HOW MUCH MORE CONSOLIDATION CAN TV TAKE?

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OVER STORY
Washington Steals the Show With inauguration ’97
age 39
Povich & Chung

Strong Words for Access.

DREAMWORKS TELEVISION

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Audience

...Our word for customer.

Value

...Our word for why people watch.

Story

...Our word for what people want to know.
Broadcasters voice differences on consolidation  Some broadcasters fear that more deregulation will put more channels in fewer hands. Others contend it’s already happened. / 4

ABC must pay $5.5 million to Food Lion  A North Carolina jury ordered ABC to pay grocery chain Food Lion $5.5 million in punitive damages for trespass and fraud in an undercover report on the supermarket’s food-handling practices. The network said it will appeal. / 11

NBC pulls plug on Canal de Noticias  NBC is pulling the plug on Canal de Noticias, a Spanish-language news network that claimed to have 5 million subscribers in Latin America and the U.S. The collapse of the network comes as welcome news to Westinghouse/CBS, which just last July purchased competing service TeleNoticias. / 11

FCC indecency review yields few fines  Although FCC officials last fall launched a fresh review of pending indecency complaints against Howard Stern and other broadcasters, so far most stations have encountered smooth sailing at the commission’s enforcement division. / 26

Cable hopes to sell investors on core value  From “tracking” stocks and spin-offs to initial public offerings and “monetizing assets,” leading cable companies are looking at any and all tactics to improve cash flow, reduce debt, simplify corporate structures and gain some investor recognition of the value of core cable operations. / 57

WorldGate, NetChannel move toward launch  WorldGate Communications added funding from some significant sources for first-quarter trials of its TV-based Internet access cable service, while Oracle’s and Thomson’s NetChannel moved toward a debut in late March. / 63

Interp gets CBS Radio stations  CBS Radio has turned over national sales representation of its 79-station group—valued at $250 million in sales—to the Interp Radio Store, and will fold CBS Radio Representatives. / 55

Saban, Bohbot quiet on clearances  As of late last week, Saban Entertainment and Bohbot Entertainment had not released post-NATPE sales figures on new syndicated offerings for the coming season. Smaller distributors, such as Cluster Television, came away with strips and weeklies cleared in more than 70% of the country. / 46

NANBA looks back—and ahead  North American National Broadcasters Association Secretary General Bill Roberts discusses the origins of his group, as well as its plans to expand its scope. / 37

Telemedia Week  Barry Diller’s Home Shopping Network is closing its merchandise-return center in Florida and axing 250 employees. / 59

Loral, EchoStar getting fixed look  Loral Space & Communications and EchoStar have raised eyebrows in the satellite industry with their entry into the fixed satellite service market, signaling moves in new directions for both companies. / 68

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CONSOLIDATION YEA OR NAY

NAB takes up industry debate over relaxation of duopoly, limitations on LMAs

By Chris McConnell

WASHINGTON

More TV consolidation may be around the corner, some broadcasters say.

Others contend it has already happened.

TV broadcasters gathering in Naples, Fla., this week for the National Association of Broadcasters joint board of directors meeting will consider supporting further relaxation of the FCC's TV ownership restrictions. Some broadcasters—particularly those heading smaller groups—fear that such deregulation could open the door to placing more channels in the hands of fewer owners.

Those worries are echoed by advertisers, watchdog groups and even the Clinton administration. They fear that the buying trend—totaling more than $10 billion in TV transactions in 1996 compared with $4.7 billion in 1995—is leading toward an era of Charles Foster Kane-type media moguls.

"Monopoly power, pricing power, is not a good thing no matter what the medium is," says John Kamp, senior vice president of the American Association of Advertising Agencies.

"It's a way for the good old boys to keep everybody out," adds Andrew Schwartzman, president of the Media Access Project.

But others say that much of the feared consolidation already exists. They cite the widespread use of local marketing agreements (LMAs), which allow broadcasters to manage stations without counting them as "owned" facilities. Some 49 of the deals now exist in 45 markets.

"People have been slipping around the rule anyway," says Philip Jones, Meredith Corp. Broadcast Group president. Jones—who opposes LMAs and further consolidation—also says relaxing restrictions on owning more than one TV station in a market would merely make people striking the LMA deals "feel less guilty."

"The major [deals] are probably already done," adds William Sullivan, manager of the Cordillera Communications station group.

Those LMA deals will eventually be subject to local ownership restrictions, under the proposal issued by commissioners last November. The proposal would treat new LMAs as owned stations and would grandfather existing agreements until they expire.

The move to attribute LMAs follows

TV'S TOP 10

<table>
<thead>
<tr>
<th>Company</th>
<th>No. of stations</th>
<th>% of U.S.</th>
<th>Former %**</th>
</tr>
</thead>
<tbody>
<tr>
<td>News Corp./New World</td>
<td>22</td>
<td>34.841</td>
<td>22.05 (News Corp.);</td>
</tr>
<tr>
<td>Westinghouse/CBS</td>
<td>14</td>
<td>30.83</td>
<td>30.95</td>
</tr>
<tr>
<td>Tribune/Renaissance</td>
<td>16</td>
<td>24.88</td>
<td>24.96</td>
</tr>
<tr>
<td>NBC</td>
<td>11</td>
<td>24.134</td>
<td>24.65</td>
</tr>
<tr>
<td>Walt Disney/ABC</td>
<td>10</td>
<td>23.952</td>
<td>24.06</td>
</tr>
<tr>
<td>Paxson Communications</td>
<td>19</td>
<td>18.725</td>
<td>17.97</td>
</tr>
<tr>
<td>Chris Craft/United Television</td>
<td>8</td>
<td>17.637</td>
<td>17.10</td>
</tr>
<tr>
<td>Silver King</td>
<td>16</td>
<td>16.448</td>
<td>20.00</td>
</tr>
<tr>
<td>Gannett/Multimedia</td>
<td>16</td>
<td>15.515</td>
<td>14.08 (Gannett)</td>
</tr>
<tr>
<td>Univision</td>
<td>12</td>
<td>13.352</td>
<td>12.8</td>
</tr>
</tbody>
</table>

