will be equipped to offer additional video programming, high-speed data service and local programming, although those services will require a second dish antenna for reception. It's unclear how consumers will respond to a \$69 price tag on that 13-inch dish; Ergen says the antenna will likely be free in some markets.

Offering local signals is contingent, in part, on congressional revision of copyright laws. With such a change, DISH could begin offering local signals in 10 markets by the beginning of next year, adding 10 additional markets with the deployment of EchoStar 4, Ergen says.

Conversely, lack of local signal ability could dim EchoStar's outlook. A change in copyright laws allowing DBS operators to distribute local television signals remains an open question.

"Rupert Murdoch, who knows a lot about television, came up with the answer to that question," says Rob Nelson, cable analyst at Standard & Poor's. "It's unlikely that local broadcasters will allow DBS to deliver local signals."

Ergen acknowledges that EchoStar will have to manage its financial resources carefully to avoid a cash crunch. After unbundling hardware and programming fees on June 1, DISH picked up about 45,000 new subscribers in the month, typically a slow time for video services. Most of those new customers chose the unbundled option, which means that EchoStar will have to live without the upfront cash-flow boost from prepaid programming commitments. ■

## Errata

The July 14 issue of BROADCASTING & CABLE incorrectly identified James Robbins as chairman of Cox Communications. Robbins is president and CEO.





**KIM PHUC WAS ONCE POSTER CHILD  
FOR THE VIETNAM WAR.  
NOW SHE'S A COLLEGE GRADUATE.**



**CBS EYE ON PEOPLE**  
real stories • real people

**TELL ME SOMETHING I DON'T KNOW.** CBS Eye On People is the network dedicated to bringing you more. New shows offering timely updates, insightful revelations and retrospectives on the people and stories you want to know more about.

Call Jim Babchak, Eastern Region: 203-965-6405 • Ken Mullane, Midwest Region: 312-245-4843 • Lynn E. Wells, Western Region: 303-771-9800.

CBS EYE ON PEOPLE and design are service marks of CBS Inc. © 1997 CBS Inc. All rights reserved.

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

## HEADENDINGS

**BET buys into record company**

BET Holdings Inc. is making another stab at expanding beyond cable by investing in a start-up record company, Cybersonics Records Inc. Headed by former MCA Records executive Ernie Singleton, the venture plans to issue records under the Fully Loaded label. Singleton has a long history with rap and R&B music. Since Black Entertainment Television heavily programs music videos, the venture is expected to take advantage of cross-promotion on the network. The terms of the deal were not disclosed.

**Discovery in Japan**

Discovery launched in Japan last week with a 24-hour nonfiction entertainment network. Discovery Channel Japan will be subtitled and available on the PerfectTV satellite channel and on some regional cable networks. PerfectTV, owned by a consortium of Japanese trading companies, began broadcasting last year. The company is a venture of Singapore-based Discovery Asia Inc.—a unit of Discovery Communications Inc.—and Tokyo-based Jupiter Programming Co. Ltd. Jupiter says the network's launch will fuel growth in cable and satellite television services in Japan.

**Watching TV leads to mistrial**

A mistrial was declared in a Georgia murder case because a witness admitted to watching testimony on CourtTV. DeKalb County Superior Court Judge Hilton Fuller granted a defense request for a mistrial in the case of Jan Barry Sandlin, prosecutors said killed his stepson 26 years ago and framed the child's sister. The sister, Tracy Rhame, admitted last week that she had disobeyed a court order by watching a live Court TV broadcast while her mother was testifying. The judge did not say whether there would be a new trial.

**50 PEOPLE'S CHOICE Top Cable Shows**

Following are the top 50 basic cable programs for the week of July 7-July 13, 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. Home Run Derby                            | ESPN    | Mon  | 9:01p  | 4,076         | 5.7             | 4.2  | 9.8            |
| 2. Movie: "Perfect Crime"                    | USA     | Wed  | 8:59p  | 3,093         | 4.4             | 3.2  | 7.5            |
| 3. NASCAR/Jiffy Lube 300                     | TNN     | Sun  | 1:00p  | 2,990         | 4.3             | 3.1  | 12.0           |
| 4. World Champ. Wrestling                    | TNT     | Mon  | 9:00p  | 2,572         | 3.6             | 2.7  | 6.2            |
| 4. Movie: "Coming to America"                | USA     | Thu  | 9:00p  | 2,547         | 3.6             | 2.6  | 6.5            |
| 6. Movie: "High Stakes"                      | LIF     | Mon  | 9:00p  | 2,237         | 3.3             | 2.3  | 5.5            |
| 7. World Champ. Wrestling                    | TNT     | Mon  | 7:55p  | 2,261         | 3.2             | 2.3  | 6.2            |
| 7. Movie: "Problem Child II"                 | USA     | Tue  | 10:00p | 2,261         | 3.2             | 2.3  | 5.6            |
| 7. Rugrats                                   | NICK    | Tue  | 7:30p  | 2,245         | 3.2             | 2.3  | 6.1            |
| 7. All That                                  | NICK    | Thu  | 8:00p  | 2,229         | 3.2             | 2.3  | 6.4            |
| 11. Blues Clues                              | NICK    | Thu  | 9:30a  | 2,185         | 3.1             | 2.3  | 12.4           |
| 11. Tiny Toon Adventures                     | NICK    | Sat  | 9:30a  | 2,163         | 3.1             | 2.3  | 11.8           |
| 13. MLB/New York Mets @ Atlanta              | ESPN    | Sun  | 8:00p  | 2,173         | 3.0             | 2.2  | 5.6            |
| 13. Hey Arnold                               | NICK    | Sun  | 11:00a | 2,121         | 3.0             | 2.2  | 10.1           |
| 13. Figure It Out                            | NICK    | Sun  | 6:00p  | 2,120         | 3.0             | 2.2  | 6.9            |
| 13. Blues Clues                              | NICK    | Mon  | 9:30a  | 2,113         | 3.0             | 2.2  | 11.9           |
| 13. Angry Beavers                            | NICK    | Sun  | 10:30a | 2,071         | 3.0             | 2.1  | 10.0           |
| 18. Movie: "Raiders of the Lost Ark"         | TBS     | Wed  | 8:05p  | 2,096         | 2.9             | 2.2  | 5.4            |
| 18. Movie: "I. Jones and the Temple of Doom" | USA     | Sun  | 5:30p  | 2,047         | 2.9             | 2.1  | 6.3            |
| 18. Rugrats                                  | NICK    | Thu  | 7:30p  | 2,042         | 2.9             | 2.1  | 6.1            |
| 18. Rugrats                                  | NICK    | Wed  | 7:30p  | 2,033         | 2.9             | 2.1  | 5.6            |
| 18. Busy World of R. Scarry                  | NICK    | Thu  | 10:00a | 2,032         | 2.9             | 2.1  | 11.4           |
| 18. Rugrats                                  | NICK    | Sun  | 10:00a | 2,024         | 2.9             | 2.1  | 10.0           |
| 18. All That                                 | NICK    | Wed  | 8:00p  | 2,008         | 2.9             | 2.1  | 5.5            |
| 18. Busy World of R. Scarry                  | NICK    | Mon  | 10:00a | 2,003         | 2.9             | 2.1  | 11.3           |
| 26. Rugrats                                  | NICK    | Mon  | 7:30p  | 1,992         | 2.8             | 2.0  | 5.5            |
| 26. Tiny Toon Adventures                     | NICK    | Sat  | 9:00a  | 1,988         | 2.8             | 2.0  | 11.5           |
| 26. Rugrats                                  | NICK    | Sat  | 8:30a  | 1,966         | 2.8             | 2.0  | 12.6           |
| 26. Figure It Out                            | NICK    | Wed  | 6:00p  | 1,952         | 2.8             | 2.0  | 6.4            |
| 26. My Brother and Me                        | NICK    | Sun  | 12:30p | 1,955         | 2.8             | 2.0  | 8.9            |
| 26. All That                                 | NICK    | Sun  | 7:00p  | 1,952         | 2.8             | 2.0  | 5.9            |
| 26. M. Sendak's Little Bear                  | NICK    | Thu  | 9:00a  | 1,949         | 2.8             | 2.0  | 11.4           |
| 26. Busy World of R. Scarry                  | NICK    | Wed  | 10:00a | 1,941         | 2.8             | 2.0  | 11.0           |
| 26. Blues Clues                              | NICK    | Wed  | 12:30p | 1,935         | 2.8             | 2.0  | 8.9            |
| 35. Movie: "Kickboxer 4: Aggressor"          | USA     | Sat  | 2:00p  | 1,935         | 2.7             | 2.0  | 8.6            |
| 35. M. Sendak's Little Bear                  | NICK    | Tue  | 12:00p | 1,915         | 2.7             | 2.0  | 9.1            |
| 35. Gullah Gullah Island                     | NICK    | Tue  | 11:30a | 1,914         | 2.7             | 2.0  | 9.7            |
| 35. Blues Clues                              | NICK    | Fri  | 9:30a  | 1,909         | 2.7             | 2.0  | 11.0           |
| 35. Are You Afraid of the Dark?              | NICK    | Fri  | 5:00p  | 1,905         | 2.7             | 2.0  | 7.9            |
| 35. Blues Clues                              | NICK    | Wed  | 9:30a  | 1,903         | 2.7             | 2.0  | 11.0           |
| 35. Blues Clues                              | NICK    | Thu  | 12:30p | 1,896         | 2.7             | 2.0  | 9.0            |
| 35. J. Henson's Muppet Babies                | NICK    | Tue  | 10:30a | 1,892         | 2.7             | 2.0  | 10.5           |
| 35. J. Henson's Muppet Babies                | NICK    | Sat  | 10:00a | 1,889         | 2.7             | 2.0  | 10.0           |
| 35. Busy World of R. Scarry                  | NICK    | Fri  | 10:00a | 1,884         | 2.7             | 1.9  | 10.8           |
| 35. Doug                                     | NICK    | Mon  | 7:00p  | 1,880         | 2.7             | 1.9  | 5.4            |
| 35. Figure It Out                            | NICK    | Tue  | 6:00p  | 1,879         | 2.7             | 1.9  | 5.9            |
| 35. Blues Clues                              | NICK    | Tue  | 9:30a  | 1,858         | 2.7             | 1.9  | 11.0           |
| 48. Movie: "Working Girl"                    | USA     | Sun  | 3:00p  | 1,857         | 2.6             | 1.9  | 6.7            |
| 48. M. Sendak's Little Bear                  | NICK    | Wed  | 12:00p | 1,847         | 2.6             | 1.9  | 8.8            |
| 48. M. Sendak's Little Bear                  | NICK    | Fri  | 9:00a  | 1,843         | 2.6             | 1.9  | 11.3           |
| 48. Raahh!!! Real Monsters                   | NICK    | Sun  | 11:30a | 1,839         | 2.6             | 1.9  | 8.6            |
| 48. Angry Beavers                            | NICK    | Sun  | 6:30p  | 1,835         | 2.6             | 1.9  | 5.8            |

Sources: Nielsen Media Research, Turner Research



# Technology

July 21, 1997

## It's DTV-Conversion Crunch Time.

# FIRST THINGS FIRST

The DTV clock is ticking. Your stations will need new transmitters for sure. New antennas also. Plus, there's new studio and master control equipment to specify, acquire and install. LDL Communications is one of the few leading companies that can deliver all of these DTV components.

Here's what makes LDL unique. The tower. Whether it's strengthening existing towers to handle addi-



tional antenna bays, or erecting new facilities, you'll almost certainly need tower work. And site surveys, local ordinances, FCC and possibly FAA approvals, custom fabrication, erection crews and weather all require specialized know-how and the longest lead-times in the DTV conversion process.

Other companies you could talk to about transmitters and studio gear might be happy to introduce you to a tower company. But can they offer you **single source responsibility** for the entire job, including the tower? Most won't. But LDL will. We provide single source responsibility for **everything** you'll need.

You may know us best for LARCAN transmitters. Our new LARCAN Landmark™ series DTV transmitters debuted to great acclaim at the '97 NAB show. In fact, Fisher Broadcasting bought the first two units for KOMO-

TV, Seattle and KATU-TV, Portland, OR. right on the NAB show floor.

But did you know that the corporate umbrella of our parent, the LeBLANC Group of Companies, includes not only LDL and LARCAN but also the world's #1 custom tower manufacturer?

We design, manufacture and — with our own crews — erect more custom towers than any other company. LDL specifies, sells and



installs RFS antennas. And we provide design, supply and installation of studio equipment and facilities through our affiliation with IMMAD, whose recent work includes NBC Olympic facilities, and KHOU-TV,

Houston and satellite uplink facilities for Echostar.

For single source responsibility for every phase of your DTV upgrade, from the tower, transmitter and antenna to the studio and master control, there's just one phone number to know —

Call LDL Communications today at 303-665-8000.

LARCAN

LDL  
COMMUNICATIONS

LeBLANC

LDL Communications Inc. 650 South Taylor Avenue, Louisville, CO 80027  
Telephone: 303-665-8000 Fax: 303-673-9900

## SPECIAL REPORT: FROM 0 TO DTV IN 18 MONTHS

At the end of April, the FCC issued channel assignments for digital television in the U.S., officially setting the wheels of the DTV machine in motion. While major network affiliates in the top 10 markets have until May 1, 1999, to get digital signals on the air, a number of stations have volunteered to convert in 18 months—by Nov. 1, 1998—which would help sales of the first digital television sets that Christmas. This special report checks on their progress.

# The DTV push is on for 1998

*Stations in the top 10 markets scramble to create a new transmission system*

By Glen Dickson

**B**y 18 months, most toddlers take their first steps. In the same time frame, 26 television stations have pledged to air their first digital broadcasts—and they may be taking baby steps too.

Following the FCC's release of its DTV allocation table in April, stations throughout the nation's top 10 markets promised to begin DTV transmission by Nov. 1, 1998, just in time for the Christmas shopping season. But all of them have a lot of work to do before giving Santa a reason to deliver DTV sets.

New or reinforced towers for the new DTV antennas are the first priority

for the 26 stations, followed by digital transmitters, encoders and a method to insert such local content such as commercials, promos and IDs (see story, page 94). On the contribution end, networks have to decide what kind of digital feed they will send. Then they must juggle their satellite capacity to deliver the new channel of programming to the stations, which will need new digital satellite gear to receive it.

Budgets also need to be juggled—network executives estimate that a minimal DTV conversion will cost \$2 million–\$4 million per station.

Some station groups already have plunked down big money to ready their towers for DTV. LIN Television has

invested \$15.4 million to rebuild its towers in its five largest markets, even though it has only one station (NBC affiliate KXAS-TV Dallas/Ft. Worth) within the 18-month group. Towers in New Haven, Conn.; Norfolk, Va., and Indianapolis are finished, while sticks in Dallas and Austin, Tex., are near completion.

KXAS-TV will launch DTV service off the same UHF antenna it will use for LMA station KXTX-TV, says Bob Ogren, LIN Television vice president of engineering and operations. Ironically, the Dallas tower came down last fall in a mishap while an antenna was being changed and had to be completely rebuilt. Ogren says LIN will employ a T-bar arrangement to stack two Dielectric DTV antennas along with the analog UHF antenna on the stick and a Comark transmitter to pump out the DTV signal.

Even though LIN may be ahead of the DTV curve in terms of towers, Ogren says the DTV buildup is still a mad scramble: "It's been so busy it's not funny."

Tribune Broadcasting is due to launch DTV service by November 1998 on its KTLA(TV) Los Angeles. That tower shouldn't be a problem, says Ira Goldstone, Tribune vice president of engineering and technology, because Tribune thought ahead when installing a new tower and transmission facility in 1987. "At that time, we actually provided space for an HDTV transmitter and antenna," Goldstone says. "Now with DTV, the space is the same."

Tribune also will be able to stick with the same tower its CBS affiliate for WGNX(TV) Atlanta, which must begin DTV broadcasts by May 1, 1999, under FCC rules regarding major network affiliates in top 10 markets. As for Tribune's other 15 stations, Gold-

## DTV view from Mount Sutro

New towers won't be a concern for the three San Francisco stations in the 18-month DTV group: Chronicle station and NBC affiliate KRON-TV, CBS O&O KPIX-TV and ABC O&O KGO-TV.

That's because the Mount Sutro tower cooperative is spending \$4.5 million to ready one master tower that eventually will handle DTV transmissions for 10 Bay Area stations, says Gene Zastrow, general manager of Sutro Tower Inc.

"We already have orders placed for transmission line, and we're putting in a broadband panel antenna system that ultimately will handle all of our stations," says Zastrow. The Dielectric antenna will be mounted at 760 feet and will extend down another 125 feet; existing NTSC antennas extend up another 200 feet off the 760-foot tower.

Tower contractor Klein will start reinforcing the tower next month; transmission line should arrive in September, and the antenna should be mounted in January 1998. The only sticky part, Zastrow says, is the channel-combining equipment necessary to run multiple stations off one antenna, because of questions raised about channel allocations and power levels.

"That equipment's channel-specific, so we'll wait until the FCC is a little more solid on the petitions for reconsideration," he says. "Assuming we get them [any new assignments] in a relatively timely fashion, we'll be done with everything by the end of the first quarter of next year."

After that, it's simply up to the stations to get their transmitters installed and hooked up to the combiners—and to pay their monthly rent. —GD



**SPECIAL REPORT: FROM 0-DTV IN 18 MONTHS**

stone says he will lighten tower loads as FM leases run out.

NBC's stations in Los Angeles, Philadelphia and Washington will probably be able to use their existing tower facilities for DTV, which is part of the reason they're in the 18-month group, says Charles Jablonski, NBC vice president of broadcast and network engineering. But NBC still needs to secure a tower site for WMAQ-TV Chicago, which will require a brand-new stick for DTV.

"We haven't found room at the inn yet," Jablonski says. "As in any big, fun city, finding real estate is an issue—and we need to build a whole brand-new tower a jillion feet high."

ABC, which also needs to build a new tower in Philadelphia, is still waiting for FAA approval, a four-month process that's almost over. WPVI-TV is waiting on local zoning authorities, too. "It's gone slower than we've anticipated, but we think we're going to get there," says Robert Niles, director of engineering for ABC Television Stations. "This is the only tower project we have to do."

ABC hopes to lease space on its new 1,200-foot stick to CBS's Philadelphia O&O, KYW-TV, but no formal commitment has been reached. "It's a little tough to get a contract when you don't have FAA approval," Niles says. Bob Seidel, CBS vice president of engineering, won't comment on KYW-TV's tower plans.

The tower for KGO-TV San Francisco is part of the Mount Sutro cooperative (see box, page 92), so that shouldn't be a problem, Niles says, and KABC-TV's tower in Los Angeles already has the space and loading capacity to support a DTV antenna. "Now all we need is a channel," he says, alluding to the fear that KABC-TV's ch. 8 DTV assignment may cause interference to adjacent frequencies in San Diego. Niles hopes the FCC will come up with a new assignment for KABC-TV.

CBS is ready to roll with WCBS-TV New York: its experimental WCBS-HD already is broadcasting from a stick on the Empire State Building. KPIX-TV San Francisco is being taken care of by the Mount Sutro cooperative, and WWJ-TV Detroit has been granted FCC approval to build a new transmission plant to handle both its NTSC and DTV needs.

Concrete already has been poured in Detroit, and the tower should be operational for NTSC use by the fall season next year, says CBS's Seidel. The WWJ-TV tower will use a candelabra scheme to hang both NTSC and DTV antennas, with enough space to hang three antennas up and three antennas down. Harris is supplying the transmitters, while Dielectric is providing antennas and transmission line.



Harris is supplying DTV transmitters to stations owned by ABC, A.H. Belo, Cox and Tribune that will launch DTV by Nov. 1998.

Fox also is scheduled to launch DTV service by November 1998 at WJBK-TV Detroit, along with WTXF-TV Philadelphia and KDFW-TV Dallas. Fox engineers contacted for information about the stations' progress declined to comment.

WJLA-TV Washington, the Allbritton-owned ABC affiliate, hopes to co-locate its DTV antenna on an existing tower with Gannett's CBS affiliate WUSA. "We want to share the same tower, transmission line and antenna," says Mark Olingy, WJLA-TV director of operations and engineering.

Olingy says loading calculations should be completed this week. If all boxes well, the stations will stack their UHF panel antenna on top of the VHF units. The second option would be a T-bar design, he adds. As part of the DTV conversion, WJLA-TV also is replacing its 20-year-old VHF antenna.

Olingy estimates that as long as WJLA-TV doesn't need a new tower, the

initial DTV conversion will cost about \$1.6 million, including antennas, transmitter, transmission line, digital studio-to-transmitter link and DTV encoders and decoders.

PBS station WGBH-TV Boston also hopes to co-locate its DTV transmission facility with other local broadcasters, says Steve Bass, the station's vice president/station manager. "We're looking to share tower space and building space with Channel 4 and Channel 5," Bass says, referring to CBS O&O WBZ-TV and Hearst-owned ABC affiliate WCVB-TV. "We'd like to put our transmitters at one site. There are currently two stations on Group W's [WBZ-TV's] tower, and they're talking about strengthening it and raising it."

Bass doesn't believe that WGBH-TV's current tower can support full-blown DTV signals: "Our challenge has a lot to do with a tower we don't own," he says. "We're in the 18-month group, but that's a source of speculation. We never signed anything in blood that says we'll be up in 18 months."

However, Bass expects to have some sort of DTV service up in November 1998, even if it means running a low-power signal off a side-mounted DTV antenna on the station's existing stick.

Another public broadcaster, WETA-TV Washington, is broadcasting experimental DTV signals off its FM radio tower. The stations' GM, Joe Widoff, hopes WETA-TV can reinforce and add height to that radio tower for full-bore DTV broadcasting in 1998. The DTV signal must not interfere with WETA-TV's NTSC signal, which is transmitted from a tower several miles away. Another possibility is co-locating with a commercial broadcaster that has tower space.

"I'd love to be able to build one myself, but I don't think I have the cash," says Widoff. In that vein, WETA-TV has applied to the Commerce Department to extend an existing grant for DTV development so it can purchase its own DTV encoders and decoders. The purchase would allow it to originate video, not just random bits. As an interim step, WETA-HD is working on developing a fiber loop between itself and the Model HDTV station, WHD-TV, located at NBC's Washington O&O, WRC-TV.

"That's the way to get around the lack of encoding equipment and be able to

**SPECIAL REPORT: FROM 0-DTV IN 18 MONTHS**

exchange program info and take stuff from the Model Station and put it up," says Widoff. But he says that WETA-HD wants to get a fully compliant Grand Alliance encoder so it can experiment with DTV multiplexing. While PBS has its HDTV satellite feed back up and running, WETA-TV hasn't yet installed the equipment to receive it.

Speaking of DTV contribution feeds, none of the Big Four networks has "repacked" existing satellite capacity

with digital compression gear to digitize their current NTSC program distribution and make room for DTV signals, although all have announced plans to do so. ABC says it will underwrite the cost of affiliates' digital downlinks, giving each station \$150,000 to cover the cost of downlinking both digital NTSC and DTV feeds.

But ABC isn't sure whether it will completely convert its program distribu-



**Comark is supplying DTV transmitters to stations owned by NBC and LIN Television that fall within the 18-month DTV group.**

tion to digital by the time KABC-TV, WPVI-TV and KGO-TV (and four other affiliates) are due to begin DTV broadcasts next year. "That doesn't require repacking the entire network," says David Elliot, ABC engineering vice president. "It may require a more phased-in approach."

Elliot adds that ABC conceivably could distribute by fiber to its earliest DTV stations, although he

thinks leasing an additional transponder is probably more prudent. "There are three [O&O] stations initially, but that rapidly becomes 10," he says. "Where's the trade-off point?"

The cost of Grand Alliance encoders is another question everyone wants answered. The price of the first Mitsubishi models is about \$500,000; WHD-TV has bought one, and CBS has bought two—one for WCBS-HD and one to use

in satellite distribution experiments. Most engineers think the price will probably be \$150,000-\$300,000 when they start buying. But CBS's Seidel says the price of a Grand Alliance encoder will drop dramatically, to about \$50,000.

Local stations also will want to purchase up-conversion or line-doubling equipment from suppliers such as Snell & Wilcox and Faroudja Labs to upconvert their local NTSC programming before feeding it into a Grand Alliance encoder. Seidel says those upconverters probably will cost about \$100,000. While there is some debate about whether a 4:3 picture can be converted to 16:9 and look good, Seidel says CBS stations probably will just upconvert 4:3 pictures and go with blank side panels on the widescreen DTV sets. "Otherwise, all the anchors will put on a couple hundred pounds," he says.

In general, the transmission equipment needed for DTV is a lot more defined than the studio gear. LIN's Ogren, who sits on the technical committee for the Model HDTV station in Washington, says it's surprising how much still needs to be done on the studio side.

"There are many more questions than answers on the studio end, more than on the RF end," says Ogren. "It's absolutely mindboggling. The vendors have to understand our needs." ■

# Not just 'passing-thru'

*Early digital television stations must tackle the problem of local insertion*

**By Glen Dickson**

**T**he concept of a digital TV "pass-thru" station that could offer a simulcast of a network feed along with limited locally originated programming is not as simple as it sounds, say broadcast engineers.

The biggest stumbling block is the insertion of local content. While analog NTSC has a vertical interval that allows seamless switching between programs, the MPEG-2 compressed streams of DTV have I, P and B frames of different sizes. DTV receivers will also have MPEG-2 video buffers that slightly delay the picture to reassemble the different-sized frames into a high-

quality image.

Because of these factors, synchronizing a DTV picture to switch between network and local feeds is almost impossible without breaking up the picture and showing a black frame, or without freezing it, a big concern for local stations that like to run commercials.

To solve this problem, Philips BTS has promoted the idea of seamless splicing between two DTV signals. This requires the network to insert splice points into the MPEG-2 bitstream. The local station would then rely on the splice points to switch in another MPEG-2 bitstream using a Philips MPEG-2 play-to-air splicer.

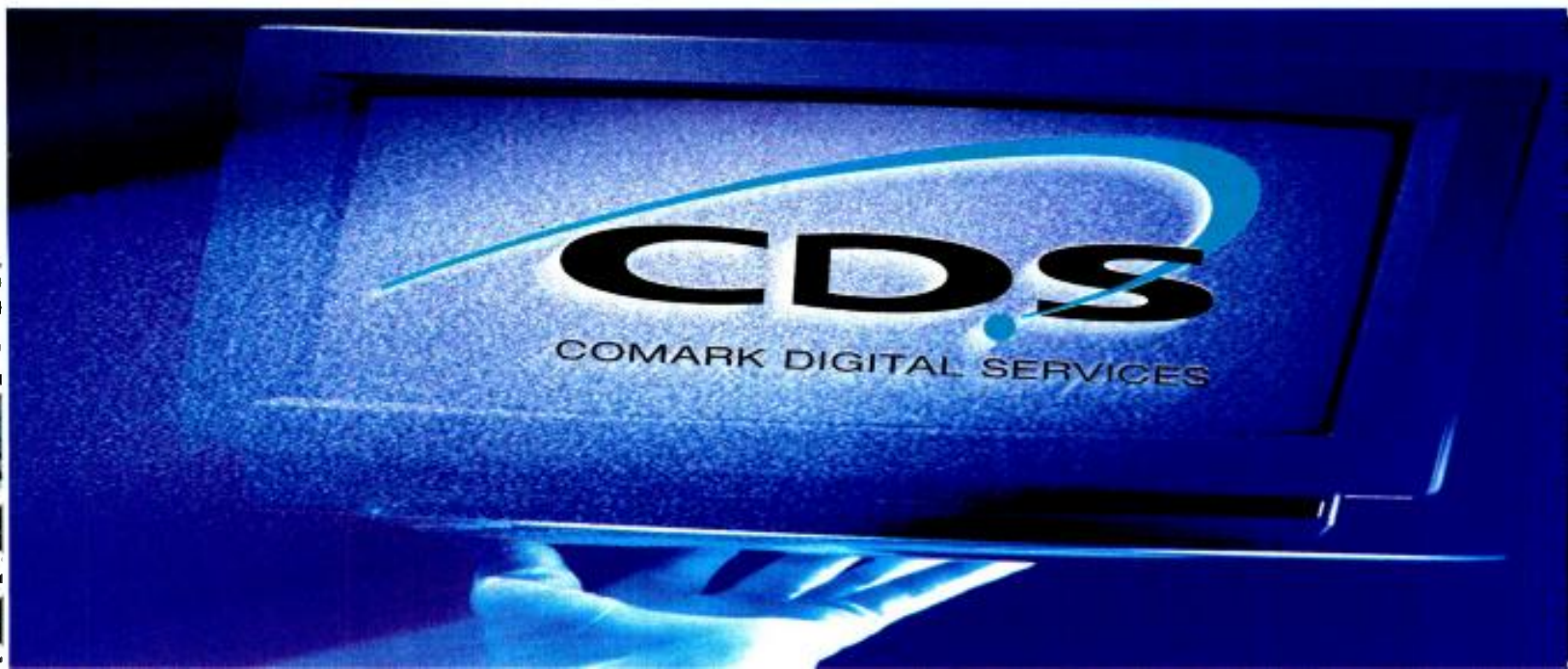
Philips also advocates near-seamless splicing for live applications, which would fill video gaps with a minimum number of black pictures.

Philips says its approach to local insertion will offer better picture quality and be less expensive than another pass-thru option: decoding the network's 19.3 Mb/s Grand Alliance DTV signal at the station to its baseband format (1.5 gigabits for HDTV, less for SDTV formats), inserting local content and then reencoding the signal with a Grand Alliance encoder for payout.

While most engineers are impressed with Philips's efforts, they don't like the fact that waiting for an I-frame adds a 1.5-second latency, or delay.



The third in a series of **DTV** updates from Comark.



## Introducing CDS. The first step to DTV success.

**Comark Digital Services. Your partner for DTV strategy, product selection, systems design and end-to-end implementation.**



It's a big job. But now  
there's a company that can  
help you make a successful,

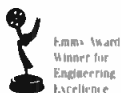
cost-effective transition to DTV. From strategic vision to on-the-air reality.

CDS (Comark Digital Services) offers a team of experienced broadcast professionals that understand DTV inside out. Whether building a new digital studio facility for your current broadcast service, or planning for DTV, we can guide you through your business options. Help you select the most advanced, reliable technology. Design the system. Integrate it all. And handle the end-to-end implementation.

As a division of Comark, we draw on years of experience as the leading provider of UHF transmitters and a founding member of the NIST HDTV Broadcast Technology research team. We also enjoy exclusive partnerships with other broadcast leaders. We're already helping NBC and many other leading broadcasters, including Jefferson Pilot, LeSea, LIN, Paxson, Sinclair and WGBH transition to DTV.

### **Get our CD-ROM "Creating a Successful DTV Strategy."**

If you're ready to get started, give us a call at (703) 838-5655. Or contact us via e-mail: [dtv@comarkcom.com](mailto:dtv@comarkcom.com). We'll send you our CD-ROM and other useful DTV pieces. You can also visit us at [www.comarkcom.com](http://www.comarkcom.com).



Comark Communications, Inc.: Tel: (888) 872-8505 • Fax: (413) 569-6178 • Comark Digital Services: Tel: (703) 838-5655 • Fax: (703) 838-1687

© 1997 Comark Communications, Inc.

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

## SPECIAL REPORT: FROM 0-DTV IN 18 MONTHS

from the time a button is pushed to the time the splicer makes the switch. The seamless splicing concept also addresses local commercials only, not local manipulation of the network signal (such as weather crawls, news alerts and station logos).

"The whole splicer thing fell on deaf ears, because every TV station said to me that they need local program identity," says Bob Seidel, CBS vice president of engineering. "In the short term,

band is the only way to manipulate HDTV video for squeeze-and-teases, fades, keys, wipes and watermarks. "All of those manipulations can't be done in the compressed domain," says Seidel. "You'd need a Cray computer or SGI Onyx to do that, and I still think a squeeze-and-tease in HDTV is beyond the capability of those systems."

David Elliot, ABC's engineering vice president, is considering a similar pass-thru plan for the three ABC sta-

around the plant. Some of that may be due to their choice of distribution formats—CBS is committed to 1080 I HDTV, while ABC hasn't made a final decision yet. Seidel says CBS will move the HDTV signal around the plant at 1.5 gigabits per second using fiber, while Elliot says moving 1.5 Gb/s around a plant isn't feasible and instead advocates a "mezzanine" layer of compression for plant routing of 270 or 360 Mb/s. For the sake of argument, ABC stations would take an HDTV signal back to only 1.5 Gb/s for picture manipulation and would keep the signal at mezzanine level through its switchers, file servers and routers.

Interestingly, Seidel and Elliot say the other's approaches are cost-prohibitive. Elliot also acknowledges that handling an SDTV format will be less expensive than handling HDTV, particularly since 480 P/30, for example, already has a native data rate of 270 Mb/s. As a side note, Philips BTS is developing a DTV studio encoder that will support a 270 Mb/s stream for plant distribution, and Sarnoff and Thomson have collaborated to create a 45-270 Mb/s satellite/studio transcoder for receiving DTV network feeds.

Mark Olingy, director of operations and engineering at Allbritton-owned ABC affiliate WJLA-TV Washington, likes the mezzanine compression idea: "Why don't I take the network feed and convert it to base format, 270 Mb/s, do switching and local insertion, and then go back and upconvert it again?" Olingy estimates that a DTV encoder and decoder will cost \$150,000-\$300,000, not bad for a one-time expense. "We live in the 270 world. Where's the rest of the cost? I've got the logo inserters for it and the [Philips] Saturn switchers. The only downside is I may not pass through the network signal in all its possible glory."

Charles Jablonski, NBC vice president of broadcast and network engineering, says that NBC is studying the quality issue along with all the other complications of local insertion at a pass-thru facility: "You could do decoding, baseband, then reencoding...we're looking at all the alternatives. There's a certain amount of cost and quality hit there. We haven't found the silver bullet yet."

Jablonski emphasizes that engineers at NBC's 217 affiliates will have just as much input as to how NBC sends its DTV signals as its 11 O&Os. ■

## WHO'S ON FIRST (WITH DTV)?

Stations in the top 10 markets promising to broadcast a digital signal within 18 months

| Market % of TV HHs     | Calls  | Owner      | Affil |
|------------------------|--------|------------|-------|
| New York 6.9%          | WCBS*  | CBS        | CBS   |
| Los Angeles 5.1%       | KNBC   | NBC        | NBC   |
|                        | KTLA   | Tribune    | WBN   |
|                        | KABC   | ABC        | ABC   |
| Chicago 3.2%           | WMAQ*  | NBC        | NBC   |
| Philadelphia 2.7%      | KYW    | CBS        | CBS   |
|                        | WPVI   | ABC        | ABC   |
|                        | WCAU   | NBC        | NBC   |
|                        | WTXF   | Fox        | Fox   |
| San Francisco 2.4%     | KRON   | Chronicle  | NBC   |
|                        | KPIX   | CBS        | CBS   |
|                        | KGO    | ABC        | ABC   |
| Boston 2.2%            | WGBH   | Public     | PBS   |
|                        | WCVB   | Hearst     | ABC   |
|                        | WMUR   | Imes       | ABC   |
| Washington 2.0%        | WRC    | NBC        | NBC   |
|                        | WJLA   | Allbritton | ABC   |
|                        | WUSA   | Gannett    | CBS   |
|                        | WETA   | Public     | PBS   |
| Dallas-Fort Worth 1.9% | KDFW   | Fox        | Fox   |
|                        | KXAS   | LIN        | NBC   |
|                        | WFAA   | Belo       | ABC   |
| Detroit 1.8%           | WJBK** | Fox        | Fox   |
|                        | WWJ    | CBS        | CBS   |
| Atlanta 1.7%           | WSB    | Cox        | ABC   |
|                        | WXIA   | Gannett    | NBC   |

Commitments in the top 10 markets are part of a larger industry plan. The schedule calls for providing at least one DTV signal to 43% of TV households within 24 months, more than 50% within 30 months.

\*Subject to lower availability. \*\*Subject to Canadian coordination.

stations will upconvert their local content and feed it into an ATSC encoder. Bitstream splicing is a way to avoid that cost. But if a station's going to invest in a tower, transmitter and antenna for DTV, they'll probably want to invest in an upconverter and encoder for local program identity."

Seidel says that CBS is proposing to deliver a 45 Mb/s HDTV signal to stations, decode it back to baseband video at 1.5 gigabits per second for local manipulation and then recompress it to 19.3 Mb/s with a Grand Alliance encoder at the station before broadcasting to the home. He says going to base-

tions in the 18-month group: "The original scenario was to deliver 19.3 to the station for pass-thru. But then you have the difficulty of local insertion, voice-overs, crawls, logos, the inability to do things that we do all the time now."

"We're looking at other scenarios, like delivering a 45 or 60 megabit stream for contribution or distribution quality, then decompressing back to baseband format to do manipulation, with the final encoding at the station. From a paper analysis, it doesn't seem to impact quality. But we need to do the laboratory work."

Seidel and Elliot's opinions differ when it comes to moving DTV signals



THE MORE HYPE THERE IS IN BROADCASTING,  
THE LESS LIKELY ANYONE IS TO BELIEVE IT.

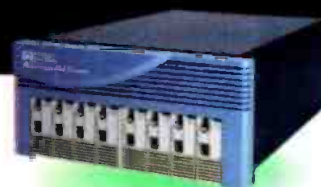
There have been plenty of wild claims flying around out there about digital video. So when we introduced a video disk recorder with integrated RAID for about the price of a broadcast digital VTR, well, let's just say people found it hard to swallow.

The Hewlett-Packard MediaStream Disk Recorder is the newest member of our MediaStream family. It works perfectly well on its own, or in concert with our MediaStream Broadcast Server. And like all our products, it has plenty of room to grow.

You can start with just two channels, or as many as five. It stores up to 18 hours of broadcast-quality programming, and it even supports fiber channel networking. And all you need to get started is just \$65,000\* and a little space in a standard rack.

The HP MediaStream Disk Recorder can make the leap to digital a lot less of a leap. For more information, call 1-800-FOR-HPTV.

We'll show you digital video you can believe in.



*The \$65,000\* HP MediaStream  
Disk Recorder. Digital  
video comes down to earth.*

\*U.S. list price  
©1997 Hewlett-Packard Co. TMV111708/BC

 **HEWLETT  
PACKARD**

# Broadcasting & Cable's **Telemedia**

## THE CONVERGENCE OF TELEVISION, RADIO AND NEW MEDIA

*Sports on the 'Net*

# CNN/SI makes its play in the Internet game

*Competition heats up for sports fans and sports fantasies*

By Richard Tedesco

**C**NNSI.com's plan to give ESPN SportsZone a strong online run for its Disney/Cap Cities money began last week with a free Website.

CNN/SI's site promised 115,000 pages of content at

launch last week, along with some lures for sports fanatics who must pay to play out their sports fantasies on ESPN. Free fantasy sports, beginning with the fall pro football season, are featured on CNN/SI.com.

Fantasy leagues are certainly a big draw for ESPN SportsZone, although ESPN has never revealed how many takers it's getting for its pay content. Premium ESPN users gain full access to the Website for a \$4.95 monthly fee, which is waived during the baseball or football fantasy league seasons for those who pay \$29.95. Regular premium users can play the fantasy sports for \$19.95.

"It's the age-old problem of how to get people to pay for things on the Web," says Daniel Amdur, Internet market strategies analyst for The Yankee Group. "It's not a surprise that CNN/SI is offering sports fantasy for free."

Sports fantasies are just part of the package that CNN/SI is offering to pry hard-core adherents away from ESPN. The emphasis is on a broad range of content, with features to be drawn from the print edition of *Sports Illustrated*—along with original pieces that

the navigation bar can be set up with links to team sites.

At this stage, CNN/SI may be handicapped by lack of access to Major League Baseball highlights. But it will run NBA clips and video of international sports, according to Steve Zales, CNN/SI Interactive general manager. CNN/SI is "talking to everybody about high-light opportunities," he says. It also plans to use the same VxTreme video streaming it will use to run live press conferences of significance online.

In response to the anticipated launch of the CNN/Sports Illustrated online amalgam, Dick Glover, senior vice president of ESPN Enterprises, said: "For several years, we've felt the Internet was a viable medium by which to distribute sports news, information and analysis. Therefore, we are not surprised when other

entities reach that conclusion." CBS SportsLine is concerned about increased competition, according to its president, Michael Levy. But he indicates that his service sees its superstar ties and radio content distinguishing it from both ESPN and CNN/SI. "We think we have a much broader service," says Levy. "We think CNN/SI will be a look-alike to the ESPN site."

Web sports fanatics will



will appear exclusively online. Drawing on the CNN side of the equation, CNN/SI also offers updated national and international sports news.

Along with content, CNN/SI is pushing ease of access and features that can be custom-tailored. Users can frame the opening page as a U.S. or world sports home page, which determines the sports menu. A scoreboard can be custom-tailored for particular teams, and

### Microsoft IE 4.0 out with Active Channels

Microsoft Corp. has issued the second preview of its Internet Explorer 4.0 Web browser, with 250 content providers developing content for its push technology.

The IE 4.0 Active Channel-based content can be accessed on a channel bar. The 25 content providers include AudioNet, CBS SportsLine, Discovery Channel, Disney Online, ESPN SportsZone, MSNBC, MTV, the *New York Times*, Warner Bros. Online and National Geographic.

Other content providers, including Fox News, Lifetime TV, Paramount Digital Entertainment and Sony Music will be showcased in the IE 4.0 channel guide, which will provide an Active Channel directory with previews of the sites.

BROADCASTING & CABLE contributes media news content to a channel on the browser.—RT



make that comparison in short order. The die-hard 'Net surfers who cruise several sites daily may account for only 5% of Web traffic, according to Mark Hardy, analyst for Forrester Research, but there is a large audience for sports online. "Like TV, the Web audience has an inter-

est in sports. The sites rank up there in terms of high volumes of traffic."

But is the appetite limitless? "I assume there's some limit to it," says CNN's Zales. "It is clearly one of the biggest categories of interest on the Internet right now."

As the new site supplants

both the Pathfinder and CNN Interactive sports areas, it will have the full promotional power of *Sports Illustrated* and the Turner Broadcasting networks behind it. That will help to drive users who probably still are primed to cruise more than one major sports site with regularity.

Events also drive that traffic, as activity on NBC's site during the Summer Olympics indicated. But with American Online also prepping a sports "channel" for introduction, the plethora of sport content may become overwhelming for even the most rabid fans. **TM**

## Telemedia Briefs

### MTV, Yahoo! unfurl new site

MTV and Yahoo! last week launched Unfurled, a service billed as the "ultimate" online guide to music.

The Website points PC users to what's happening in music online, showcasing its reviewers' pick of the best in music Websites. Unfurled ([www.unfurled.com](http://www.unfurled.com)) divides content into five main categories: Smarty Rants, music journalism sites; Encyclomedia, particularly content-rich sites; Gossip, Gossip, Gossip; Totally Wack, quirkier offerings, and Riffs Online, sites featuring music cybercasts.

Another directory points users to Websites for recording labels, tours, music magazines, shopping and music genres, such as punk and hip-hop. Still another area, The Player, directs musicians to localized information about musical



### Res Rocket puts musicians in mutual orbits

Late last week, Res Rocket Surfer released software that makes it possible for musicians to jam in cyberspace. After downloading Res Rocket software from its Website ([www.resrocket.com](http://www.resrocket.com)), musicians in different geographic

locations can coordinate recordings of different instruments in visible "tracks" online. The virtual studio sessions are free for the first 10 hours. Beyond that, participants may jam for unlimited hours for \$14.95.

Res Rocket's DRGN 1.0 software allows musicians to listen to studio sessions already in progress and to plug into them or start their own. The software sets up a sequence of musical measures in a loop that permits new instruments to be dubbed in and sent to the other participating musicians.

musicians as yet unsigned by any label.

"The e\_mod system will offer a fundamental change in the way music is distributed, offering artists alternate formats to the traditional CD and offering consumers greater flexibility in how they purchase music," says Larry Rosen, N2K chairman.

N2K's e\_mod system uses sophisticated encryption and digital watermarking technologies developed by Liquid Audio and Solana Technologies. Digital watermarking provides a transparent electronic form of copyright protection for downloaded music content.

Users who access and download the e\_mod Music Player on N2K's Music Boulevard site ([www.musicboulevard.com](http://www.musicboulevard.com)), can preview the



equipment, instruments, studio space and other subjects.

Unfurled also features an A to Z artists directory of more than 1,000 musicians, including Ultimate Artist pages, spotlighting sites for specific artists and ready links for information about them.

The site extends the search engine franchise of Yahoo! in a popular online area that has it in partnership with MTV, which sees the site as an "road map" to music sites, according to Matt Farber, MTV senior vice president of programming enterprises.

### JamTV, Ticketmaster forge online links

JamTV has struck a deal with Ticketmaster to give its Website users direct access to Ticketmaster Online's ticketing system. Complementary links between the two online entities will enable consumers who visit the Ticketmaster site ([www.ticketmaster.com](http://www.ticketmaster.com)) to reach JamTV's live concert Webcasts, band interviews and other content on its site ([www.jamtv.com](http://www.jamtv.com)).

The deal gives Ticketmaster users access to JamTV content and gives JamTV a potential bonanza in site traffic from the ticketing service, which made nearly \$3 million in 'Net sales in June.

### N2K selling single CD tracks online

N2K Inc. set a new course in its online music marketing business when it started selling CD-quality singles online last week.

N2K launched its "e\_mod" encoded music online delivery service with a selection of single tunes from a dozen artists, available for download for 99 cents apiece. The list includes established artists from major labels, such as Chick Corea and Paquito D'Rivera, as well as

**"Show me the weather!"**

**Internet weather drives traffic to your site.**

**ACCU WEATHER**  
The World's Weather Leader™

**Call 800-566-6606**

619 W. College Ave.  
State College, PA 16801  
<http://www.accuweather.com>  
E-mail: [info@accuwx.com](mailto:info@accuwx.com)  
© 1997 AccuWeather, Inc.

## Telemedia Briefs

CD-quality music tracks before downloading and purchasing individual tracks. They can create custom CDs using a Philips CDD-2600 recordable CD drive or other recordable drives that soon will be supported by N2K.

A Silicon Valley start-up, Global Music Outlet, recently initiated a similar service (see *Telemedia*, June 30). But for the most part, the only downloading of music from the Internet has been illegal. The Recording Industry Association of America last month shut down several Websites that had offered pirated music libraries for free downloads.

### NBC, Yahoo! team for star chats

NBC and Yahoo! have struck a deal to let Yahoo! users talk to NBC on-air stars online.

The timing is an ideal platform for NBC's fall season, with the first session staged in an NBC Live area of Yahoo! Chat over the weekend. The network used it to introduce principal cast members from *Jenny*, *Veronica's Closet*, *Sleepwalkers* and *Built To Last*.



The NBC Live chats are scheduled twice weekly. NBC will plug the chats online, and Yahoo! will install an NBC Live button in its chat area.

### MediaOne drops 'Net prices

Nearly a year after launching high-speed Internet access service, MediaOne is seeking a second wave of subscribers with its first price break.

The broadband arm of US West, over the next few weeks MediaOne will be knocking \$10 off the monthly subscription cost of its MediaOne Express Internet service in every cable system where it's available. Cable subscribers who sign on for the service can now get it for \$39.95 per month, down from \$49.95, the new monthly fee for nonsubscribers.

Simultaneously, MediaOne Express is launching in the Atlanta area, the sixth major market to have access to the company's high-speed Internet access service since it initially introduced it last September.

Having pretty much tapped what it describes as the "power user" segment it expected to adopt the service

first, MediaOne is now going after a "middle market" of less sophisticated customers. "Moving down to \$40 helps us capture that next slice of people," says Ed Holleran, MediaOne acting director of broadband data services. "We'll get some of the folks who are more price-sensitive in the initial target group as well."

MediaOne's penetration rates for its high-speed service range from 1% to 4% in its existing markets. Rates generally are highest where the service was first launched, according to Holleran. The company, then known as Continental Cablevision, introduced the service in suburban Boston and Jacksonville, Fla. That was followed by launches in the Detroit and Chicago metropolitan areas and southeast Florida.

### Thomson to produce RCA NC box for NetChannel

Thomson Consumer Electronics is producing a \$300 RCA Network Computer for September release to enable Web surfing via TV.

A second model of the RCA NC, priced at \$350, will include a wireless remote. The RCA set-top, based on technology developed by Oracle Corp. subsidiary Network Computer Inc., is designed to work with the NetChannel TV Internet service set to launch this fall.

"We've been working jointly with NetChannel to produce what we consider to be the first truly TV-like online experience," says Rich Phipps, manager of multimedia products for Thomson Electronics.

The RCA NC will enable users to create personalized channel listings for access to preferred Websites. The device is designed to "learn" user preferences over time and to suggest content based on those preferences. Internet content will be organized in such categories as sports, entertainment, news, finance, learning and lifestyles.

As with WebTV, the user will be able to move between TV viewing and Web surfing. RCA will use its experience with electronic program guides (EPGs) in the DSS venture with Hughes to design an easily accessible EPG for its consumer NC, according to Phipps. The unit also will feature a one-touch record function to automatically program most VCRs.

The NetChannel service and the RCA NC device are designed to compete with WebTV Networks, which has nearly 100,000 subscribers for its \$19.95 monthly TV Internet service. Phipps did not indicate how many RCA units would initially be shipped. He offered no sales projections.

Cost of the RCA boxes is comparable to current prices for the WebTV devices being produced by Sony and Philips Electronics. NetChannel's service is also expected to be priced comparably to WebTV.—RT

## Broadcasting & Cable is Caught Up In "The Web"

Advertise your company's Website address and logo in *Telemedia Week*. We will typeset your copy. Available in your choice of black & white or color.

**Telemedia**  
*Week*

Formatted Size: 1 column x 4"

Antoinette Fasulo ..... 212.337.7073  
Sandra Frey ..... 212.337.6941  
..... Fax 212.206.8327

Doris Kelly ..... 202.659.2340  
..... Fax 202.429.0651



# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

**Sales Manager Wanted.** Great opportunity to lead sales team in North Carolina metro market. Work for young, independent company where your talent and ideas stand out. Proven record of revenue growth and customer development required. Send resume to Muirfield Broadcasting, PO Box 1677, Southern Pines, NC 28388. EOE.

**RadioDate**, world's most profitable dateline service for non-traditional broadcasters revenue seeks top-level, well-connected radio executives to introduce Station Owners, GM's, GSM's and PD's to the revenue-generating potential of RadioDate in the exploding \$500 million plus broadcasting voice personals industry. High, long-term commissions payable on a per station basis. Interested parties should fax resume to 1-914-364-5297 or call our Corporate Office at 1-800-320-7870 for more information. EOE.

**General Manager** for Oregon coast FM station with staff of five. Send resume, salary requirements and letter of introduction describing management successes to The Fellows Company, PO Box 69241, Portland, Oregon 97201. EOE.

**Director of Radio (Position #1160)**, WKNO-TV/FM, Memphis, TN. Overall leadership, direction and management of the Radio Division: prepare, submit and manage annual budget for WKNO-FM Stations; prepare or ensure the preparation of reports for FCC, NPR, PRI, CPB, NTIA and other appropriate bodies; supervise full time and part time radio staff; assure the program schedules and content for the WKNO-FM stations are established, under the guidance of the Foundations' policies and in concert with the President and CEO; coordinate the solicitation of membership and underwriting support for the WKNO Stations (on-air and off); develop and administer short term and long range plans for the WKNO-FM Stations. *Requirements:* Bachelor's degree in Communications, Broadcasting or related field; requires at least 5 years experience in senior level radio broadcast management, National Public Radio experience preferred. Excellent organizational and communications skills required. Ability to lift 25 pounds. *Apply in Writing:* Executive Secretary, WKNO-TV/FM (Position #1160), PO Box 241880, Memphis, TN 38124-1880. EOE. *Deadline:* Open until filled.

### HELP WANTED SALES

**Sales Manager** for small market Oregon coast FM station. Send resume, salary commission requirements and letter of introduction describing supervisory and sales successes to The Fellows Company, PO Box 69241, Portland, Oregon 97201. EOE.

**General Sales Manager.** WFRN FM, South Bend is looking for a General Sales Manager to set quality sales performance expectations, establish realistic station revenue goals, determine and provide resources to achieve goals. Will be accountable for all station marketing activities and performance and ultimately responsible for executing station mission. College degree plus a proven track record as General Sales Manager of a medium to large market. Equivalent combinations of education and experience will be considered. Sales staff of seven with two off site, and growing. WFRN is the 1997 Contemporary Christian Station of the Year with the largest audience nationally. Station is operated on Biblical Principles. Send resume to WFRN, Box 307, Elkhart, IN 46515. Attn: Ed Moore 800-993-0501. EOE.

**Broadcast Sales/Management.** Growing rep firm seeks experienced individual to manage growing sales force. Sales positions available also. Travel/full benefits. Send resume to: StateNets, 18216 Harwood Ave., Homewood, IL 60430.

### HELP WANTED ANNOUNCER

**Mature announcer interested in small market.** Congenial working conditions, low stress, live full service operation. Send resume and tape to WTTF, 185 S. Washington St., Tiffin, OH 44883. EOE.

**B-98.5 the Jersey Shore's hit music station** needs an afternoon drive personality. You must have exceptional digital production skills and be great in front of the public. D.J.'s need not apply. Minimum two (2) years professional broadcasting experience required. If you want to be part of one of the most exciting new radio stations in America, rush your best stuff today to: Neil Sullivan, B-98.5, 703 Mill Creek Road, Manahawkin, NJ 08050.

### HELP WANTED PRODUCTION

**Production Manager.** 1560 WQEW, New York, the country's most-listened-to standards station, is looking 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, knowledge of standards, Broadway, jazz and cabaret, and outstanding writing skills. Send resume and cover letter to Stan Martin, WQEW, Box B, 122 Fifth Avenue, New York 10011. No phone calls, please. EOE.

### SITUATIONS WANTED MANAGEMENT

**Seeking GM/GSM position** in small to medium market. Experienced. Top biller. Willing to relocate. Buyout opportunity. Teddy 212-421-7699 or 212-888-7347.

### SITUATIONS WANTED ANNOUNCER

**PBP Pro.** All five major sports. Over 5 years experience. High schools to minor league. Looking to freelance on radio or cable. All markets considered. Bob 973-546-5546.

## TELEVISION

### HELP WANTED MANAGEMENT

**Chief Engineer.** WNEP-TV, an ABC Affiliate and New York Times Company in Wilkes-Barre/Scranton, PA has an immediate opening for a Chief Engineer. We need a professional who can lead our engineering department into the next century. A highly motivated person able to oversee all technical operations of the station including budgeting for the department. Significant hardware and software expertise is necessary. Dynamic leadership skills combined with solid technical experience is a must. Chief Engineer or Assistant Chief Engineer experience is preferred but not necessary. Interested? Send resume to: Rene' LaSpina, President and General Manager, 16 Montage Mountain Road, Moosic, PA 18507. EOE.

### HELP WANTED SALES

**Northeast network affiliate** is seeking an exceptional General Sales Manager in local and national sales management. Must be a team player and have strong leadership and motivational skills, organizational ability, and excellent written and verbal communication skills. Working knowledge of NSI, Columbine, TVScan, and Marshall Marketing is essential. Send resume to Box 01179 EOE.

**National Sales Manager:** Top ABC affiliate in Syracuse seeks top performing sales person, with excellent negotiation skills and knowledge of rep sales strategies and planning. Two years experience in national sales preferred. Creative skills in total station marketing. Proven track record and demonstrated achievement. Demanding job/excellent benefits. Reply to Theresa Underwood, General Sales Manager, WIXT-TV, PO Box 699, East Syracuse, NY 13057. EOE. Please respond by July 28, 1997.

**Local Sales Manager:** Growing group seeks Local Sales Manager for Southeast FOX affiliate. Responsible for leading, training and motivating the local sales force. TV Scan knowledge a plus. FOX/Independent experience preferred. Must have 5 years local sales and/or local sales management experience and college degree. Send cover letter and resume to Box 01185 EOE.

**HELP WANTED TECHNICAL**

**General Sales Manager:** If you have a proven track record in both local and national sales, we may have an opportunity for you. We're a group on the move with a need for a General Sales Manager for a 100+ market. Must have experience in all aspects of spot sales management. College degree required. Strong inventory management skills and an understanding of how to sell a growing FOX station are key to the success of this position. Forward cover letter and resume to Box 01186 EOE.

**General Sales Manager.** WXXA-TV FOX23 in Albany, New York, a Clear Channel Television Station, is seeking a general sales manager to lead our aggressive local and national sales efforts. FOX23 just added a 10pm newscast and is in high growth mode. Among the qualifications will be strong leadership ability, a skilled sales trainer, solid administration and computer skills, effective inventory management and 3 years minimum television sales management experience. This position offers challenge and great opportunity with a rapidly growing industry leader. Send resume to: General Manager, WXXA-TV FOX23, 28 Corporate Circle, Albany, NY 12203. EOE.

**Assistant Traffic Manager.** WHAS11, the ABC affiliate in the 50th market, is looking for an assistant traffic manager with at least 5 years of experience in broadcasting. Knowledge of BIAS is preferred. HS diploma required. Candidate should possess excellent communication skills, must be able to handle multiple tasks, be detail oriented and be able to work the necessary hours to complete the task. Responsibilities include pre-log maintenance, spot placement, inventory control, order entry and knowledge of all areas of traffic. If you are interested in working for the market leader, send resume and cover letter to: C. Vaughan, HR #717, WHAS11, 520 West Chestnut Street, Louisville, KY 40202. EOE.

**Act Now. Television Sales.** Experience in TV, Cable, Radio or Print important. \$65,000 plus benefits to start. Fax resume to (708)633-0382.

**HELP WANTED MARKETING**

**TELECOM MARKETING DIRECTOR**  
Coastline Community College is seeking experienced director to plan and implement national and international marketing program for media based instructional materials. Will establish distribution and sales procedures, direct promotional efforts for telecourses and other products and supervise staff. Requires at least 2 years experience in managing a marketing department and 2 years in marketing or sales of products/services in a higher education or large business environment. AA degree or technical school certificate required; BA degree in marketing, mass media, or education technology desirable. Salary range \$3,868-5,848/mo., plus excellent fringe benefits. To apply, call or visit District Personnel Office for required application form, which must be filed by deadline of 5 pm, 8/8/97. Job #C-2-98. (resumes not accepted in lieu of required forms.)

Coast Community College  
District  
Coast Community Colleges  
1370 Adams Avenue  
Costa Mesa, CA  
714-438-4715  
Equal Opportunity Employer

**SPEER WORLDWIDE DIGITAL CONSULTING**

SWWDC is a dynamic state-of-the-art communications company with digital storage and transmission capabilities. We are extending a fantastic opportunity for a qualified candidate to usher us into the future. SWWDC and its related entities is looking for qualified candidates to become part of an exciting new venture and join a team that is second to none.

**Come create the future with us!**

We are searching for enthusiastic experienced professional. We offer a competitive salary and benefits.

**JOB OPPORTUNITIES**

**Project Manager.** Responsibilities: Coordinate and facilitate on a per project basis the digital storage and transmission needs of outside clients.

**RF Maintenance Engineer.** Responsibilities: Maintaining satellite uplinking by interfacing with the satellite transmission control center, operating transmitter/antennas and ensuring quality of signal.

Interested applicants will need to submit a detailed resume to:

SWWDC, Human Resources, 3201 Dickerson Pike, Nashville, TN 37207. Fax: 615-650-6293. EOE. No phone calls please.

**WE PLACE ENGINEERS  
USA & WORLDWIDE**



**KEYSTONE INT'L., INC.**  
16 Laffin Road, Suite 900  
Pittston, PA 18640, USA

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

7/97

**WDEF-TV**, a CBS affiliate in beautiful Chattanooga, Tennessee has an opening for a Chief Engineer. Successful candidate must have at least 3-5 years transmitter experience, up to speed on all studio equipment and have good computer knowledge. Will be responsible for entire technical operation, including building and grounds. Will supervise staff of maintenance personnel as well as operators. Will be responsible for the preparation and maintenance of technical budgets, both short and long term. Should be hands on. Salary commensurate with applicant's skills and experience. Excellent benefits. WDEF is a Media General station, EEO employer, M/F. Pre-employment drug test required. Send resume to the attention of: Jim Grimes, President/GM, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408.

**Seeking Video Programmer.** Royal Caribbean International is the world's most recognized cruise line, presently operating twelve modern luxury cruise ships worldwide. We currently have the following challenging opportunity on board our ships in the Cruise Programs Department. Shooters who can edit, Editors who can shoot. Production/Animation/Talent with shooting and editing skills. Experience desired with Avid and Sony 2000 editing. Multicamera live switching, Graphic computer skills. Extensive travel required. Refer to "Video Programmer" position. All candidates must be minimum 21 years of age. Royal Caribbean International offers competitive salaries and a generous benefits package. Send resume and VHS demo tape to: Royal Caribbean International, Attn: Talent Acquisition Mgr., 1050 Caribbean Way, Miami, FL 33132. EOE.

**Chief Engineer:** Eastern Washington FOX affiliate seeks Chief Engineer with 3+ years of hands-on UHF transmitter experience in TV broadcasting. Some travel involved. Send resume and salary expectations to GM, KAYU-TV, PO Box 30028, Spokane, WA 99223. EEO.

**Maintenance Engineer.** WFTX TV36, FOX affiliate in Ft. Myers market, is seeking a self-motivated Maintenance Engineer. Experience with station systems, component level repair, cameras, Odetics TCS2000, 3/4" Beta, SVHS, ENG and News experience a must. SBE certification and UHF experience are desirable. Work hours are Sunday-Wednesday from Noon-11PM. Please send resume and salary requirements to: Ryan Steward, Chief Engineer, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991 or Email @ WFTX.COM We are an Equal Opportunity Employer.

**Engineering Supervisor:** Southeastern television station seeking an engineering supervisor with a strong technical background and proven supervisory skills. Candidate should have a minimum of two years successful management experience. Leadership skills and strong technical operations experience are required. Ability to schedule people and facilities as well as strong computer knowledge are necessary. Must be hands-on with transmitter and studio equipment. Pre-employment drug screen. Reply to Box 01181 EOE.

**ENG Personnel.** ENG field operations with camera (and microwave) experience, Videotape Editors, and ENG Maintenance. Employment for West Coast. 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: MMS, Suite 345, 847A Second Avenue, New York, NY 10017 or Fax: 212-338-0360. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

**C-SPAN is seeking two Field Technicians** to perform technical operations: camera audio, lighting, directing and microwave. Troubleshooting skills required. Bachelor's degree in related discipline with three years related work experience required. Proven ability to lead a team with consistent performance in all technical areas. Send resume and salary requirements to: C-SPAN, Human Resources/BC, NW, 400 N. Capitol Street, Suite 650, Washington, DC 20001. EOE.



**Chief Engineer. KOCO-TV, Oklahoma City.** Looking for a talented, highly motivated individual to oversee the technical operations at one of the finest broadcast facilities in the nation. Must have experience in TV broadcast engineering management including capital project planning and implementation, supervising technical personnel, preparation and execution of technical operations budget, maintenance of studio and transmitter facility, knowledge of all building systems and compliance with all government and industry standards and regulations. In depth knowledge of digital video and audio technology is a must as we plan our conversion to ATV. Seeking a strong leader who works well with department personnel, other department managers and all station employees. Degree in technically related field or equivalent experience required. Send resumes (no calls or faxes) to Jeff Rosser, President/General Manager, KOCO-TV, 1300 East Britton Road, Oklahoma City, OK 73131. KOCO-TV is an Argyle Television Station and an Equal Opportunity Employer.

**Assistant General Manager, Engineering Services.** Washington State University, in the beautiful Pacific Northwest, is seeking a full-time permanent Assistant General Manager, Engineering Services. This position functions as the principal engineering manager of a growing telecommunications organization operating facilities at more than 40 sites in Washington, Idaho and Oregon (a number which could more than double by 1999). Responsibility for engineering services for two public television and ten public radio stations, several radio translators, television studios in two locations, radio studios in four locations, 28 interactive video classrooms statewide, a statewide digital interconnection system (DS-3 or better, being supplemented with a leased fiber OC-3 system), and a multi-channel digital satellite teleport being built in 1997. Position is located in Pullman, Washington. Salary range: \$60,000-\$68,000. DOQ. For an information packet, including a detailed position description and complete list of qualifications, call (509)335-6511 (PDT) during regular business hours. Application review begins September 2, 1997. Position open until filled. WSU is an EO/AA educator and employer. Members of ethnic minorities, women, Vietnam-era or disabled veterans, and/or persons 40 and over are encouraged to apply.

### **HELP WANTED NEWS**

**Health/Science Reporter.** New England Cable News is looking for an outstanding health/science reporter to work in the sixth-largest market. Three-to-five years television news reporting experience required - preferably in medicine/science, but other fields will be considered. Must be a highly-skilled story teller, able to produce interesting, contextual, longer-form packages under daily, deadline pressure. Live reporting skills are essential. New England Cable News is the nation's largest regional cable news network with more than two million subscribers. Please rush beta, VHS or 3/4" tape to Tom Melville, Executive Producer, New England Cable News, 160 Wells Avenue, Newton, MA 02159. EOE. Please no phone calls.

**WHOI-TV, the ABC affiliate in Peoria, Illinois** is looking for an executive producer to supervise staff for morning, 5pm, 6pm and 10pm newscasts. We're looking for someone with strong leadership, editorial and management skills. Must also have the ability to execute and teach aggressive television coverage. Send resume to: Human Resource Department, WHOI-TV, 500 N. Stewart Street, Creve Coeur, IL 61610. EEO. Women and minorities encouraged to apply.

**Sports Reporter/Weekend Sports Anchor.** WKBD TV, UPN 50 in Detroit -- broadcast home of the Stanley Cup Champion Detroit Red Wings, Pistons and Tigers -- needs an aggressive, creative sports reporter/backup anchor. We're looking for someone who understands how to break sports stories and use the inside track to keep us dominant. If you can demonstrate a successful track record of out-hustling the competition, please send resumes and tapes to Tom Bell, News Director, BM797, WKBD TV, 2905 W. 11 Mile Road, Southfield, MI 48034. No phone calls, please. WKBD is an Equal Opportunity Employer.

**Special Projects Producer (KTNV).** We're looking for that "Special Someone." Special Projects Producer needed at aggressive ABC affiliate in the nation's fastest-growing city. This position requires hands-on leadership to shape and direct individual projects, election and event coverage, and regularly scheduled franchises. You'll work closely with producers and other newsroom managers to generate compelling, promotable stories. Requires minimum 2-3 years producing or related experience. Resume, tape (if appropriate), references, and ideas to: Perry Boxx, News Director, KTNV-TV, 3355 S. Valley View Blvd., Las Vegas, NV 89102. EOE. No phone calls please.

**Show Producer.** The Weather Channel's news operation is growing again. We are in a spanking new building and ready to crank up the possibilities. We're looking for aggressive producers who can work in a team environment. Do you like producing during stories such as land-falling hurricanes, severe weather outbreaks, blizzards? Well, then give us a shout. The Executive Producer, The Weather Channel, 300 Interstate North Parkway, Atlanta, GA 30339. Fax: 770-226-2924. jsutherland@weather.com

**Reporter.** Top 50 ABC affiliate looking for general assignment reporter with a minimum of 5 years broadcast experience. Strong story telling skills using copy and video required. College degree preferred. If you meet the high standards required for this top notch market leader, send cover letter, resume and tape ASAP to: C. Vaughan, HR #718, WHAS11, 520 West Chestnut Street, Louisville, KY 40202. EOE. M/F/D/V.

**WHOI-TV, the ABC affiliate in Peoria, Illinois** is looking for a Weekend Anchor/Reporter. Prefer one year experience. Ideal candidate is a news junkie, aggressive, uncovers the lead story every night, a great writer and self motivator. This is a great opportunity for someone with the versatility to anchor and deliver stories on the street. Send resume and tape to: Pat Livingston, News Director, WHOI-TV, 500 N. Stewart Street, Creve Coeur, IL 61610. EOE.

**SNV Operator.** The Weather Channel is looking for an SNV Operator to work in our new state of the art satellite truck. This position requires one year minimum as a truck operator and a CDL. The job involves long hours, in messy weather conditions. Consider joining our growing news gathering team. The successful candidate will be good at working in a team environment. Please respond by mailing, faxing or e-mailing resume to: The Executive Producer, The Weather Channel, 300 Interstate North Parkway, Atlanta, GA 30339. Fax: 770-226-2924. jsutherland@weather.com

**Producers:** WFTX-TV in the Ft. Myers/Naples market is seeking a producer for it's 10:00pm A.P. award winning newscast. College degree and three years experience preferred. The fastest growing FOX Newscast in the country also seeks a weekend producer/weekday associate producer. College degree and two years television experience required. The successful candidates will be leaders and FOXIFIED. Send non-returnable tape and resume to: WFTX-TV, Mark Pierce, 621 SW Pine Island Road, Cape Coral, FL 33991. We are an Equal Opportunity Employer.

**Producer.** Must have a positive attitude, a desire to learn and grow and a deep commitment to quality and the overall news product. We need someone with vision and creativity, as well as a strong commitment to hard news and serious, credible journalism. Must be able to work well with others, exercise good news judgement under deadline, maintain composure and handle changing situations during live broadcasts. Must have at least 2 years prior experience line producing newscasts at affiliate broadcast television station. Must have strong command of English language; working knowledge of libel laws and generally accepted journalistic ethics. Bachelor's degree in news related field preferred. Must have ability to lead and manage reporters and photographers assigned to the newscast. Submit resume and tape to: News Department Human Resources, KTBC-TV, 119 E. 10th Street, Austin, TX 78701, Ref: Producer. No phone calls, please. EEO Employer.

**Producer.** Maryland Public Television (MPT) has an exciting opportunity for a Producer of a new daily live news and public affairs program. Requires Bachelors Degree and five (5) years broadcast program producing experience (must include two (2) years as a producer/working journalist); experience in news writing, copy editing, EFP producing and editing skills. Knowledge of Maryland politics a plus. Send resume and cover letter by no later than July 28, 1997 to: Human Resources Department, Maryland Public Television, 11767 Owings Mills Boulevard, Owings Mills, Maryland 21117. MPT is an EEO Employer.

**Senior SNV Operator.** The Weather Channel is looking for an experienced SNV operator who likes long ours and likes being in really bad weather! We are about to roll out our state of the art satellite truck and we're looking for an aggressive, energetic person with a strong maintenance background to run it. The successful candidate will be good at working in a team environment. Requires 3 years as an operator and CDL. Please respond by mailing, faxing or e-mailing resume to: The Executive Producer, The Weather Channel, 300 Interstate North Parkway, Atlanta, GA 30339. Fax 770-226-2924. jsutherland@weather.com

**Producer.** Lexington's WTVQ, a Media General Station, is looking for a sharp producer to join our growing news team in the Heart of the Bluegrass. The producer will be a journalist and team leader who will craft stories and teases and help coordinate coverage. A college degree is required and full-time producing experience is helpful. Send tape and resume to WTVQ, Human Resources, PO Box 55590, Lexington, KY 40555. EEO. M/F pre-employment drug test required.

**Producer (KTNV).** We have the news and the crews; now we need a top-notch producer. KTNV-TV seeks aggressive and organized producer to lead daily evening newscast. Successful applicant will turn good stories into great newscasts. Strong writing skills and a knowledge of research-driven newscasts are a must. Minimum two years experience. Send tape, resume and references to: Jonathan Shelley, Executive Producer, KTNV-TV, 3355, S. Valley View Blvd., Las Vegas, NV 89102. EOE. Phone calls will be accepted for this position.

**Photographer/Editor** needed for nationally syndicated remodeling and homebuilding show. Five years shooting and editing experience required. AVID editing a plus. Excellent pay and benefits. Send tape and resume to: Joey Spurlock, Holigan Group Ltd., 6029 Beltline, Suite 110, Dallas, TX 75240.

**Photographer.** Candidate must be an experienced photojournalist and editor. Must be proficient in state of the art equipment. Job includes working as a team with a reporter and as a stand-alone photojournalist. Understanding and demonstration of NPPA standards a must. Strong creativity, organizational skills and clear, calm thinking during stressful situations required. "People skills" and respect for co-workers needed. Send resume and non-returnable tape to Kyle Hamm, Chief Photographer, KOCO-TV, 1300 E. Britton Road, Oklahoma City, OK 73131. EOE.

**News Videotape Editor:** WTVD-TV, an ABC owned station, is looking for an experienced News Editor. Speed with attention to detail a must! This opening is for an editor, but prior news/sports photography experience is a plus. Send resume and tape (no music pieces) to: Ted Holtzclaw, News Operations Manager, WTVD-TV, PO Box 2009, Durham, NC 27702. EOE.

**News Director.** KCPQ-TV, Seattle's FOX affiliate, is gearing up for a local news operation and you could be the driver. Experience as ND in top 75 market or a #2 person in strong station required. Additional exp. as ND at successful FOX start-up a plus! We have a brand new, \$20+ million dollar, all-digital facility in the nation's most liveable city. Here's an opportunity for an outstanding manager to create an entire news department/on-air presentation. Backed by the news-leading Kelly ownership, Q-13 FOX is looking for the best and brightest. Fax your resume and introductory letter to: 206-674-1334, KCPQ-TV, Attn: ND-135. Closing date: Fri., 8/1/97. No calls, please. Any offer of employment is contingent upon passing a medical test for drug/alcohol use. EOE. M/F. ADA. All applications will be kept confidential.

**Main Anchor.** 82nd market ABC affiliate needs proven communicator to help lead aggressive news operation. Great company and benefits. Minimum 4 years reporting/anchoring experience. Non-returnable tapes and resumes to Lee Williams, News Director, WAND, 904 Southside Drive, Decatur, IL 62521. EOE.

**Managing Editor (KTNV).** Get a grip on one of the hottest news markets in the nation. KTNV-TV seeks aggressive, organized, and experienced Managing Editor to help put together the best newscasts in Las Vegas. We're an ABC affiliate with 65 news personnel and four hours of daily local news; multiple live trucks, helicopter, and digital editing. This position requires a minimum of three years commercial newsroom experience, with an emphasis on assignment desk or management. Successful applicant will supervise news coverage efforts, from breakers to planned events. Resume, news philosophy, and references to: Perry Boxx, News Director, KTNV-TV, 3355 S. Valley View Blvd., Las Vegas, NV 89102. EOE. No phone calls please.

**Nashville's top network affiliate** is looking for a top notch general assignment reporter. If you are a storyteller and a team player, send us a tape. Tape and live reports that win viewers are musts. Minimum three years reporting experience. Send non-returnable tape, resume and letter of interest to Mike Cutler, Assistant News Director, WTVF-TV, 474 James Robertson Parkway, Nashville, TN 37219. WTVF is an Equal Opportunity Employer.

**News Anchor.** Can you break through the screen and deliver the news like you'd tell it to your best friend? Tallahassee's Newschannel 27 is looking for a special person, one who knows the value of reporting, and communicating to complement our male co-anchor. We're a station on the move, so don't miss out. This is your chance to shine. Rush your resume, tape, and references to Doug Crary, News Director, WTXL-TV, 8927 Thomasville Rd., Tallahassee, FL 32312. EOE.

**News Director for Traverse City/Cadillac, MI.** Beautiful resort area in Northern Michigan (ideal area for the outdoorsman) is searching for an aggressive creative, hardworking News Director. This person is an assistant ND or EP in a medium to large market, or ND in smaller market, who is a take charge type and isn't afraid to think out of the box. If you don't have that burning desire to be number one and aren't willing to put in the time to get there, then please don't apply. Send your resume, current salary and references to Gary Anderson, VP & GM, WPBN/WTOM TV, Box 546, Traverse city, MI 49685. WPBN/WTOM is an Equal Opportunity Employer.

**News Director.** Long-time market leader and top rated station seeks manager to lead news team to the next level. Superior editorial, production, and promotional skills all a must. We have all the tools and toys in a market where all stations like to compete. Send cover letter and resume to: Henry Florsheim, KTRK-TV, 3310 Bissonnet, Houston, Texas 77005. Equal Opportunity Employer. M/F/D/V.

**KFOX-TV, El Paso,** is in the final stages of hiring for its news startup. This is a great chance to get your foot in the door at Cox Broadcasting, the news leader in markets across the country! Openings remain for experienced Anchor/Reporters and Producers. Knowledge of Spanish is a plus. Rush your tape, resume, writing samples, references and current salary to: David Bennallack, News Director, KFOX Television, 6004 N. Mesa, El Paso, TX 79912.

**Increase your exposure** with Mediacasting's audio/video classifieds. Your tape will be heard/seen by thousands of broadcast professionals via the Internet. Affordably priced! Call 414-926-9620 or [www.mediacasting.com](http://www.mediacasting.com).

**FOX 4 News in Kansas City** continues to expand! We are looking for two people to join our new Investigative Team. *Producer* - the successful candidate will have 5-7 years of experience as a segment producer in a competitive market. You need to be aggressive, creative and have a clear understanding of legal issues. Strong editing skills are a plus. *Photographer* - needs a minimum of 3 years of experience. Editing skills are a must. Send tape and resume to Henry Chu, Asst. News Director, WDAF-TV, 3030 Summit, Kansas City, MO 64108. EOE.

**Co-Anchor/Reporter.** Award winning ABC affiliate in Southern Minnesota seeks energetic co-anchor for one hour weekday morning newscast and GMA cut-ins. Send resume and non-returnable VHS or 3/4" tape to: Dean Adams, News Director, KAAL-TV, 1701 10th Place NE, Austin, MN 55912. EOE.

**Chief Meteorologist:** KTXS-TV, award winning ABC affiliate in Abilene, Texas, is looking for a 6/10 meteorologist. This is an opportunity to work in "Tornado Alley" with state-of-the-art equipment which includes: Triton i7, our own Doppler radar, and Baron's stormtracker and lighting system. Our previous meteorologist took a huge leap to Dallas. No phone calls! Send non-returnable resume and 3/4 inch tape to: Paul Brown, News Director, KTXS-TV, PO Box 2997, Abilene, Texas 79604. EOE.

**Associate Producer** to assist in all aspects of coordinating and producing nightly news summary. Draft and edit on-camera script copy. Log, edit videotape feeds, and write voiceover copy. Watch and report on developing stories. Broadcast journalism experience required as are excellent writing skills and proven ability in writing and producing videotape. Send resume and cover letter to Judy Willis, *The NewsHour with Jim Lehrer*, 3620 South 27th Street, Arlington, VA 22206. EOE.

**Assignment Manager:** WTVQ is seeking an Assignment Manager to be responsible for coordination of all news content; communicating coverage plans to other members of the department; maintaining comprehensive files; gathering information; communicating with local police and fire agencies; and other management duties. Send resume to Human Resources/AM, WTVQ-TV, PO Box 55590, Lexington, KY 40555-5590. EEO. M/F pre-employment drug test required.



**Assistant News Director.** WKBD TV, UPN 50 in Detroit is looking for a news professional for the position of Assistant News Director. This job requires prior news management experience. You must have a successful track record of motivating, teaching and leading a competitive news team. You will be responsible for day to day operations of the news department, coverage of breaking news, and developing and maintaining newsroom systems. The successful candidate will be an innovative self starter who understands how to translate our research, philosophy and work ethic into a dominant news product. Ready for the challenge? Please send resumes to Tom Bell, News Director, BM797, WKBD TV, 26905 W. 11 Mile Road, Southfield, MI 48034. No phone calls, please. WKBD is an Equal Opportunity Employer.

### HELP WANTED RESEARCH

**Research Manager:** KTVT, the CBS affiliate in the 8th DMA, is seeking a dynamic individual to lead our research and internet department into the next decade. Candidates must have a minimum of three years experience with the following research tools or similar products: TV Scan, Scarborough, and NSI. Must have creative abilities in using Adobe, Power Point, Page Maker, and Photo Shop. KTVT currently has one of the most aggressive web pages and internet departments in broadcasting. We utilize Audio Net and Video On Demand and Shockwave. If you want an exciting career in a team atmosphere, in a major market, please send resume and cover letter to: Christina Medina, 5233 Bridge Street, Fort Worth, TX 76103. No phone calls please. We are an Equal Opportunity Employer.

**Research Analyst.** WRLH TV - FOX, located in a great lifestyle area is seeking an analyst to aid the sales department in marketing and selling its quality product. Skills should include proficiency with word processing, spreadsheet, presentation and syndicated qualitative computer applications. Creating and maintaining the master planner is a priority. In addition, the ability to find selling strengths, positioning ideas, the creation of one sheets, presentations and example packages is a necessity. TVScan experience is an advantage. Send resume and salary requirements to GSM, WRLH TV, 1925 Westmoreland Street, Richmond, Virginia 23230. All replies held in strict confidence. EOE.

**Research Analyst.** NYC television rep firm seeks a Research Analyst with 1-2 years experience to work with TV stations. Previous exp with Nielsen rating data & knowledge of PC Applications and Lotus 1-2-3 for Windows a plus. Bachelor's degree preferred. We offer an excellent salary and benefits package. Please send resume to: Box JA-409, 180 Varick Street, 2nd Floor, New York, NY 10014. EOE. M/F/D/V.

**Fax your classified ad to**  
**Broadcasting & Cable**  
**(212) 206-8327**

### HELP WANTED PROMOTION

## promotion manager

KXAS-TV, the NBC affiliate in Dallas/Fort Worth is looking for a Promotion Manager to lead its Emmy-award winning marketing team. If you have a killer reel, 16mm & 35mm film experience, strong writing skills, at least three years of news promotion and management experience - we want to hear from you.

**Please send résumé & reel only to:**

Kaylynn Dougall  
KXAS-TV  
3900 Barnett Street  
Fort Worth, Texas 76103  
(Please, no phone calls)



If you're a  
Powerful  
Promo Writer  
who's just too Large  
for your present job...

Consider working for A.L.P., the industry's number-one promo house. We're currently seeking an exceptional full-time writer/producer with a strong background in network, syndication, or station promotion.

Send your reel and resume to:

Philip Large  
Another Large Production  
6430 Sunset Boulevard  
Suite 1500  
Hollywood, California 90028  
No phone calls, please.

### HELP WANTED PROMOTION

**Southwest CBS affiliate** searching for an outstanding photographer to shoot top quality commercials, promotional spots and program segments. Proven videography and lighting abilities a must. Send resume and tape to: KLAS-TV, 3228 Channel 8 Drive, Las Vegas, NV 89109. Attn: Terry McFarlane.

**Promotion Manager.** Southwest NBC affiliate looking for ratings driven Promotion Manager. Candidates must possess successful experience in topical and image news promotion. You'll also need experience in radio, direct mail, contest and special event promotion, and graphics design. No joke..."Just Win Baby." Reply to Box 01187 EOE.

### HELP WANTED PRODUCTION

**Promotion Manager for WFXG-TV.** Communications or marketing degree desired. Must be creative with excellent communications skills. Duties include developing and implementing all media advertising and on-air audience promotion. Video production skills a plus. Send resume to PO Box 204540, Augusta, GA 30917 or apply in person at 3933 Washington Road. Martinez. EOE.

**Video Editor.** Memphis FOX O&O seeks video editor. Need to have a journalism degree and 1 year of TV news editing experience. BETA preferred. Any photography background is a plus. EOE. Send resume, cover letter and tape to: Human Resources, WHBQ-TV, 485 S. Highland, Memphis, TN 38111.

**Television Production Manager.** Nebraska Education Telecommunications. Senior management position responsible for supervision and operations of all broadcast, non-broadcast and contractual television production, facilities and personnel of major public/educational teleplex. Supervise creation, development and production of television programs and contract productions. Design, implement and coordinate planning for television production, staffing and distribution. Assists in developing and marketing new television projects. Monitors and manages all television services budgetary, production and contractual requirements. Bachelor's with major in telecommunications, broadcasting or related field plus five years experience in television production and program development required; equivalency considered. Extensive administrative/supervisory experience necessary. Review of applications will begin August 31. Position will remain open until a suitable candidate is found. Submit cover letter, resume and the names, addresses, and telephone numbers of three professional references to Personnel Coordinator, University Television, P.O. Box 83111, Lincoln, NE 68501. UNL is committed to EEO/AA and ADA. If you need assistance under the ADA, please contact us.

**Technical Manager.** Museum of Television and Radio. LA Museum seeks manager to supervise daily technical operations for VLCS, theater playback, seminars, radio programs and special events, on and off-site. Supervise, schedule and train staff of 5; maintain all audio/video equipment and computer systems for library and office. Must be a creative and diplomatic problem-solver with 6 or more years experience at a television production or broadcast facility. Experience in production management, live operations, equipment maintenance, computer system operation and maintenance. College degree or equivalent. Send resume with cover letter to: Dept. T, 465 N. Beverly Drive, Beverly Hills, CA 90210. No phone calls please.

**Tape Editor.** Top 50 ABC affiliate looking for college graduate with at least 4 years experience editing video tape. Main responsibility will be to edit tapes for daily newscasts. Non-linear editing experience preferred. Excellent organizational skills are necessary. Candidate must be able to work weekends and evenings. If you are interested in working for the market leader, send resume, tape, and cover letter to: C. Vaughan, HR #716, WHAS11, 520 W. Chestnut Street, Louisville, KY 40202. EOE.

**Director/Master Control/Audio.** KTVX, the Salt Lake City ABC affiliate is seeking a motivated, reliable, hard working individual to be part of our production team. Must have a minimum of two years experience in Directing "live" news broadcasts. Prior experience in both Master Control and Audio would be helpful but, are not a requirement. KTVX would be willing to train the right person in the Master Control and Audio portions of our technical operation. If you want to be part of a great Production team. Please send your resume and salary requirements to Dennis Shiner, KTVX, 1760 Fremont Drive, Salt Lake City, UT 84104. No phone calls please. EOE.

**Production Manager.** WALB-TV, the number one NBC affiliate has an immediate opening for a team oriented person to lead our production department. Candidate should have experience with linear and AVID or similar digital edit suites. Client skills and a proven track record with spot and long form editing a must. Send resume to Jim Wilcox, President/General Manager, 1709 Stuart Avenue, Albany, GA 31707. 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.

**Broadcast Personnel.** Technical Directors (GVG 300 Switcher with Kaleidoscope), Audio (mixing for live studio and news broadcasts), Studio Camerapersons (studio productions and news broadcasts), Chyron Operators (Infinity), Still Store Operators, Tape Operators (Beta), Maintenance (plant systems experience - distribution and patching), Lighting Director Engineer. 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: MMS, Suite 345, 847A Second Avenue, New York, NY 10017 or fax 212-338-0360. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

**Director of Audio Production/Audio Engineer:** One of the South's first full digital video production facilities needs aggressive person ready to take control and grow in the field of audio production. KTBS-TV, ABC, Shreveport, LA has an immediate opening for an experienced, strong voice for commercial production, news, and station promotion. Individual must possess good interpersonal skills, as well as being capable of producing energetic, creative, and dynamic audio production for local, regional, and national markets. 3-5 years experience is preferred. Full-blown audio suite is waiting for you. No phone calls. Send non-returnable demo tape and resume to: AAE1-BM, Box 44227, Shreveport, LA 71134-4227. EOE.

**Broadcast Personnel Needed.** ENG Field Operations with Camera and Microwave experience. Videotape Editors, Studio Operators, and Maintenance. For the Midwest. 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: MMS, Suite 345, 847A Second Avenue, New York, NY 10017 or fax: 212-338-0360. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

## HELP WANTED PROGRAMMING

### ASSOCIATE DIRECTOR/PROGRAM DEVELOPMENT

The Business Channel (TBC), a new joint venture with PBS specializing in high quality, business related programming, needs an energetic, self-starting individual to develop programming ideas, identify and work with potential authors, CEOs, and other training partners for TBC's issue driven and training oriented product lines. Requirements include:

- BA degree in communications, broadcasting, or related field; advanced education is a plus.
- 7 - 10 years experience producing video programming for the training industry.
- thorough understanding of satellite production and business program development.
- contacts in the management training industry.
- familiarity with royalty structures and negotiation.
- excellent skills in sales, budgeting, and writing.
- outstanding communication, presentation, and creative skills.

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

**The Business Channel L.L.C.**  
Attn: Lanie Odum 1320 Braddock Place  
Alexandria, VA 22314.

*TBC is an Equal Opportunity Employer*

## HELP WANTED FINANCIAL & ACCOUNTING

**Corporate Controller:** STC Broadcasting Inc., St. Petersburg, Florida has an immediate opening for a Corporate Controller. This position requires a strong financial background with a minimum of 5 years experience. The candidate should have a Bachelor's Degree in business or accounting, CPA or CMA preferred. Must be proficient with Excel and Lotus. SEC. Acquisition or Broadcasting experience a plus. Interested candidates should fax resumes to Nancy Klein @ 813-821-8092. EOE. No phone calls, please. Women and minorities strongly encouraged to apply.

**Executive Producer "Good Morning Texas":** WFAA-TV in Dallas, an A.H. Belo company, seeks an excellent people manager and motivator with a track record of success in producing talk/entertainment programming. This daily entertainment and information show ranks #1 in its time period, 9-10 am M-F. The show is slick and well-staffed and deserves a creative, committed and visionary leader to continue and build upon its success. Send resume and tape to Kathy Clements-Hill, WFAA-TV, 606 Young Street, Dallas, TX 75202-4810. No phone calls, please. Equal Opportunity Employer.

**To place your classified ad in *Broadcasting & Cable*,  
call Antoinette Fasulo (212) 337-7073  
or Sandra Frey (212) 337-6941**



**Business Manager.** Chicago's UPN affiliate has an immediate opening for a Business Manager. The position requires a minimum of 3 years experience with broadcast accounting, high computer literacy and proficiency in Excel. Knowledge of Great Plains Dynamics, MS Access, MS Office VBA, and/or Columbine AR a plus. Responsibilities include all monthly JE's, AP and payroll processing, fixed asset schedules, and preparation of monthly financials. Introductory letter and resume to Business Manager, WPWR-TV, 2151 N. Elston Avenue, Chicago, IL 60614.

### **SITUATIONS WANTED PRODUCTION**

**Veteran videographer-steadicam EFP owner/operator seeking employment** with quality production company. Interested in the Southwest or Rocky Mountain areas. Please respond to Box 01184.

### **CREATIVE SERVICES**

#### **DIRECTOR OF CREATIVE SERVICES**

WFTV, Cox Broadcasting's ABC affiliate in Orlando, is looking for the very best Creative Services Director to lead the promotion and marketing efforts of one of the country's leading TV stations. The successful candidate for this department head position will be an "idea person" with a clear record of accomplishment, extensive experience in local news marketing and an ability to be a creative leader with exceptional people skills. WFTV is the place to be if you appreciate and understand the value of research-based marketing. If this sounds like the job you want and you have what it takes to make local TV, especially local TV news, interesting, exciting and compelling, let me know ASAP. Please send a complete resume and tape to:

**David Lippoff, VP and General Manager  
WFTV  
490 E. South Street  
Orlando, FL 32801  
EOE/M/F/ADA**

**Graphic Artist.** NBC affiliate on Gulf Coast seeks high tech skills with artistic creativity for Primary Newscasts. Requires 1-2 years "hands on" experience on the HALO graphics and ability to work under pressure within the newsroom environment. Send resume, non-returnable tape demo, and salary requirements to H.R., 661 Azalea Road, Mobile, AL 36609. WPML-TV, a Clear Channel property, is an Equal Opportunity Employer.

**Graphic Artist.** Award winning FOX affiliate in south Florida is looking for a Creative Graphic Artist with the imagination and talent to translate ideas into art. We need someone to help in the creation of news graphics for both our 6 and 10 newscast. Must have working knowledge of computer graphics. ArtStar, Macintosh, and Chyron experience is a plus. Send non-returnable tape and resume to: Brian Culbreth, Production Manager, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991. No phone calls please. We are an Equal Opportunity Employer.

**Creative Services Executive Producer.** WLWT-TV in Cincinnati is seeking a results oriented, hands on Executive Producer in the Creative Services Department. Responsibilities include: working with other writer/producers on scripts and production; assisting Creative Services Director in developing and executing strategic marketing plans; other duties as determined by Creative Services Director. Strong writing and production skills are essential. Hands on AVID experience is a plus. If you are confident in your knowledge and ability to market an aggressive local news product, send resume and tape to: Bill Manning, Director of Marketing and Creative Services, WLWT-TV, 140 West Ninth Street, Cincinnati, Ohio 45202. WLWT-TV is an Equal Opportunity Employer.

### **PROGRAMMING SERVICES**

#### **St. Pé - Cinéclassique Film Library Available to TV**

High quality 600 plus classic film library available to TV stations nationwide. Public domain titles to choose from include: Drama, Horror, Comedy, Sci-Fi and Cartoons. Build and own your own library at lowest pricing. Masters come from 35mm or 16mm stock and are duplicated to your format choice.

**Call 1-800-353-9177 for more information**

### **TV RESUME TAPES**

**Career Videos** prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free stock. Great track record. 847-272-2917.

### **TV SALES TRAINING**

#### **LEARN TO SELL TV TIME**

The program works. Former students now sell for NBC, ABC, ESPN, MTV, Katz, Turner, Petry, and dozens of TV stations across the country.

(Over 25 years in the TV industry)

Call for free information packet.

**ANTONELLI MEDIA  
TRAINING CENTER  
(212) 206-8063**

## **CABLE**

### **HELP WANTED MANAGEMENT**

The Computer Television Network is seeking regional Vice Presidents to manage marketing to MSO's. Strong sales and organizational skills are essential, salary plus incentives based on new carriage. Send resume to CTVN, 12242 Business Park Drive #31, Truckee, CA 96161.

**Manager, Business Development.** Analysis of Asian ethnic populations for cable TV markets and business planning in the U.S. and Asia. Excellent writing, communication, spreadsheet, database and financial software capabilities. Required skills: M.S. in Int. Studies, Int. Rel., or Int. Bus. or in Bus. Adm. w/spec. in Int/ Mkt. Please send resume and salary history to: Manager, Business Development, P.O. Box 4917, Englewood, CO 80155. Drug test required for successful candidate. EOE. Any applicant who is scheduled for an interview should notify the interviewer at the time of contact, if he/she requires accommodation for the interview.

### **HELP WANTED SALES**

## **STEP UP TO THE CHALLENGE**

### **Local Sales Manager**

(Los Angeles and  
Sacramento/Stockton, CA areas)

We're a new kind of company, MediaOne. We're building a team of leaders who can step up to the challenge of working in a professional, high performance, innovative, risk-taking environment. You need to have 5-10 years of experience in advertising sales, including management experience with a successful track record in growing revenue and profitability. A college degree is preferred.

MediaOne has a highly competitive compensation package and comprehensive benefits, including medical, dental, vision, 401(k), pension, stock options and complimentary cable TV service. If you are ready to step up to the challenge, please forward your resume with salary history (will not be considered if omitted) to: **MediaOne, Attn. Human Resources, Dept: BH/BC/72197, 550 N. Continental Blvd., Ste. 250, El Segundo, CA 90245, or fax to (310) 606-9396.** For further information, please call our Job Hotline (800) 203-5969, or visit us on the World Wide Web at <http://www.mediaone.com>. We encourage diversity and support a drug-free environment.

**MediaOne<sup>SM</sup>**

This is Broadband. This is the way.

## HELP WANTED PROGRAMMING

**Senior Scheduler.** Wanted for a fast paced cable programmer. Will assist the Director of Scheduling Operations in the coordination of the scheduling process. Screen all titles to become familiar with monthly content, recommend and tract hosted titles, create coordinated stunts and festivals. Conduct research insure consistency and minimize redundancy, manage the continuity of Movieplex and theme channels. Must have PC computer experience skills with knowledge of scheduling software, spreadsheets, word processing and database. Minimum of 5 years scheduling experience or equivalent (specialization in entertainment product preferred). Please send resume and salary history to: #301 Senior Scheduler, P.O. box 4917, Englewood, CO 80155. Drug test required for successful candidate. EOE.

**Scheduler.** Wanted for nations largest cable programming co. Will screen all title to become familiar with monthly content, evaluate titles, conduct product research, create coordinated stunts and festivals and reallocate unused title. Insure consistency and minimize redundancy. Required a minimum 3 years scheduling experience or equivalent (specialization in entertainment product preferred). Must demonstrate well rounded knowledge of film. Must have PC computer experience skills with knowledge scheduling software, spreadsheets, word processing and data base. Please send resume and salary history to: Scheduler, #299, P.O. Box 4917, Englewood, CO 80155. Drug test required for successful candidate. EOE.

## HELP WANTED MISCELLANEOUS

### CLEVELAND MINORITY CABLE CHANNEL immediate job openings

The CLEVELAND MINORITY CABLE CHANNEL is a television channel offering local, minority programming with spot advertising and sponsorships.

#### -SALES MANAGER-

Produce all advertising revenue for the station. Undergraduate degree in marketing, advertising, business preferred. Three years experience in tv/radio sales. Outstanding sales personality and track record.

#### -PROGRAM DIRECTOR-

Oversee search, review, selection and scheduling of programming. Degree in communications, radio/tv, theater, journalism, business, marketing preferred. Three years experience in tv/radio/entertainment in a leadership position.

Please mail resume and cover letter by  
July 25, 1997 to:  
JOB OPENINGS  
CLEVELAND MINORITY CABLE CHANNEL  
1127 EUCLID, SUITE 840  
CLEVELAND, OH 44115

## HELP WANTED PROMOTION

**Come to the Heart of the Cable Industry** and the best skiing in the States! Encore Media Corporation is looking for entertainment oriented promotion producers at the top of their game! We are the largest provider of cable and satellite delivered television channels and we're still growing. Encore is looking for creative types with at least 3 years experience production, top notch promos and short form interstitial segments. Our ideal candidates will possess outstanding experience writing and producing on-air promotions, proven studio and field production skills, a keen eye for graphics, with superior skills in both a non-linear and linear digital edit suite. If you have a thorough knowledge of on-air promotion at a national TV network, program provider or broadcast station, send your resume, salary history and non-returnable VHS demo reel to: Encore Media Corporation, Producers P.O. Box 4917, Englewood, CO 80111. EOE. Drug test required.

## ALLIED FIELDS

### HELP WANTED MANAGEMENT

**Non-profit Association seeks Executive Director** responsible to a Board of Directors. Broadcasting and meeting management background Chief spokesperson representing association with broadcasters, government agencies, business and financial community and the public. Produce newsletter and bulletins for members. Recruit members, organize training sessions and conventions, serve as resource with assistance or referral to members. Education: Bachelors degree in business, speech-communications, mass communications, political science or related fields. Experience: Five to 10 years in commercial broadcasting, previous association and/or management, sales and programming experience preferred. Skills: Good organizational, public relation, sales and communication skills. general business and financial experience, computer skills a must, with capability working with Word, Pagemaker, Quicken and Excel. Ability to design budgets, skill in problem-solving, generate ideas and negotiate, maintain positive relationships with Board members, legal counsel and others. Salary: Negotiable, commensurate with experience. EOE. Candidates should mail resumes by August 12 to: David Barnette, Jackson & Kelly, P.O. Box 553, Charleston, WV 25322. No phone calls please.

**Interactive Production Manger.** Nebraska Educational Telecommunications. Senior management position supervises staff and operations for interactive media activities of major public/educational teleplex. Sets annual goals, policy and fiscal objectives, develops and markets new interactive media projects and revenue-generating activities. Monitors and manages budgetary, production and contractual requirements. Bachelor's with major in telecommunications, computer science or related field plus five years administrative/supervisory experience required; equivalency considered. Background must include three years experience in interactive media program development, production management or closely related field. Review of applications will begin August 31. Position will remain open until a suitable candidate is found. Submit cover letter, resume and the names, addresses, and telephone numbers of three professional references to Personnel Coordinator, University Television, P.O. Box 83111, Lincoln, NE 68501. UNL is committed to EEO/AA And ADA. If you need assistance under the ADA, please contact us.

**Assistant General Manager - Marketing and Business Development.** Nebraska Educational Telecommunications. Senior management position provides leadership, administration, and oversight of marketing and fundraising efforts for major public/educational communications teleplex. Fundraising and marketing efforts through Nebraskaans for Public Television, Public Radio Nebraska Foundation, federal and state agencies as well as grants and contracts. Explores and develops innovative ways of generating revenues from non-traditional sources and existing fundraising and revenue-generating operations. Bachelor's with major in business, marketing or related field plus five years demonstrated experience and strong leadership in increasingly responsible positions in the educational or related telecommunications industry required; equivalency considered. Extensive supervisory experience necessary. Must have knowledge/experience in the telecommunications industry, project development, grant writing, fundraising techniques, budgeting and contract negotiations. Excellent communication skills necessary. Review of applications will begin August 31. Position will remain open until a suitable candidate is found. Submit cover letter, resume and the names, addresses, and telephone numbers of three professional references to Personnel Coordinator, University Television, P.O. Box 83111, Lincoln, NE 68501. UNL is committed to EEO/AA And ADA. If you need assistance under the ADA, please contact us.

## HELP WANTED INSTRUCTION

**IRE Seeks New Deputy Director.** Investigative Reporters and Editors (IRE) and the Missouri School of Journalism seeks a full-time Deputy Director of IRE, a nonprofit organization engaged in training journalists in the U.S. and overseas. This is a non tenure-track faculty position and may involve teaching. Responsibilities include assisting the Executive Director in overseeing the operations and programs of IRE, as assigned. Those programs include training, publications, operations, a database library, a campaign finance information center and a reporting institute in Mexico. IRE, which runs the National Institute for Computer-Assisted Reporting (NICAR), has a \$1 million annual budget and 20 full-time and part-time staff members. Desired qualifications include a master's degree in journalism or an equivalent combination of education and experience; knowledge of investigative reporting and computer-assisted reporting; demonstrated effectiveness in journalism, academia, or nonprofit organizations; an entrepreneurial spirit; well-developed organizational and interpersonal abilities and excellent communications skills. As affirmative action/equal opportunity employers, IRE and the Missouri School of Journalism encourage minorities women, and persons with disabilities to apply. Pay range is \$40,000 to \$46,000 plus benefits, depending on experience. Submit resumes to Brant Houston, IRE Executive Director, IRE, 138 Neff Annex, Missouri School of Journalism, Columbia, MO 65211.

**Fax your CABLE  
classified ad to  
Broadcasting & Cable  
(212) 337-6957**



**EMPLOYMENT SERVICES**

**PROFESSIONAL JOBS  
WITH ENTERTAINMENT COMPANIES**

BROADCAST & CABLE TELEVISION, DISTRIBUTORS,  
MOTION PICTURE, POST PRODUCTION & MORE

Entry to senior level jobs nationwide in ALL fields  
(news, sales, production, management, etc.).

Published biweekly. For subscription information:

**(800) 335-4335**

**In CA, (818) 901-6330.**

**Entertainment Employment Journal™**

**Your best job  
hunting source  
now online!**

*MediaLine.*

**Job leads, low-cost video tapes,  
Talent Shop—and more!**

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

email: [jobs@medialine.com](mailto:jobs@medialine.com)

**800-237-8073**

*Since 1986*

**TV Reporters, Anchors and Producers!!!** You deserve the best chance to achieve your career goals. Call Tony Windsor at **NEWSDirections** (423)843-0547 or leave toll-free voice mail at (800)639-7347.

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

**EDUCATIONAL SERVICES**

**On-camera coaching:** Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart. ESP.

**WANTED TO BUY EQUIPMENT**

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

**FOR SALE STATIONS**

**AT LAST!  
A BETTER WAY TO BUY OR SELL YOUR  
RADIO STATIONS!**

Thousands of Prospects a Day!  
You don't have to be online to use us!  
<http://www.buysellradio.com>  
[deb@buysellradio.com](mailto:deb@buysellradio.com)  
(319)243-8679

**Outstanding Wisconsin Fulltime AM.** Well equipped with large building and land. Grosses \$200,000 plus; profitable. \$295,000 cash. Financial qualifications with response. Reply to Box 01183.

**Central Oklahoma combo,** \$600,000. Central Texas combo, FM upgradable \$395,000, both ideal for husband and wife team. Mayo Communications, 813-971-2061.

**FOR SALE EQUIPMENT**

**CLEARLY  
PRUDENT.**

For video duplication, demos, audition reels, work tapes, our recycled tapes are technically up to any task and downright bargains. All formats, fully guaranteed. To order call:

**(800)238-4300**

**CARPEL  
VIDEO**

**Satellite Equipment and Television Transmitters** bought and sold. Including HPA's, antenna's, UPS's, generators, excitors, plus much more. Megastar 702-386-2844.

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

**Broadcast Equipment (Used):** FM/AM transmitters, RPU's, STL's, FM antennas, Consoles, Processing, etc. Continental Communications, 3300 Chippewa, St. Louis, MO 63118. 1-800-664-4497. Fax: 314-664-9427.

**6 1/8 EIA Line** with 2 year old HRL Inners. 37 - 20 ft. sections as is 600.00 per section. Mark 307-577-5923.

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

**FOR SALE SATELLITE UPLINK TRUCK**

**KU SATELLITE UPLINK  
& PRODUCTION TRUCK**

Frontline-built. 2 1/2 years old. Redundant. Used by the University of Northern Iowa. Only 40,000 road miles. Includes a four-port, 2.4 meter Andrew antenna, 2 MCL 300-watt TWTAs, 2 Scientific Atlanta exciters, 2 receivers, and various production equipment.

Purchase will be by sealed bid received by 4:30 pm CDT August 22, 1997. For more information, call Rick Seeley at 319-273-7218 or [www.uni.edu/~telecomm/trucksale.html](http://www.uni.edu/~telecomm/trucksale.html)

**WANTED TO BUY STATIONS**

**Investor seeks LMA or purchase** of small AM or FM or GM position with buyout or percentage. Teddy 212-421-7699 or 212-888-7347.

**FINANCIAL SERVICES**

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

**AWARDS**

**Third Annual  
Medill School of Journalism/Strong Funds  
awards for best Midwestern coverage of business  
and financial news for the investor**

Open to dailies, weeklies, monthlies and broadcast outlets in Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, North Dakota, Ohio, South Dakota, Wisconsin, for work published from July 1, 1996 through June 30, 1997.

**Sponsors:** Medill School of Journalism, Northwestern University, and Strong Funds, a Milwaukee-based group of mutual funds.

**A \$2,500 prize** for the best entry in each of seven categories:

- Best overall coverage for the month of May of news for the investor by a daily, weekly, or monthly news organization.
- Financial columnist (send 3 columns).
- Spot news reporting on a personal finance topic affecting investors. Daily newspaper only.
- Feature or column on a personal finance topic affecting investors. Daily, weekly or monthly.
- Profile on a publicly-traded Midwestern company that offers useful information for investors. Daily, weekly or monthly.
- General markets coverage, feature or series, that helps investors understand stock, bond or other financial markets. Daily newspaper only.
- Broadcast feature or series useful to investors.

**Deadline July 31, 1997.** Applicants should submit original and one copy to Jan Boudart, c/o Medill School of Journalism, Fisk 204, Northwestern University, Evanston, Ill. 60208. Attention: Strong Funds/Medill awards.



You simply won't behave.  
Entertaining us wasn't enough for you.  
From primetime to sports to news to kids TV,  
you had to be innovative,  
to challenge us.  
You got what you wanted.  
Television will never be the same.

Not to mention that you don't respect your elders.  
Airing the Emmys wasn't enough for you.  
Oh, no . . .

You had to get the Super Bowl,  
the NHL & Major League Baseball, too.  
You couldn't be content with 106 affiliates in 1987.  
Of course not.  
You had to go and become a network.

You break the rules constantly.  
But, then again . . . you're Fox.  
Why should we expect anything less?



## ***Broadcasting & Cable* Salutes Fox Broadcasting's 10th Anniversary**

On September 8, *Broadcasting & Cable* salutes Fox Broadcasting Company on a landmark first decade full of breaking barriers and setting new precedents. Fox is on the cusp of an aggressive new future, and our special report on the fourth network's 10th year is the perfect opportunity for you to tell this television maverick what you think about its exceptional success. Call today to reserve your ad space.

**Issue Date: September 8 • Ad Close: August 29**

***Broadcasting  
& Cable***

ONE MARKETPLACE. ONE MAGAZINE.

**Advertising Offices:** New York 212.337.6940 Los Angeles 213.549.4113  
Western Technology/Cable 317.815.0882 Washington D.C. 202.659.2340



# For the Record

<http://www.broadcastingcable.com>

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

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

## OWNERSHIP CHANGES

### Granted

**Clinton, Ill.** (BTC-970527GN)(BTCH-97052-70GO)—Cornbelt Broadcasting Co. for WHOW(AM) and WHOW-FM: involuntary TOC from estates of J.R. Livesay and Leffel E. Livesay, both deceased, to James R. Livesay II and Shirley L. Herrington, co-executors. *July 9*

**Mattoon, Ill.** (BTCH-970310GK)(BTC-970527GL)—Mattoon Broadcasting Co. for WLBN-FM and WLBN(AM): involuntary TOC from estate of J.R. Livesay, deceased, to James R. Livesay II and Shirley L. Herrington, co-executors. *July 9*

**Delta, Ohio** (BTCH-970613GI)—Toledo Radio, Inc. for WBZ-FM: involuntary TOC from Milton L. Dudley, deceased, to Betty B. Dudley, executrix for estate of Milton L. Dudley. *July 3*

## NEW STATIONS

### Filed

**Atmore, Ala.** (970611AF)—Marranatha Ministries Foundation for AM at 1620 khz (expanded band). *June 20*

**Selma, Ala.** (BPED-970630MA)—The Moody Bible Institute of Chicago (Joseph M. Stowell, president, 820 North LaSalle Blvd., Chicago, Ill. 60610) for noncommercial FM at 89.5 mhz, 6 kw, ant. 100 m., Pleasant Grove Church, 2 km WNW of Fremont, Ala. Moody owns 27 noncommercial stations, 6 AMs and 21 FMs, and has filed applications for 14 new noncommercial FMs. *July 11*

**Auburn, Calif.** (970611AH)—Kahi Corporation for AM at 1620 khz (expanded band). *June 20*

**Camino, Calif.** (BPED-970626MC)—Christian Companion Network Inc. (Kenneth F. Haney, president, 1040 W. Kettleman Lane #165, Lodi, Calif. 95240) for noncommercial FM at 89.9 mhz, 1 kw, ant. 155 m., 3435 Carson Court, 2.5 km W. of Camino. Stockton Christian Life College owns KCJH-FM in Stockton, Calif. and is building KYCC-FM in Livingston Calif. They have an application pending for an FM in Reno, Nev. *June 26*

**Clovis, Calif.** (970616BO)—D & B Equinox XX Inc. for AM at 880 khz (expanded band). *June 26*

**Costa Mesa, Calif.** (970612AE)—Mt. Wilson FM Broadcasters Inc. for AM at 1650 khz (expanded band). *June 30*

**Fresno, Calif.** (970616AV)—RAK Communications Inc. for AM at 1680 khz (expanded band). *June 26*

**Merced, Calif.** (970616AY)—Clarke Broadcasting Corp. for AM at 1660 khz (expanded band). *June 26*

**Placerville, Calif.** (BPED-970626MA)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, Miss. 38803) for noncommercial FM at 89.9 mhz, .1 kw, ant. 159 m., 3405 Carson St., Camino. *June 26*

**Pollock Pines, Calif.** (BPED-970626MD)—Howell Mountain Broadcasting Co. (Ray Mitchell, president, 95 La Jota Drive, Angwin, Calif. 94508) for noncommercial FM at 89.9 mhz, 1 kw, ant. 149 m., 3405 Carson Court, 2.5 km W of Camino. Howell owns KCOS-FM Angwin, Calif. *June 26*

**Redding, Calif.** (970616BB)—Power Surge Inc. for AM at 1660 khz (expanded band). *June 26*

**Roseville, Calif.** (970616AX)—EMI Sacramento Radio Inc. for AM at 1690 khz (expanded band). *June 26*

**San Joaquin, Calif.** (BPED-970626MF)—American Educational Broadcasting Inc. (Carl J. Auel, president, 1601 Belvedere Rd., 204 E, West Palm Beach, Fla. 33406) for noncommercial FM at 89.7 mhz, 1.5 kw, ant. 701 m., San Benito Mountain, 3.8 mi. SSE of Idria, Calif., Auel has significant interests in KYIX(FM) South Oroville, KKXX(AM) Paradise, KKMC(AM) Gonzales, all Calif., WCHP(AM) Champlain, N.Y., WLWJ(AM) Royal Palm Beach, Fla., and KKVV(AM) Las Vegas. He is building 3 noncommercial FMs and one AM, all in Fla. *June 26*

**Santa Maria, Calif.** (BPED-970626ME)—Family Stations Inc. (Harold Camping, president, 4135 Northgate Blvd., Suite 1, Sacramento 95834) for noncommercial FM at 89.7 mhz, 2.45 kw, ant. 569 m., Tepusquet Peak, 3.7 km E of Tepusquet Rd., 22 km ESE of

Santa Maria, Santa Barbara Co., Calif. Family owns 7 AMs and 32 FMs in 19 states and KFTL(TV) in Stockton, Calif. *June 26*

**Santa Maria, Calif.** (BPED-970616MB)—People of Action (Norwood J. Patterson, president, 1416 Hollister Lane, Los Osos, Calif. 93402) for noncommercial FM at 89.7 mhz, 2.45 kw, ant. 567 m., Tepusquet Peak, 20 km E of Santa Maria. POA also has applications pending for new noncommercial FMs in Boise, Idaho and San Luis Obispo, Calif. *June 26*

**Rye, Colo.** (BPED-970702MG)—Harvest Radio Corp. (Larry L. Perry, president, P.O. Box 704, Rye, Colo. 81069) for noncommercial FM at 90.1 mhz, 5 kw, ant. 63.6 m., 11039 Bartlett Trail, 4.5 km from Rye. *July 2*

**Hamden, Conn.** (BPH-970625IB)—Clear Channel Radio Licenses Inc. for WKCI-FM: new auxiliary station. *July 11*

**Madison, Fla.** (970707MA)—Public Radio Inc. for noncommercial FM at 89.3 mhz. *July 15*

**Miami Springs, Fla.** (970616BG)—Spanish Broadcasting Systems of Florida Inc. for AM at 1700 khz (expanded band). *June 26*

**Winter Garden, Fla.** (970616BM)—Rama Communications Inc. for AM at 1680 khz (expanded band). *June 26*

**Augusta, Ga.** (970616BD)—Advertisement Network Systems Inc. for AM at 1630 khz (expanded band). *June 26*

**Sun Valley, Idaho** (BPED-970701MC)—Idaho State Board of Education (Dr. Carole McWilliam, president, 1910 University Dr., Boise, Idaho 83725) for noncommercial FM at 91.1 mhz, .7 kw, ant. 570 m., same as KSKY-FM, 7km SW of Sun Valley. Seattle Ridge, Bald Mountain, Idaho. Boise State University owns KBSX-FM, KBSU(AM), KBSU-FM, Boise; KBSW-FM, Twin Falls, and KBSM-FM, McCall, all Idaho, and has an application for a new noncommercial FM in Burley, Idaho. *July 1*

**Charleston, Ill.** (BPED-960905MA)—Illinois

## BY THE NUMBERS

| BROADCAST STATIONS        |               |
|---------------------------|---------------|
| Service                   | Total         |
| Commercial AM             | 4,814         |
| Commercial FM             | 5,468         |
| Educational FM            | 1,874         |
| <b>Total Radio</b>        | <b>12,156</b> |
| VHF LPTV                  | 546           |
| UHF LPTV                  | 1,405         |
| <b>Total LPTV</b>         | <b>1,951</b>  |
| FM translators & boosters | 2,785         |
| VHF translators           | 2,278         |
| UHF translators           | 2,701         |
| <b>Total Translators</b>  | <b>7,764</b>  |

| Service            | Total        |
|--------------------|--------------|
| Commercial VHF TV  | 558          |
| Commercial UHF TV  | 635          |
| Educational VHF TV | 124          |
| Educational UHF TV | 241          |
| <b>Total TV</b>    | <b>1,558</b> |

| CABLE              |            |
|--------------------|------------|
| Total systems      | 11,600     |
| Basic subscribers  | 64,800,000 |
| Homes passed       | 93,790,000 |
| Basic penetration* | 68.3%      |

\*Based on TV household universe of 97 million  
Sources: FCC, Nielsen, Paul Kagan Associates

GRAPHIC BY BROADCASTING & CABLE

## For the Record

Bible Institute Inc. for noncommercial FM at 88.1 mhz. *July 15*

**Johnson City, Ill.** (970616AB)—Clearly Superior Radio LLC for AM at 1690 khz (expanded band). *June 26*

**Peoria, Ill.** (970630MC)—Pinebrook Foundation, Inc. (Richard T. Crawford, president) for noncommercial FM at 90.7 mhz, 1 kw, ant. 61 m., I-74 Kickapoo exit, 16 km from Peoria. Pinebrook owns WPED(AM) Peoria, Crawford is 1/3 owner of WDAC Radio Co., owner of WDAC Lancaster and WBYN Boyertown, both Penn. *July 11*

**Peoria, Ill.** (BPED-970703MF)—American Family Association for noncommercial FM at 90.7 mhz. *July 11*

**Iowa City, Iowa** (970613AD)—River City Radio Inc. for Am at 1630 khz (expanded band). *June 13*

**South Bend, Ind.** (970613AG)—Times Communications Inc. for AM at 1620 khz (expanded band). *June 13*

**Lerose, Ky.** (BPED-970626MG)—Robert J. Shuman (RR 1 Box 351, Booneville, Ky. 41314) for noncommercial FM at 88.3 mhz, .6 kw, ant. 44 m., RR 1, Box 351, Booneville, Ky.

*July 11*

**Manchester, Ky.** (BPED-970701MD)—Somerset Ed. Broadcasting Foundation (S. David Carr, 93 Rainbow Terrace Road, Somerset, Ky. 42503) for noncommercial FM at 90.1 mhz, 30 kw, ant. 76.2 m., ridge of Bald Knob, 1 mi. SW of Hima, Ky. *July 11*

**Monroe, La.** (970616BJ)—New South Communications Co. for AM at 1680 khz (expanded band). *June 26*

**Milbridge, Maine** (961105MB)—Lyle Robert Evans for new FM at 93.7 mhz. *July 16*

**Salisbury, Md.** (970616AZ)—HVS Partners for AM at 1670 khz (expanded band). *June 26*

**New Bedford, Mass.** (BPED-970701MA)—New Bedford Christian Radio Inc. (Manuel F.V. Pereira, president, P.O. Box 3025, New Bedford, Mass. 02741) for noncommercial FM at 88.1 mhz, .3 kw, ant. 41 m., same as WJFD site. *July 11*

**Dixon, Mo.** (970527MC)—American Broadcast Financial Corp. for new FM at 92.1 mhz. *July 16*

**Vienna, Mo.** (BPED-970703MB)—New Life Evangelistic Center Inc. for noncommercial

FM at 90.9 mhz. *July 11*

**Bellevue, Neb.** (970616BP)—Mitchell Broadcasting Co. of Iowa for AM at 1620 khz (expanded band). *June 26*

**Amargosa Valley, Nev.** (970703MA)—D/B/A Amargosa Valley Broadcasters for FM at 101.1 mhz. *July 11*

**Amargosa Valley, Nev.** (970702MI)—Gregory P. Wells for FM at 101.1 mhz. *July 15*

**Rochester, N.H.** (970616BK)—American Radio Systems License Corp. for AM at 1700 khz (expanded band). *June 26*

**Farmington, N.M.** (970613AL)—KRWN/KENN LLC for KENN(AM) at 1660 khz (expanded band). *June 13*

**Newburgh, N.Y.** (970617AB)—Sunrise Broadcasting of N.Y. Inc. for AM at 1620 khz (expanded band). *June 26*

**Charlotte, N.C.** (970611AG)—EZ Philadelphia Inc. for AM at 1660 khz (expanded band). *June 20*

**Mount Airy, N.C.** (970616BE)—Granite City Broadcasting Inc. for AM at 1640 khz (expanded band). *June 26*

—Compiled by Sara Brown

## Rankings Reprise

BROADCASTING & CABLE'S "Top 25 Media Groups" in the July 7 issue and the "Top 25 TV Groups" in the June 30 issue are reprinted here to reflect changes in ranking determined after publication. The corrected rankings are:

### MEDIA GROUPS

| Rank | Company                                   | Total Revenue*  |
|------|-------------------------------------------|-----------------|
| 1    | Time Warner                               | \$20.9 billion  |
| 2    | Walt Disney Co. (ABC)                     | \$18.7 billion  |
| 3    | Viacom (Paramount)                        | \$12.1 billion  |
| 4    | News Corp. Ltd. (Fox)                     | \$11.2 billion  |
| 5    | Sony Corp. (Columbia) (3/97)              | \$8.4 billion   |
| 6    | Tele-Communications Inc.                  | \$8 billion     |
| 7    | General Electric (NBC)                    | \$5.2 billion   |
| 7    | Westinghouse Electric Corp. (CBS)         | \$5.2 billion   |
| 9    | Cox Enterprises†                          | \$4.6 billion   |
| 10   | Gannett Co.                               | \$4.4 billion   |
| 11   | General Motors (Hughes Electronics Corp.) | \$4.1 billion   |
| 12   | Comcast Corp.                             | \$4 billion     |
| 13   | Seagram Co. Ltd. (Universal)              | \$3.7 billion   |
| 14   | Hearst Corp.                              | \$3.2 billion   |
| 15   | McGraw-Hill Co.                           | \$3.1 billion   |
| 16   | US West Media Group                       | \$3 billion     |
| 17   | New York Times Co.                        | \$2.6 billion   |
| 18   | Tribune Co.                               | \$2.4 billion   |
| 19   | Washington Post Co.                       | \$1.9 billion   |
| 20   | Cablevision Systems                       | \$1.3 billion   |
| 21   | Bloomberg LP                              | \$1.1 billion   |
| 21   | E.W. Scripps                              | \$1.1 billion   |
| 23   | Meredith Corp. (6/96)                     | \$867.1 million |
| 24   | A.H. Belo Corp.                           | \$824.3 million |
| 25   | Media General                             | \$765.1 million |

\* For year ended 12/96 unless noted.

### TV GROUPS

| Rank | Company                                                                    | FCC Ranking* | Total |
|------|----------------------------------------------------------------------------|--------------|-------|
| 1    | Fox Television Stations Inc.                                               | 34.8%        | 40.3% |
| 2    | CBS Stations Group                                                         | 30.9%        | 31.8% |
| 3    | Paxon Communications Corp.                                                 | 26.6%        | 52%   |
| 4    | Tribune Broadcasting Co.                                                   | 25.9%        | 35.3% |
| 5    | NBC TV Stations Division                                                   | 24.6%        | 25%   |
| 6    | ABC Owned TV Stations                                                      | 24%          | 24.2% |
| 7    | Chris-Craft Industries Inc./BHC Communications Inc./United Television Inc. | 17.6%        | 19.4% |
| 8    | HSN Inc./SF Bcst. and Silver King Bcst.                                    | 16.5%        | 31%   |
| 9    | Gannett Broadcasting                                                       | 15.5%        | 15.7% |
| 10   | A.H. Belo Corp., Broadcast Division                                        | 13.5%        | 13.5% |
| 11   | Univision Television Group Inc.                                            | 13.4%        | 26.7% |
| 12   | Telemundo Group Inc.                                                       | 10.7%        | 21.3% |
| 13   | Paramount Stations Group, Inc.                                             | 10%          | 19.9% |
| 14   | Cox Broadcasting                                                           | 9.52%        | 10.3% |
| 15   | Sinclair Broadcast Group                                                   | 9.46%        | 15.5% |
| 16   | Hearst-Argyle Television Inc.                                              | 9.2%         | 11.6% |
| 17   | Young Broadcasting Inc.                                                    | 9%           | 9.1%  |
| 18   | Scripps Howard Broadcasting Co.                                            | 8.7%         | 10.4% |
| 19   | Post-Newsweek Stations                                                     | 7.1%         | 7.1%  |
| 20   | Meredith Broadcasting Group                                                | 6.2%         | 7.6%  |
| 21   | Granite Broadcasting Corp.                                                 | 5.9%         | 7.7%  |
| 22   | LIN Television Corp.                                                       | 5.6%         | 6.2%  |
| 23   | Raycom Media Inc.                                                          | 5.5%         | 6.4%  |
| 24   | Pulitzer Broadcasting Co.                                                  | 5.2%         | 5.5%  |
| 25   | Media General Broadcast Group                                              | 4.4%         | 5.3%  |

\* FCC accounting practices count UHF stations at half value. Ranking is by FCC valuation.

Our list does not include pro-forma revenue. Companies making acquisitions may report pro-forma revenue, including the full year's revenue for the new property. Our revenue figures include acquisition revenue from the date of purchase only. Companies are not required to report pro-forma revenue. Those that did so in their annual reports are: Cablevision \$1.38 billion; Comcast \$4.29 billion; Disney \$21.238 billion; Gan-

nett \$4.42 billion; General Motors (Hughes Electronics-media only) \$4.1 billion; HSN Inc. \$1.14 billion; McGraw Hill \$3.19 billion; Media General \$914.85 million; E.W. Scripps \$1.13 billion, and Time Warner \$23.66 billion. †In addition, the holdings of Cox Enterprises listed in July 7 were mostly the holdings of Cox Communications, a cable company, of which Cox Enterprises, headed by James Kennedy, is majority owner.



# PROFESSIONAL CARDS

## du Trail, Lundin & Rackley, Inc.

A subsidiary of A.D. King, P.A.

240 North Washington Blvd.  
Suite 700  
Sarasota, Florida 34236  
(941) 366-2611

MEMBER AFCEE

## CARL T. JONES CORPORATION

CONSULTING ENGINEERS  
7901 YARNWOOD COURT  
SPRINGFIELD, VIRGINIA 22153  
(703) 569-7704  
MEMBER AFCEE

## LOHNES AND CULVER CONSULTING RADIO ENGINEERS

8309 Cherry Lane  
Laurel, MD 20707-4830  
(301) 776-4488



Since 1944

Member AFCEE

## COHEN, DIPPELL AND EVERIST, P.C.

CONSULTING ENGINEERS

1300 "L" STREET, N.W. SUITE 1100  
WASHINGTON, D.C. 20005  
(202) 898-0111  
Member AFCEE

## Technical Broadcast Consultants, Inc.

Transmission Specialists

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

## HAMMETT & EDISON, INC.

CONSULTING ENGINEERS  
Box 280068  
San Francisco, California 94128

**HE** 707/996-5200  
202/396-5200

e-mail: engr@he.com

## CARL E. SMITH CONSULTING ENGINEERS

AM/FM TV Engineering Consultants  
Complete Tower and Rigging Services

"Serving the Broadcast Industry  
for over 30 Years"  
Box 807 Bath, Ohio 44210  
(216) 659-4440



Denny & Associates, PC  
Consulting Engineers

PH 202 452 5630  
FX 202 452 5620

Member AFCEE

EM info@denny.com

## E. Harold Munn, Jr., & Associates, Inc.

Broadcast Engineering Consultants  
Box 220  
Coldwater, Michigan 49036  
Phone: 517-278-7339

## Mullaney Engineering, Inc.

Consulting Telecommunications Engineers

9049 Shady Grove Court  
Gaithersburg, MD 20877  
301-921-0115

Member AFCEE

## HATFIELD & DAWSON

CONSULTING ENGINEERS

9500 GREENWOOD AVE. N.

SEATTLE, WASHINGTON 98103

(206) 783-9151 Facsimile: (206) 789-9834

MEMBER AFCEE

## F.W. HANNEL & ASSOCIATES

Registered Professional Engineers

911 Edward Street  
Henry, Illinois 61537  
(309) 364-3903  
Fax (309) 364-3775



COMMUNICATIONS TECHNOLOGIES INC.  
BROADCAST ENGINEERING CONSULTANTS

Clarence M. Beverage  
Laura M. Mizrahi

P.O. Box #1130, Marlton, NJ 08053  
(609) 985-0077 • FAX: (609) 985-8124

## JOHN F. BROWNE & ASSOCIATES

CONSULTING ENGINEERS

BLOOMFIELD HILLS  
810-642-6226

WASHINGTON  
202-293-2020

Broadcast • Cable  
• Wireless •

Member AFCEE

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

## Cavell, Mertz & Perryman, Inc.

Engineering, Technology  
& Management Solutions

10300 Eaton Place, Suite 200  
Fairfax, VA 22030  
(703) 591-0110 (202) 332-0110  
FAX (703) 591-0115

## RATES

13 weeks - \$100/week  
26 weeks - \$85/week  
52 weeks - \$70/week

## AND SERVICES



TOWERS TOWER ERECTION  
ANTENNA INSTALLATION  
TOWER ANALYSIS  
TRANSMITTER BUILDINGS

**Tower Structures, Inc.**

1859 NIRVANA AVENUE  
CHULA VISTA, CALIFORNIA 91911  
(619) 421-1181 FAX (619) 421-0533  
WWW.TOWERSTRUCTURE.COM

## Religion News Service

Daily, weekly wire service  
Electronic photo service  
Used by NBC, ABC, NPR  
and major newspapers.  
Call 1-800-767-6781

## dataworld®

The Global Information Source™  
for the Communications Industry  
25 Years of Service  
800-368-5754 FAX: 301-656-5341  
e-mail: info@dataworld.com

- DATAxPERT™ software
  - Custom mapping
  - Current year demographics
  - 5 year projections
  - Broadcast databases
- WWW: <http://dataworld.com>

## East Coast Video Systems

consultants • engineers • systems integrators

3 Mars Court  
Boonton, NJ 07005  
201.402.0104  
Fax: 201.402.0208

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

on line in time

## Shoolbred Engineers, Inc.

Structural Engineers

Towers and Antenna Structures  
Robert A. Shoolbred, P.E.

1040 Morrison Drive  
Charleston, SC 29403 • (803) 577-4881



LDL COMMUNICATIONS, INC.

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



Phone 916-383-1177

Fax 916-383-1182

ANTENNAS / RF SYSTEMS

\*Antennas UHF/VHF/FM  
\*Combiners FM & UHF

\*Rigid line  
\*Waveguide

COMPLETE SYSTEM SOLUTIONS

e-mail [jampro@ns.net](mailto:jampro@ns.net) <http://www.jampro.com>

## Stainless, inc.

New Towers, Antenna Structures  
Engineering Studies, Modifications  
Inspections, Erection, Appraisals  
North Wales, PA 19454  
215 699-4871 FAX 699-9597

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

## NATIONWIDE TOWER COMPANY

ERECTOR - DISMANTLES - ANTENNA - RELAMP  
ULTRASOUND - STRUCTURAL ANALYSIS - PAINT  
INSPECTIONS - REPAIR - ENGINEERING

P.O. BOX 130 POOLE, KY 42444-0130  
PHONE (502) 533-0888 FAX (502) 533-0844  
24 HOUR EMERGENCY SERVICE AVAILABLE

## DSI

RF Systems, Inc.

- Remote Camera Systems
- Transmitter and Studio Installation
- Microwave and Satellite

Engineering and Installation

908-561-1144

24A World's Fair Drive  
Somerset, NJ 08873

## Shively Labs

- FM, UHF & MMDS Antennas
- Pattern Study & RSL Maps
- FM & UHF Translators
- Filters & Combiners

Tel.: (207) 647-3327  
Fax: (207) 647-8273  
web site: [www.shively.com](http://www.shively.com)

## The Wright decision

EDITOR: The following is a response on the current debate over First Amendment content ratings.

I have friends in the Senate and the Congress whom I hold in the highest esteem. Nothing is less forgiving on a daily basis than being a public servant, and I admire what they do for all of us. I have a good friend in Bob Wright at NBC, who has made consistently hard decisions—perhaps even unpopular with his parent company—and stuck with his guns and his moral resolution.

In the current discussion over content rating, Bob Wright has a truer sense of where all our honest common interests lie. I don't for a moment discount that if the networks (or any businesses) don't have the ability to program popular programming, they cannot be expected to discharge their respon-

sibilities to shareholders (who happen also to be voters) in an intelligent and honest fashion.

But the issue here goes beyond economics and cuts to the heart of the simple fact that we still remain the most unrestricted society in the world when it comes to our ability to speak to each other about the issues that fill our thoughts. Some television is less than it could be, but the way to make it better is not to create a First Amendment "ghetto." Rather, it is to honor the fact and to trust in the fact that any American institution or business that has done as much as television to disseminate news, information and communication between and among our citizens deserves every opportunity to benefit from the protections of the First Amendment. If customers believe it's intrinsically out of line or not in their best interest, they will send the appropriate signal. Let's trust the

consumers, and let's remember that a substantial number of people truly believed that Thomas Paine was obscene.—*John R. Shreve Jr., senior vice president/GM, WWBT(TV) Richmond, Va.*

## Wrong 'E'

EDITOR: This is in regard to a short blurb in the "Syndication Marketplace" section of the July 14 edition, which mentioned the program *Burger Town* and in which we were identified as the Central Entertainment Network.

While we hope the programs we distribute are as entertaining as possible, our mission is also to be educational, which is actually the middle portion of the name of our company.—*Jake Clanderman, vice president/managing director, Central Educational Network, Des Plaines, Ill.*

## Changing Hands

Continued from page 68

### KMTB(FM) Murfreesboro, Ark.

**Price:** \$265,000

**Buyer:** PAG Broadcasting Inc., Nashville (Annie Nell Gathright, president/55% owner)

**Seller:** Penn/Lee Broadcasting Inc., Hope, Ark. (Gregory Bobo, principal); no other broadcast interests

**Facilities:** 99.5 mhz, 20.5 kw, ant. 358 ft.

**Format:** C&W

### WKKN(FM) Cordele, Ga.

**Price:** \$173,000

**Buyer:** Metro Com Corp., Hawkinsville, Ga. (James Popwell Sr., president)

**Seller:** Radio Cordele Inc., Indianapolis (John Wesley Brooks, principal). Brooks owns WHKN(FM) Milan, Ga.

**Facilities:** 98.3 mhz, 3 kw, ant. 300 ft.

**Format:** Country

### Construction permit for WACJ(FM)

**Bowman, S.C.**

**Price:** \$55,100

**Buyer:** Boswell Broadcasting LLC, Rowesville, S.C. (Donald J. Alt, Kerby E. Confer, each 35% owner). Alt and Confer each owns 40% of Forever Broadcasting LLC. Alt has interest in WYRD(AM)-WFBC-FM Greenville and WORD(AM) Spartanburg, S.C.

## Amplification

Blackburn & Co. was the broker for the \$13 million sale of WDCU(FM) Washington from the University of the District of Columbia to Stuart W. Epperson and Edward G. Atsinger III's Community Resource Educational Association Inc. (B&C, July 14).

**Seller:** Radio Bowman Inc., Ladson, S.C. (Sam Felkel, president); no other broadcast interests

**Facilities:** 94.5 mhz, 3 kw, ant. 328 ft.

### CP for new FM in Omak, Wash.

**Price:** \$47,606

**Buyer:** North Cascades Broadcasting Inc., Omak (Russell Brantner, VP/56% owner); owns KOMW-AM-FM Omak

**Seller:** John P. Andrist, Omak (44% owner of buyer)

**Facilities:** 104.3 mhz

### WWGM(FM) Alamo, Tenn.

**Price:** \$32,230 cash + assumption of debt

**Buyer:** Grace Broadcasting Services Inc., Jackson, Tenn. (Charles M. Ennis, president/83.8% owner);

**Seller:** Community Broadcasting Services Inc., Camden, Tenn. (Larry Melton, president). Melton owns 25% of WBIP-AM-FM Booneville, Miss.; is 20% owner of applicant for CP for FM in Bulls Gap, Tenn.

**Facilities:** 93.1 mhz, 25 kw, ant. 443 ft.  
**Formats:** Gospel

### RADIO: AM

### WJOC(AM) Chattanooga

**Price:** \$230,000

**Buyer:** Sarah Margaret Fryar, Chattanooga

**Seller:** Johnny Godgiben, Rossville, Ga.

**Facilities:** 1490 khz, 1 kw

**Formats:** Gospel

### WDAR(AM) (formerly WDZS) Darlington, S.C.

**Price:** \$3,000

**Buyer:** Root Communications Ltd., Daytona Beach, Fla. (James L. Devis, president; Susan S. Root Revocable Trust, owner); owns WDAR-FM, WJMX (AM)-WJMX-FM, WSON(FM) Florence and WGTR(FM) and WWSK(FM) Myrtle Beach, S.C.; is buying WDSC(AM)-WEGX(FM) Dillon, WGSS(FM) Kingstree and WXXM(FM) Myrtle Beach, S.C. Root owns/is buying one TV, 16 FMs and 6 AMs.

**Seller:** Atlantic Broadcasting Co. Inc., Florence (Harold T. Miller Jr., president); recently sold new FM at Ocean Isle Beach, N.C., and WGTR(FM) BuckSPORT, WJMX(AM) Florence, WJMX-FM Cheraw, WGSS(FM) Kingstree, WWSK (FM) Mullins and WSON(FM) Scranton, all S.C., to Root

**Facilities:** 1350 khz, 1 kw

**Formats:** Gospel

—Compiled by Elizabeth A. Rathbun



# Datebook

## THIS WEEK

**July 22**—Book forum on Robert Corn-Revere's *Rationales and Rationalizations*, presented by the *Cato Institute*, Washington. Contact: Heather Antilla, (202) 789-5229.

**July 24**—"Consumer Reporters: The Scambusters," journalism luncheon presented by the *New York Press Club*, Tatou Restaurant, New York City. Contact: (212) 247-6900.

**July 24**—*The Caucus for Producers, Writers & Directors* general membership meeting, Jimmy's Restaurant, Beverly Hills, Calif. Contact: David Levy, (818) 843-7572.

**July 24**—"Telecommunications Careers and Staffing: What's Hot and What's Not," career seminar presented by the Rocky Mountain chapter of *Women in Cable & Telecommunications* and the *Association of Colorado Telecommunications Professionals*, University of Denver, Denver. Contact: (303) 628-6964.

**July 24-25**—International Telecom Competition Conference, presented by *Law Seminars International*, Cavanaugh's Inn, Seattle. Contact: Greg McCarthy, (202) 783-8627.

**July 24-26**—*Southwest National Religious Broadcasters* convention, Dallas/Fort Worth Marriott, Dallas. Contact: (405) 789-1140.

**July 25-27**—*Michigan Association of Broadcasters* annual meeting and management retreat, Shanty Creek Resort, Bellaire, Mich. Contact: Emily Horvath, (800) 968-7622.

**July 26-28**—*California Broadcasters Association* 50th annual convention, Doubletree Hotel, Monterey, Calif. Contact: (916) 444-2237.

**July 27-30**—Summit '97, 12th annual *Interactive Services Association* conference and expo, Sheraton Washington Hotel, Washington. Contact: (847) 384-7756.

## JULY

**July 29**—*National Association of Broadcasters* Service to Children's Television Awards, Cannon House Office Bldg., Washington. Contact: Victoria Cullen, (202) 429-5368.

**July 30**—*National Association of Broadcasters* Service to Children's Television Symposium, Park Hyatt Hotel, Washington. Contact: Victoria Cullen, (202) 429-5368.

**July 30-Aug. 2**—*Association for Education in Journalism & Mass Communication/Association of Schools of Journalism & Mass Communication* 80th annual convention, Hyatt Regency Chicago, Chicago. Contact: (803) 777-2005.

## AUGUST

**Aug. 1-3**—40th annual *Pennsylvania Cable and Telecommunications Association* convention, Hershey Lodge and Convention Center, Hershey, Pa. Contact: Beth Boyer, (717) 234-2190.

**Aug. 3-5**—*North Carolina Cable Telecommunications Association/South Carolina Cable Association* annual convention, Grove Park Inn, Asheville, N.C. Contact: (919) 834-7113.

**Aug. 4**—Deadline for U.S. entries to the 40th *New York Festivals* International TV Programming & Promotion Awards competition. Contact: (914) 238-4481.

**Aug. 7**—"Kids Day III," *Hollywood Radio & Television Society* newsmaker luncheon and panel discussion, Regent Beverly Wilshire Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

**Aug. 11-13**—*National Cable Television Cooperative* 13th annual members' meeting, Vail Cascade Hotel and Club, Vail, Colo. Contact: Caprice Caster, (913) 599-5900.

**Aug. 12-14**—*Alabama Cable Telecommunications Association* annual convention, Marriott Grand Hotel, Point Clear, Ala. Contact: Jennifer Robinson, (334) 271-2281.

**Aug. 12-14**—Digital Television Summit, presented by *Kagan Seminars Inc.*, Park Lane Hotel, New York City. Contact: Kathy Morris, (408) 624-1536.

**Aug. 13-16**—"The Road to Revolution," *Asian*

*American Journalists Association* 10th annual national convention, Boston Park Plaza, Boston. Contact: (415) 346-2051.

**Aug. 14-16**—*Nebraska Broadcasters Association* 64th annual convention, Marriott Hotel, Omaha. Contact: Dick Palmquist, (402) 333-3034.

**Aug. 14-16**—*West Virginia Broadcasters Association* 51st annual Greenbrier Meeting, Greenbrier Resort, White Sulphur Springs, W.Va. Contact: (304) 744-2143.

**Aug. 19-21**—Second annual Andina Link, Andean-region pay-TV conference presented by *Link Events/Globex*, Cartagena Convention Center, Cartagena, Columbia. Contact: 57 95 660 1089.

**Aug. 24-26**—*National Religious Broadcasters* western regional convention, South Coast Plaza Hotel, Costa Mesa, Calif. Contact: (714) 575-5000.

**Aug. 25**—1996 Community Service and Public Service Announcement Emmy Awards, presented by the *National Academy of Television Arts and Sciences*, Marriott Marquis Hotel, New York City. Contact: Trudy Wilson, (212) 586-8424.

**Aug. 27-29**—3rd annual Pan-Asia VSAT Satellite Communications Conference, presented by *Centre for AsiaTelecoms*, Sheraton Towers, Singapore. Contact: (65) 737 6888.

**Aug. 28-31**—*National Lesbian and Gay Journalists Association* 6th annual convention, Sheraton Towers Chicago, Chicago. Contact: Mike Frederickson, (202) 588-9888.

## SEPTEMBER

**Sept. 3-5**—Telco-Cable IX, ninth annual conference on telco-cable opportunities in residential video and telecommunications markets, presented by *Telecommunications Reports International Inc.*, J.W. Marriott Hotel, Washington. Contact: (800) 822-6338.

**Sept. 7-9**—2nd annual high-integrity hybrid fiber-coax network technical workshop, presented by the *Society of Cable Telecommunications Engineers*, The Wigwam Resort, Phoenix. Contact: Anna Riker, (610) 363-6888.

**Sept. 9**—"OSHA/Safety," regional training seminar presented by the *Society of Cable Telecommunications Engineers*, Ramada Hotel, Albuquerque. Contact: Ralph Haimowitz, (610) 363-6888.

**Sept. 10-12**—"Technology for Technicians II," regional training seminar presented by the *Society of Cable Telecommunications Engineers*, Ramada Hotel, Albuquerque. Contact: Ralph Haimowitz, (610) 363-6888.

**Sept. 10**—18th annual News and Documentary Emmy Awards, presented by the *National Academy of Television Arts & Sciences*, Marriott Marquis Hotel, New York City. Contact: Stew Stoltz, (212) 586-8424.

**Sept. 11**—"Network Entertainment Presidents," *Hollywood Radio & Television Society* newsmaker luncheon, Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

**Sept. 11-13**—*National Religious Broadcasters* midwestern regional convention, Maranatha National Bible and Missionary Conference, Muskegon, Mich. Contact: Scott Keegan, (616) 772-7300.

**Sept. 12-16**—1997 *International Broadcasting Convention*, Amsterdam, Holland. Contact: 011 44 171 240 3839.

**Sept. 14-16**—"Electronic Retailing Worldwide: Marketplace of the Next Millennium," *NIMA International* '97 meeting and trade expo, Marriott Hotel and Marina, San Diego. Contact: Jennifer Harding, (202) 289-6462.

**Sept. 15**—Deadline for overseas entries to the 40th *New York Festivals* International TV Programming & Promotion Awards competition. Contact: (914) 238-4481.

**Sept. 15-16**—*National Association of Minorities in Communications* 11th annual Urban Markets Conference, Grand Hyatt Hotel, New York City. Contact: (212) 838-2660.

**Sept. 16**—*International Radio & Television Society Foundation* newsmaker luncheon, Waldorf-Astoria, New York City. Contact: Marilyn Ellis,

(212) 867-6650.

**Sept. 16**—Deadline for entries to the 40th *New York Festivals* International TV & Cinema Advertising Awards competition. Contact: (914) 238-4481.

**Sept. 17-20**—*National Association of Broadcasters* Radio Show, New Orleans Convention Center, New Orleans. Contact: (202) 429-5419.

**Sept. 17-20**—*Radio-Television News Directors Association* international conference and exhibition, New Orleans Convention Center, New Orleans. Contact: Rick Osmanski, (202) 467-5200.

**Sept. 20-22**—*National Association of Broadcasters* Hundred Plus Exchange, Hotel Monteleone, New Orleans. Contact: Carolyn Wilkins, (202) 429-5366.

**Sept. 23**—*BROADCASTING & CABLE* Interface XI conference, New York Grand Hyatt, New York City. Contact: Circles Special Events, (212) 213-5266.

**Sept. 23-25**—TV LINK '97, official congress and trade show of *ABTA (Brazilian Association of Pay Television)*, International Trade Mart, Sao Paulo, Brazil. Contact: Patrick Robinson, +44 181 910 7913.

**Sept. 24-26**—*IEEE Broadcast Technology Society* 47th annual Broadcast Symposium, Sheraton City Centre Hotel, Washington. Contact: Dr. Gerald Berman, (301) 881-4310.

**Sept. 24-28**—*ANTENNES & Collectives-Réseaux*, satellite, cable and digital TV exhibition presented by *Reed OIP*, Parc des Expositions Hall, Paris. Contact: Alain Cognard, (33) 01 41 90 47 56.

**Sept. 25-27**—*Society of Broadcast Engineers* national meeting and 25th annual Central New York SBE regional convention, Four Points Hotel and Conference Center, Syracuse, N.Y. Contact: John Poray, (317) 253-1640.

**Sept. 25-27**—*Oregon Association of Broadcasters* 57th annual Fall Conference, Portland Airport Shilo Suites, Portland, Ore. Contact: Bill Johnstone, (541) 343-2101.

**Sept. 25-27**—*Variety ShowBiz Expo* New York exhibition and conference, Jacob K. Javits Convention Center, New York City. Contact: (800) 840-5688.

**Sept. 25-27**—*Qualitative Research Consultants Association* 12th annual conference, New York Hilton, New York City. Contact: (888) 674-7722.

**Sept. 26-28**—*Maine Association of Broadcasters* 50th annual convention, Sebasco Lodge, Phippsburg, Me. Contact: Suzanne Goucher, (207) 623-3870.

**Sept. 27-29**—*Tennessee Association of Broadcasters* 50th annual convention, Meadowview Inn and Conference Center, Kingsport, Tenn. (615) 399-3791

**Sept. 28-30**—Annual convention of the Eastern chapter of the *National Religious Broadcasters*, Sandy Cove Convention Center, North East, Md. Contact: (301) 582-0285.

## NOVEMBER

**Nov. 10**—*BROADCASTING & CABLE* 1997 Hall of Fame Dinner, Marriott Marquis Hotel, New York City. Contact: Circle Special Events, (212) 213-5266.

**Nov. 21-24**—*Society of Motion Picture and Television Engineers* 139th technical conference, Marriott Marquis Hotel, New York City. Contact: (914) 761-1100.

## DECEMBER

**Dec. 9-12**—The Western Show, presented by *California Cable Television Association*, Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.

## JANUARY 1998

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

**Major Meeting dates in red**

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

## Leading Tribune into the digital age

**I**n television, it usually pays to start early.

Ira Goldstone, Tribune Broadcasting's vice president of engineering and technology, got his start at age 12, working in the closed-circuit television facility operated by his junior high school in White Plains, N.Y. He was immediately intrigued by television technology.

"It was always broadcasting engineering," says Goldstone of his career plans. "It caught my eye."

That affinity led him in 1967 to pursue a mass communications degree at Boston's Emerson College, where in his sophomore year he earned his first engineering management position: chief engineer of Emerson's television facility. "I was dealing with the old black-and-white image orthicon cameras and RCA tape machines," says Goldstone. "I learned what television had been like in the early '60s and late '50s."

After graduating in 1971, Goldstone served as summer relief at (then) CBS affiliate WHDH-TV, gaining experience in a state-of-the-art color television facility. He went back to work for Emerson as its chief engineer until May 1972, then moved on to ABC affiliate WCVB-TV as a maintenance engineer (WCVB-TV had just signed on with ABC that March).

At WCVB-TV Goldstone became an ENG pioneer, designing and outfitting multi-camera production trucks and RF systems to cover the Boston beat. "I liked the immediacy of TV, its ability to capture one's interest and its compelling influence on the audience," he says. "How the technology enabled the distribution of that signal always interested me."

Goldstone spent nine years at WCVB-TV, moving up to engineering manager in 1977 and then advancing to director of technical operations in 1979. He oversaw live coverage of such major events as the tall ships festival in 1976 and the Pope's visit in 1980.

In 1981, Goldstone brought his big-market experience to Standard Communications in Salt Lake City, serving as vice president of engineering for Standard properties KUTV(TV) Salt Lake City and the Kansas State Network, a collection of six small-market stations. While Goldstone gained management experience and designed a state-wide microwave network and satellite uplinks, he was eager to move back to the action of a major city.

"It wasn't quite as fun. They were small-



*"The past two years and the next 10 are pivotal years for the communications industry."*

### Ira Harvey Goldstone

**VP, engineering and technology, Tribune Broadcasting, Chicago; b. July 6, 1949, White Plains, N.Y.; BS, mass communications, Emerson College, Boston, 1971; summer relief, WHDH-TV Boston, 1971; chief engineer, Emerson College, 1971-72; WCVB-TV Boston: maintenance engineer, 1972-77; engineering manager, 1977-79; director of technical services, 1979-81; VP of corporate engineering, Standard Communications, Salt Lake City, 1981-83; KTLA(TV) Los Angeles: director of engineering, 1983-90; director of operations and engineering, 1990-94; Tribune Broadcasting, Los Angeles: director of engineering, 1993-94; VP, director of engineering, 1994-97; current position since May. Single.**

er stations with limited budgets. And Salt Lake was not the place to live for me."

So Goldstone left Standard in 1983 and went to KTLA(TV) Los Angeles as its director of engineering. "I fit right back into a big-city station," he says. "It was a historic station with aggressive local programming—it felt real good."

Goldstone would spend a busy decade running KTLA's technical side, as the station covered earthquakes, fires and the riots following the Rodney King verdict in 1992. In 1990, he was promoted to KTLA's director of broadcast operations and engineering, overseeing a 100-member staff of engineers, camera operators and news editors. In 1993, his job got even busier as he was also named director of engineering for Tribune's seven stations. Goldstone pulled double duty in both positions at KTLA until 1994, when he was named vice president, director of engineering, for Tribune's 11 stations.

"I had to get used to being away from the energy of a TV station, the adrenaline rush of breaking news," says Goldstone. "You'd come in in the morning and have no clue how the day would go. The corporate world is a little more predictable."

Tribune's holdings have since increased to seventeen stations; Goldstone oversees all their engineering needs. With the huge task of the DTV conversion now on his plate, Goldstone relocated to Tribune headquarters in Chicago this month.

"It seemed to make sense," he says. "Besides working with the broadcast group, I want to see how we can use technology cross-culturally with our other media holdings, such as the experimentation we did with Time Warner's Full Service Network," which involved Tribune's *Orlando Sentinel* newspaper in a news-on-demand application.

Goldstone says that DTV is the biggest challenge the broadcast industry has faced and will face: "Color was a standard you could evolve to over time," he says. "In DTV, you're replacing one service with another. The business paradigms begin to change from managing a video stream to managing a 19.3-megabit-per-second data stream. You can do hi-def pictures, multiple streams, text, graphics, subscription services, you name it. And it's all up in the air."

Despite the uncertainties of DTV, Goldstone views the digital conversion as a great opportunity. "I've always wanted to do this, so I feel very lucky."

—GD



# Big Increase in Family Programming

Anticipated with Ratings, V-Chip  
and Proposed "Family Hour" In View

## Special Report: *Family Programming*

A new generation of family programming has been embraced by viewers in record numbers. What's more, the new television ratings system and the possible debut of the V-Chip are expected to place even greater emphasis on positive-value entertainment than ever before.

With Hollywood and Washington putting the spotlight on this important television arena, **Broadcasting & Cable** examines the current and

future state of **Family Programming**. Our September 29 in-depth report will cover programming and key players.

If you're a member of the growing family programming field, you'll find this an exceptional advertising opportunity. Your message will reach 35,000 top leaders in electronic communications, so contact your sales representative to reserve your advertising space today. Remember, in this family, there's always room for one more. **B&C**

**Issue Date: September 29 ■ Ad Close: September 19**

**Broadcasting  
& Cable**

ONE MARKETPLACE. ONE MAGAZINE.

**Advertising Offices:** New York 212.337.6940 Los Angeles 213.549.4113  
Western Technology/Cable 317.815.0882 Washington D.C. 202.659.2340  
**Classified Advertising & Cable Marketplace:** 212.337.6941

## BROADCAST TV



**Becker**

**Ron Becker**, news director, WECT (TV) Wilmington, N.C., named VP/GM.

**Walt Maciborski**, co-anchor, news at 5, KVUE-TV Austin, Tex., named co-anchor, news at 6 and 10 p.m.

**Peter Paisley**, general sales manager, MEGA Advertising, Washington, joins WDCA(TV) there in same capacity.

**Kristi Piehl**, reporter, *Hutchinson Leader* newspaper, joins KEYC-TV Mankato, Minn., as news reporter.

**Jim Wagner**, sales representative, Katz Television, Chicago, joins WSBT-TV South Bend, Ind., as national sales manager.

**Steve Mark**, weekend sports anchor, KRIV(TV) Houston, joins KPRC-TV there in same capacity.



**Salamone**

**Dan Salamone**, VP, news, WJAR(TV) Providence, R.I., joins WXYZ-TV Detroit as news director.

**Don Fisher**, sales manager, WJPR (TV) Lynchburg, and WFXR-TV Roanoke, both Virginia, joins

WFXI(TV) Morehead City, N.C., as general sales manager.

**Cynthia Smoot**, anchor, WGHP-TV High Point, N.C., joins WTVT(TV) Tampa, Fla., as weekend co-anchor.

**Sandra Thomas Esquivel**, news director, KVEA(TV) Corona, Calif., joins KDTV (TV) San Francisco in same capacity.

**Brian Byrne**, president, Byrne Enterprises, New York, joins pkg media inc. there as director, new business development.

**April Wilson**, reporter/alternate anchor, KING-TV Seattle, joins King World's *Inside Edition*, New York, as reporter.

**Patrick Paolini**, national sales manager, WTNH-TV New Haven, Conn., joins WIVB-TV Buffalo, N.Y., as general sales manager.

## PROGRAMING



**Komodikis**

**Maria Komodikis**, president, ABC Distribution Co., joins The Reader's Digest Association Inc., Pleasantville, N.Y., as VP, global television marketing and distribution.

**Liz Roberts**, independent consultant, joins DLT Entertainment UK Ltd. and the Theatre of Comedy, New York, as media relations manager.



**Rowe**

**Scott Rowe**, director, television distribution publicity, Warner Bros. Inc., Burbank, Calif., named VP, worldwide television distribution publicity.

Appointments at NFL International: **Jeroen Oerle-**

**mans**, director, sports acquisitions, Telepiu, joins as director, TV relations, working from London and Amsterdam offices; **Samm Pena**, producer, *Mo Bro Comedy Show*, joins as producer, NFL Films, based in Mount Laurel, N.J.

**Randy Levinson**, VP, creative affairs, Universal Television Entertainment, Universal City, Calif., named senior VP.

**Chris Sloan**, creative director, NBC-2000, joins Silver King Broadcasting, Miami, as VP/creative director, marketing and promotion.

**Julian Goodman**, former chairman of NBC, and **Harry Usher**, CEO, The Jaust Group, and former CEO, 1984 Los Angeles Olympic Games, join board of directors of GlobeCast, Culver City, Calif.

## RADIO

**Bob May**, GM, KZMZ(FM) Alexandria, La., joins KSNM(FM) and KXDA(FM) Las Cruces, N.M., in same capacity.

**Joseph Downton**, public relations/special events coordinator, WFSB(TV) Hartford, Conn., joins WZMX(FM) there as promotions director.

**Janet Sutherland**, bureau chief, Illinois Radio Network, Chicago, named director, affiliate relations.

Appointments at United Stations Radio Networks, New York: **Debbie Brand**, regional director, affiliate relations, Westwood One Radio Networks, joins as manager, affiliate relations; **Martin Quinn**, operations manager, Shadow Broadcast Service, Rutherford, N.J., joins as GM, comedy operations.

**Stuart Sutton-Jones** joins The London Radio Service, London, as executive producer.

## CABLE

**Craig Duff**, senior producer, *Earth Matters*, CNN and *Network Earth*, TBS Superstation, named executive producer, CNN and Turner Original Productions, Atlanta.

**Stephanie Grossman**, manager, West Coast advertising sales, Court TV, Los Angeles, named VP.

**Wayne Hindmarsh**, director, advertising sales, Media One of Michigan, joins Detroit Cable Interconnect, initially as an adviser (he becomes general manager in August); **Barret Harrison**, general manager, Detroit Cable Interconnect, joins Katz Media Group as consultant. (Detroit Cable Interconnect is managed by National Cable Communications, whose managing partner is Katz Media Group.)



**Seale**



**Ricca**

Appointments at MTV Networks: **Greg Ricca**, executive VP, accepts additional responsibilities as executive VP, MTV Networks International; **Linda Seale**, consultant, joins as senior VP, human resources.

**Laurie Schwartz**, director, network engineering and capacity management, Bell Atlantic, Washington, joins Cable Television Laboratories Inc., Louisville, Colo., as project director, digital video technologies, strategic assessment division.



**Brian Hunt**, general manager, TCI Media Services, joins NBC Cable Networks, New York, as director, local advertising sales.



**Vertovec**

**Diane Vertovec**, director, cable marketing, TCI Communications, Tele-Communications Inc., joins International Channel, Englewood, Colo., as director, new business.

Appointments at Viewer's Choice, New York: **Sarah Barasch**, marketing and research manager, WCBS-TV New York, joins as manager, affiliate and marketing research; **Sandy Grossman**, assistant director, movie and event promotions, named director; **Sean Henry**, director, program planning and scheduling, named senior director.

**Philip Cini**, general sales manager, WJBK-TV Detroit, joins CBS Cable, Detroit, as sales manager.

**Ronald Hummel**, VP, customer operations, Cox Communications, San Diego, Calif., joins GTE Video Services, Thousand Oaks, Calif., as GM, Ventura Country operations.

Appointments at Fox Sports Northwest, Bellevue, Wash.: **Randy Paris**, creative director, named director, creative services and on-air promotions; **Josh Calapini** named traffic and on-air presentation supervisor.

**Scott Seviour**, manager, talent relations, Nickelodeon/Nick at Nite/Nick at Nite's TV Land, joins Disney channel, Burbank, Calif., as senior manager, talent relations.

**Martin Graves**, sales manager, Hero Communications, Miami, joins HTV there as sales manager, Latin America.

**Jim Nuzzo**, director, finance and administration, Rainbow Advertising Sales, joins Cablevision Systems Corp., Woodbury, N.Y., as VP, business affairs.

## ADVERTISING/MARKETING PUBLIC RELATIONS

Appointments at D'Arcy Masius Benton & Bowles, St. Louis: **Damon Lacey**, art director, Pete Smith Advertising, Minneapolis, joins in same capacity; **Susan Bacon Gerard**, senior account executive, TBWA Chiat/Day, joins as

account manager.

**Bob Wehling**, senior VP, The Procter & Gamble Co., named chairman of The Advertising Council, New York (he previously was vice chairman).

**Steven Style** announces the formation of The Steven Style Group, a full-service marketing communications agency based in New York.

## ASSOCIATIONS/LAW FIRMS

**William Blinn**, chair, The Caucus for Producers, Writers & Directors, Burbank, Calif., named editor, *The Caucus Quarterly*.

**Barbara Steinwurtzel**, VP, marketing services and research, Nancy Low & Associates, Washington, joins CTAM, Alexandria, Va., as VP, research.

**Karen Spierkel**, director, communications, Bell Canada, Ottawa, joins the Canadian Association of Broadcasters there as VP, public affairs.

**Henry Grove III**, VP, business development, VTEL Corp., joins International Teleconferencing Association (ITCA), Philadelphia, as president/COO.

**Benjamin Ivins**, assistant general counsel, National Association of Broadcasters, Washington, named associate general counsel, intellectual property and international legal affairs.

## TECHNOLOGY



**Burkhardt**

Appointments at Imedia Corp., San Francisco: **Reed Burkhardt**, sales and marketing manager, Hughes Communications, joins as director, sales, digital products, cable and satellite industries; **Ian Jefferson**, regional

manager, C-C-C Inc., San Francisco, joins as manager, sales.

**George Conrades**, president/CEO, BBN, joins GTE Corp., Stamford, Conn., as corporate executive VP and president, GTE Internetworking. Conrades also has been elected to the company's Executive Leadership Committee.

Appointments at TV/COM, San Diego: **Michael Zoretich**, applications engineering manager, named director, customer systems support; **Richard Phelps**, director, sales, Ibero-America, General Instrument, joins as executive director, worldwide sales.

Appointments at Frontline: **Dick DeBeraldis** joins as sales manager, Eastern region, St. Lucie Fla., office; **Troy Davis**, product manager, Utah Scientific, joins as sales manager, Western region, Salt Lake City office.

## SATELLITE/WIRELESS

**Mary Peterson**, VP, customer development, TCI Communications Inc., joins EchoStar Communications Corp., Englewood, Colo., as VP, marketing, DISH Network.

**Guy Lanni**, telecommunications consultant, joins Columbia Communications Corp., Washington, as VP, sales and marketing.

**Sean Sullivan**, manager, vendor relations, Wold International, joins Teleglobe USA Inc., McLean, Va., as director, broadcast sales.

**Lisa Hobbs**, international marketing manager, Scientific-Atlanta, joins NDS, Newport Beach, Calif., as marketing manager, NDS Americas Inc.

## TELEMEDIA

Appointments at Syntellect Inc.: **Peter Pamplin**, VP/controller, American Software, joins Atlanta office in same capacity; **W. Scott Coleman**, senior VP/GM, call center systems, named president, Phoenix office.

Appointments at NewsProNet: **Peter Zollman**, independent consultant, joins as executive editor, Website; **John Bobel**, managing partner, Mediaworks, Lexington, Ky., joins as managing editor, TV news technology; **Kent Krizik**, consultant, Internet marketing, joins as managing editor, Internet marketing.

**Carl Koppel**, VP, strategic and OEM sales, White Pine Software Inc., joins Electric Village, Santa Cruz, Calif., as president/COO.

## DEATHS

**Franklin M. Heller**, 85, retired television director, died July 10 in North Branford, Conn. The cause of death was not reported. Heller, a stage manager for Broadway productions in the 1930s, joined CBS as a director in 1949. He later joined Goodson-Todman Productions, where he directed the quiz show *What's My Line?* for 17 years. Heller's other directing credits included *Beat the Clock* and *I've Got a Secret*.

—Compiled by Denise Smith  
e-mail: d.smith@b&c.cahners.com

**Broadcasters still are feuding over the amount of power stations will have to send out digital TV signals.** In a petition filed with the FCC last week, the Association for Local Television Stations (ALTV) warned officials not to consider the requests of other broadcasters without taking into account the impact on UHF stations. The association targeted a petition filed last month by a collection of broadcasters including the Association for Maximum Service Television (MSTV). "The petition's failure to address the UHF power problem is glaring," ALTV said of the MSTV filing.

**GOCOM Communications LLC adds ABC to its network affiliate fold with the purchase last Friday of Cottonwood Communications LLC's three TV stations:** KCPM(TV) Chico/Redding, Calif. (NBC); KSPR(TV) SPRINGFIELD, MO., (ABC), and KMID(TV) Midland/Odessa, Tex. (ABC). Charlotte, N.C.-based GOCOM got its start in March with the purchase of one NBC and two Fox affiliates in Macon, Ga.; Monroe, La., and Greenville, N.C. GOCOM is backed by Bain Capital Inc. A price on the latest deal, announced last Friday, was not released.

FCC Chairman **Reed Hundt** was among the media and computer industry moguls gathered at this month's **Allen & Co. conference** in Sun Valley, Idaho (B&C, July 14). Hundt attended the gathering on his own time and his own dime, an FCC official says.

**FCC officials last week were working to wrap up closed captioning**

## Dobbs, CNN at odds over CNNfn

NEW YORK—Tension over CNNfn has spurred discussion about the future of CNN's top business anchor, Lou Dobbs, possibly sending him out the door.

Dobbs, a CNN executive vice president and anchor of its nightly business program, *Moneyline*, has been annoyed that CNN recently rejected a proposal to increase CNNfn's broadcast day from 14 hours a day, weekdays only, to 24 hours a day, seven days a week.

CNNfn has been Dobbs's baby since it launched in 1996, but at 8.5 million subscribers, distribution is thin. Sources say



Dobbs

CNN executives are unhappy with the programing. Dobbs has been at CNN since 1980.

Dobbs and CNN executives wouldn't comment. But Dobbs addressed his staff last Thursday in *Moneyline*'s Manhattan studios, acknowledging the discussions and disagreements over CNNfn. Staffers are concerned that if Dobbs leaves, they'll lose not only a

high-profile face but also a source of clout on Wall Street and inside the network's parent company, Time Warner Inc. "Lou has a direct pipeline to Ted," says one staffer, referring to vice chairman Ted Turner. "That's important."

—JMH

**rules** in time for an Aug. 7 deadline. In January, the commission proposed rules that would require most new TV programs to be closed captioned within eight years. Among the unresolved issues: how the FCC will treat older library programing. Sources say FCC officials are looking at proposals aimed at giving cable operators and other programmers flexibility in meeting federal captioning requirements. Sources also say the FCC has not decided how the captioning rules will apply to advertising, nor whether TV music channels will be granted an exemption.

**Federal regulators suffered a significant, but expected, setback** Friday when the U.S. Court of Appeals in St. Louis threw out the FCC's rules on telephone "interconnection" pricing. The rules, which were set last August but have not taken effect, would have allowed new competitors to hook up to local telephone networks. The three-judge panel said the FCC went too far in promulgating pricing rules for local telephone service.

**The FCC last week proposed revising its proposal on international satellite rules** to reflect an international telecommunications agreement scheduled to take effect Jan. 1 1998. The FCC proposed retaining a proposal to require foreign-licensed satellites seeking to offer DBS service in the U.S. to satisfy an "effective competitive opportunities" test. The "ECO-Sat" test would require that the country of the foreign-licensed satellite offer equivalent market opportunities to U.S. businesses seeking to serve that country.

**Lorne Michaels has joined with NBC Enterprises to form SNL Studios**, to develop and produce programing for NBC in all dayparts. Michaels, executive producer of *Saturday Night Live*, will be chairman of the new company. Michaels has also signed an exclusive multi-year agreement with NBC to continue on *SNL*; he begins his 18th season with the show this fall. Since 1993, Michaels also has been the executive producer of NBC's *Late*

*Night with Conan O'Brien.*

**The Senate last week confirmed former U.S. Attorney Eric Holder** as Deputy Attorney General and **Joel Klein** as Assistant Attorney General for the Justice Department's Antitrust Division. Klein's nomination had been held up by objections from Senator Ernest Hollings (D-S.C.), but, after three hours of debate, the Senate confirmed Klein over Hollings's objections.

**Comedy writers Andy Robin and Gregg Kavet have signed an exclusive multiyear deal with Castle Rock Entertainment.** The duo have written for *Seinfeld* and plan to return to the show next season. Both are former writers for the *Harvard Lampoon*.

If Spice Entertainment's upcoming **Spice Hot, a 24-hour pay-per-view adult channel due out Oct. 1**, is as lucrative as network officials anticipate, it may replace the network's existing Spice channel. Test audiences in Columbus, Ohio, preferred Spice Hot, a more graphic version of Spice, says Steve Saril,



Spice Entertainment senior vice president of sales. Spice Networks is hoping to nearly double buy rates with Spice Hot and to charge consumers slightly more for the service.

**CBS SportsLine is seeking to syndicate a package of its Internet radio programming** through Washington-based American View Inc. Four shows, including *The Drive*, a four-hour daily sports talk show from SportsLine Radio, are available for terrestrial radio distribution beginning Sept. 1. Terms of the deal between SportsLine and American View call for a minimum of 60 affiliate stations within 18 months of the initial airdate.

**Baby Bell Ameritech will ask the Ohio Public Utilities Commission (PUCO) to review its ruling prohibiting Ameritech from offering discounts on local phone service** to customers who take Ameritech's cable service. PUCO's ruling came in response to a complaint filed by the Ohio Cable Telecommunications Association. The complaint alleged that Ameritech's use of its Americhcks discount promotion amounted to an unfair and illegal marketing advantage, because local phone customers who didn't take cable weren't eligible for the discounts. "This is just another example of how the cable TV monopoly in Ohio is trying to deny consumers the benefit of open competition instead of concentrating on serving their customers best as Ameritech has been

## SportsChannel Florida picks CNN/SI

SportsChannel Florida was scheduled to begin carrying CNN/SI, the 24-hour sports news joint venture of Turner Broadcasting and *Sports Illustrated* magazine, last Saturday. A three-year affiliation agreement was struck last week.

SportsChannel Florida is expected to air CNN/SI up to 18 hours a day. CNN/SI replaces NewSport (which folded earlier this year) as its programming backdrop service. SportsChannel Florida will air live coverage of Florida regional sports during the rest of the day.

Although CNN/SI will receive no compensation from SportsChannel, it adds the channel's 3 million subscribers. This pushes CNN/SI's total carriage to more than 10 million subs, says Jim Walton, CNN senior vice president in charge of CNN/SI.

Rod Mickler, SportsChannel Florida vice president/GM, says he chose CNN/SI over competitors ESPN News and Fox Sports because he anticipated that the service would be easier to clear, particularly with Time Warner cable systems. Mickler says CNN/SI also presented "marketing and cross-promotional opportunities" with *Sports Illustrated* that other sports news services could not offer.

However, Walton says the agreement does not preclude CNN/SI from striking deals with other systems, including those operated by Fox/Liberty.

"There is nothing in the contract that would prevent that," says Walton. "This is the first distribution agreement we have in Florida and we'll continue to discuss CNN/SI with affiliates anywhere in the country to anyone who is interested." —DP

doing," says Ameritech spokesman Geoff Potter. "Contrary to the cable association and cable company charges, Americhcks are neither illegal nor anticompetitive, but indeed [are] the exact opposite." Ameritech faces a similar challenge in Michigan for its use of Americhcks there.

Chile's largest MSO, **VTR Hipercable**, has signed an agreement for a **\$142.9 million senior secured loan**, underwritten by ING Barings and TD Securities. VTR is 34% owned by Denver-based cable investors United International Holdings. ING Barings says that proceeds will be used to pay off VTR's debt, which is roughly the same as the loan.

**The Indian government will ban all commercial activities pertaining to digital DTH services until the delayed broad-**

**casting bill is passed by parliament, sources say.** This would stymie News Corp's temporary launch of Indian Sky Broadcasting before the bill's passage. Some sources say the bill may not be passed until the next parliamentary session, in February 1998.

**Ken Samuel**, NBC's manager of program standards,

named director of program and interactive standards.

**Errata:** The caption for a picture of a billboard for Fox's 'Roar' on page 3 of the July 14 issue incorrectly said the show was being promoted at Fox's theme parks. The Universal-produced show is being promoted at Universal theme parks.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"Are you the guy complaining about a short in the panel?"

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Teletexting* introduced in 1945. *Teletexting* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting & Cable* introduced in 1989. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V. used under license. *Teletexting* is a registered trademark of Reed Elsevier Inc. Reg. U.S. Patent Office.

### Cahners

*Broadcasting & Cable* (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by Cahners Publishing Co., 245 West 17th St., New York, NY 10011. Cahners Publishing Co. is a division of Reed Elsevier Inc., 275 Washington St., Newton, MA 02158-1630. Bruce A. Barnett, President and Chief Executive Officer; Jackie A. Daya, Vice President and Chief Financial Officer; Mark Lieberman, Executive Vice President. *Broadcasting & Cable* copyright 1997 by Reed Elsevier Inc. All rights reserved. *Broadcasting & Cable* is a registered trademark of Reed Elsevier Properties Inc. used under license. Periodicals postage paid at New York, NY, and additional mailing offices. Canada Post International Publications Mail Product (Canada Distribution) Sales Agreement No. 0607533. Postmaster: please send address changes to *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Rates for non-qualified subscriptions, including all issues: USA \$129; Canada \$169 (includes GST); Foreign Air \$350; Foreign Surface \$199. A reasonable fee shall be assessed to cover handling costs in cancellation of a subscription. Back issues, except for special issues where price changes are indicated, single copies are \$7.95 US, \$10 foreign. Please address all subscription mail to *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600). Cahners Publishing Co. does not assume and hereby disclaims any liability to any person for any loss or damage caused by errors or omissions in the material contained herein, regardless of whether such errors result from negligence, accident or any other cause whatsoever.

Incorporating The Fifth Estate TELEVISION Broadcasting

## CTAMers' day in the sun

The cable industry has seen one false start after another for the past few years, so it's gratifying to see operators finally on the cusp of actually delivering some of the new products poised to transform the financial prospects of the industry. Now, after leaving a sour taste in investors' mouths for so long, the industry has Bill Gates thinking it's worth taking a \$1 billion position. Tele-Communications Inc. alone has added \$1.8 billion equity value since cable stocks started rallying last month. @Home—which will get less than half of high-speed Internet subscribers' payments—is worth \$3 billion since going public two weeks ago.

The unenviable burden of executing all the new-generation promises now falls on the heads of cable's marketing executives and managers, many of whom are gathering in Orlando for CTAM's annual convention this week. Cable operators have never treasured marketing—witness TCI's "kill all the marketers" reflex response to its financial problems. Now, however, operators are dependent on their marketing and sales forces to deliver on what technology and capital have made possible.

Can they do it? Cable has a miserable track record when it comes to selling discrete products: pay per view, Sega Channel and digital audio all leap to mind as either disappointments or failures. These new products are coming on line just as basic subscriber growth is shrinking from 4%-5% to 1%-2% annually. The upside is that MSOs seem to have been scared into actually spending money on selling these products, giving marketers tools and resources they've never had before. The dilemma is that if no one is making money in the Internet service business, can @Home-like services succeed?

The model going forward? It's no longer TCI but a mar-

keting-intensive operator like Cox.

The motive? To keep Bill Gates happy, along with your MSO of choice.

## To the vanquished go the spoils

Observing Internet industry leaders bending over backwards last week to make their medium "family friendly," one might easily forget that only last month the efforts of the White House, Congress and the self-appointed morality police to regulate the Internet were thoroughly trounced at the Supreme Court.

Instead of capitalizing on its victory, the software and online communities appeared, at a recent White House meeting, to be following the lead of most television broadcasters—the ones who at regulatory gunpoint "voluntarily" adopted a ratings system and then "voluntarily" agreed to overhaul it.

We have no trouble with self-restraint on the part of any medium that wants to be truly responsive and family friendly—provided that the restraint is truly self-imposed and not under threat of government regulation. Which is why we wonder about the continued involvement of the White House in Internet programming. Supreme Court justices compared the "family-friendly" provisions of the Communications Decency Act to burning the house to roast a pig. Yet for all its massive and blatant constitutional flaws, the CDA was signed into law by a President who once taught constitutional law.

Promises of built-in "filters" threaten to leave a World Wide Web on which information on birth control will be treated with the same disdain and dismissal as the most prurient chat. We shudder to think what would have happened if the government had won.

Washington 1705 DeSales Street, N.W. Washington, DC 20036  
Phone: 202-659-2340 Editorial Fax: 202-429-0651

**Harry A. Jessell**, executive editor  
**Mark K. Miller**, managing editor  
**Kira Greene**, assistant managing editor (special projects)  
**John S. Eggerton**, assistant managing editor  
**Dan Trigoboff**, senior editor  
**David R. Borucki**, art director  
**Kim McAvoy**, contributing editor  
**Elizabeth A. Rathbun**, **Chris McConnell**, assistant editors  
**Paige Albinlak**, staff writer  
**Sara Brown**, editorial assistant  
**Rick Higgs**, systems manager  
**Denise P. Smith**, **Kenneth R. Ray**, graphic artists  
**Winslow Tuttle**, proofreader

New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028  
**Stephen McClellan**, bureau chief  
**John M. Higgins**, assistant managing editor (cable)  
**Richard Tedesco**, associate editor (Telemedia)  
**Donna Petrozzello** (radio),  
**Glen Dickson** (technology), staff writers

Los Angeles 5700 Wilshire Blvd., Suite 120, 90036;  
213-549-4100; Fax 213-937-4240  
**Lynette Rice**, bureau chief  
**Joe Schlosser**, staff writer

Denver 28310 Pine Dr., Evergreen, CO 80439;  
303-670-4124; Fax 303-670-1082  
**Price Colman**, bureau chief

www.broadcastingcable.com

**Broadcasting & Cable**  
The Newsweekly of  
Television and Radio  
Founded 1931

**Peggy Conlon**, vice president/group publisher  
**Donald V. West**, editor/senior vice president

### Cahners Publishing Co.

**Bruce Barnet**, president and chief executive officer  
**Mark Lieberman**, executive vice president  
**Richard Vitale**, vice president, operations and planning  
**Dan Hart**, group controller  
**Robert W. DeAngella**, circulation director  
**Sharon Goodman**, director of manufacturing and distribution  
**Louis Bradfield**, distribution director  
**Eric Peterson**, acting production manager  
212-463-6571; Fax 212-463-6563

### Circulation Inquiries

Broadcasting & Cable: 800-554-5729  
Broadcasting & Cable Yearbook: 800-521-8110

**Sol Talshoff**, Founder and Editor (1904-1982)  
**Lawrence B. Talshoff**, Chairman Emeritus

Los Angeles 213-549-4113; Fax 213-937-5272

**Gary Rubin**, national advertising director  
**Craig Hitchcock**, account executive  
**Chuck Bolkom**, account executive, (technology/cable),  
San Francisco, CA 317-815-0882; Fax 317-815-0883  
**Kathleen Shuken**, administrative assistant  
**Barbara Wise**, director of creative services

New York 212-337-6940; Fax 212-337-6947

**Randi T. Schatz**, director of special projects,  
international sales director  
**Millichi Chiavelli**, director of cable advertising  
**Robert Foody**, director of technical advertising  
**Yvonne Pettus**, **Julie DesRoches**, account executives  
**Lisa M. Murphy**, executive assistant, special projects  
**Joan Miller**, executive secretary  
**Estrella Diaz**, executive assistant  
**Antoinette Fasulo**, classified advertising manager  
**Doris Kelly**, telemarketing sales representative  
**Sandra Frey**, classified advertising representative  
Classified 212-337-7073; Fax 212-206-8327

**Yukari Media (Asia)**: 81-6-956-1125;  
Fax 81-6-956-5015

London Paramount House, 162-170 Wardour St., W1V3AT;  
44-171-437-0493; Fax 44-171-437-0495  
**Meredith Amdur**, **Lloyd Shepherd**, international editors  
**BCC (United Kingdom & Europe)**:  
44-171-437-0493; Fax 44-171-437-0495



# This **partnership**

**will double the strength**

**of your advertising**

**very efficiently**



## Television '97

A Comprehensive Industry update in  
MEDIaweek and Broadcasting & Cable

Publication Date: **September 15, 1997**

Ad Closing: **Monday, August 22, 1997**

Materials Due: **August 29, 1997**

For advertising information:

**Craig Hitchcock LA: 213-549-4114**

**Millie Chiavelli NY: 212-337-6943**

A themed advertising section produced jointly by Broadcasting & Cable and MEDIaweek, focusing on the important issues facing advertising agency executives and the executives who buy and sell broadcast and cable programming. It will include the most significant statistical data on television advertising, audience and programming.

**Broadcasting  
& Cable**

**MEDIaweek**

Panasonic welcomes the CBS and the NBC owned and operated stations as the newest members of the growing DVCPRO family.



17,000 DVCPRO units  
delivered worldwide to date.

## WHO'S NEXT?

**DVCPRO**

For more information call: **1-800-528-8601** (Upon request enter product code 10)  
Visit us at our web site at <http://www.panasonic.com/dvcpro>

**Panasonic**  
Broadcast & Digital Systems Company