*In millions, based on Nielsen estimates, September 1996; consistent with FCC rules, UHF stations are credited for half the homes in a market. **BSc, July 8, 1996

GROUP GRABS

Here are the biggest TV-group deals of 1995* and 1996:

$19 billion: Walt Disney Co. buys Capital Cities/ABC and its 10 TV stations, 21 radio stations, interest in several cable networks and publications.*

$5.4 billion: Westinghouse Electric Corp. buys CBS Inc.'s seven TVs, CBS TV Network, radio stations, radio networks and CBS Entertainment Productions.*

$3 billion: News Corp./Fox Television Stations Inc. acquires the 80% it doesn't own of New World Communications Group Inc., including 10 TVs and one LMA.

$2.3 billion: Merger of Multimedia Inc. into Gannett Co. Deal includes five TVs, two radios, a cable system and 11 daily newspapers.*

$1.5 billion: Merger of Providence Journal Co. into A.H. Belo involves 11 TVs, a newspaper and interest in cable networks.

$1.217 billion: In two separate deals worth $732 million and $485 million, Raycom Media Inc. buys 15 TVs and two radios, and seven TVs. Sellers are Ellis Communications Inc. and AFLAC Inc., respectively.

$1.13 billion: Merger of Renaissance Communications and its six TVs into Tribune.

Disney/ABC set the record for big deals.
a series of actions in Washington to relax the ownership rules. In response to the 1996 Telecommunications Act, the FCC last year eliminated the 12-station cap on TV ownership and raised the national audience-reach limit from 25% to 35%. In 1995 the commission also eliminated the financial interest and syndication (fin-syn) rule.

Such relaxations cleared the way for Disney to buy Capital Cities/ABC and for Westinghouse to buy CBS.

But while the FCC now is proposing to tighten its "attribution" rules, it also is asking comment on whether it should relax more ownership rules to allow common ownership of two UHF stations or a UHF/VHF combination within a market.

Policymakers have differed on the question. President Clinton last fall said that he does not think that allowing common ownership of two TV stations in a market is a good idea.

"Outside of group owners, no one thinks [further concentration] is a good idea," adds Larry Irving, head of the National Telecommunications and Information Administration. "Syndicators and advertisers are scared to say anything."

FCC commissioners, however, do not rule out the notion of some ownership relaxation. FCC Commissioner James Quello says he could see a UHF/UHF or even a UHF/VHF combination in areas where the combination would not give the owner too much control over the local advertising market.

And FCC Chairman Reed Hundt last month asked whether allowing common ownership of two stations might increase diversity of viewpoint and programming in some markets.

That was the argument favored by broadcasters at this month's NATPE convention in New Orleans. Discussing the remaining restrictions, executives on one panel pitched the notion that more consolidation might mean more diversity. Clear Channel Television's Rip Riordan pointed to the use of LMAS to revive stations that otherwise would not be broadcasting.

LIN TV President James Babb, in favoring more relaxation, points to competition with cable and DBS. "We need to be active in proposing that," Babb says.

Others disagree. Hubbard Television Group President Robert Hubbard says important distinctions remain between LMAS and outright ownership. And he

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**The world of LMAS**

The stations listed in boldface type operate the stations that immediately follow under local marketing agreements. In the top 100 markets, Broadcasting & Cable found 40 LMAS in 35 markets.

<table>
<thead>
<tr>
<th>Market</th>
<th>DMA Station</th>
<th>Affil.</th>
<th>Ownership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dallas-Ft. Worth</td>
<td>KDFW CBS</td>
<td>KDFI</td>
<td>New World</td>
</tr>
<tr>
<td></td>
<td>KDAS NBC</td>
<td>KTX</td>
<td>Dallas Media Investors</td>
</tr>
<tr>
<td></td>
<td>KTXT /WB</td>
<td>KTXT Inc.</td>
<td></td>
</tr>
<tr>
<td><em>Atlanta</em></td>
<td>WGNX CBS</td>
<td>WAVI</td>
<td>Tribune</td>
</tr>
<tr>
<td></td>
<td>WATL WB</td>
<td>WQST</td>
<td>Qwest</td>
</tr>
<tr>
<td></td>
<td>WUIB /JPN</td>
<td>WBLR</td>
<td>MediaCorp</td>
</tr>
<tr>
<td></td>
<td>WPBN /JPN</td>
<td>Airways</td>
<td></td>
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<tr>
<td></td>
<td>WPTT /JPN</td>
<td>Gannett</td>
<td></td>
</tr>
<tr>
<td></td>
<td>KVTV /JPN</td>
<td>KTV LLC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>WSNW /WB</td>
<td>WPBS</td>
<td>MediaCorp</td>
</tr>
<tr>
<td></td>
<td>KCRA NBC</td>
<td>KCRA</td>
<td>KellyBroadcast</td>
</tr>
<tr>
<td></td>
<td>KQCA /JPN</td>
<td>KQCA</td>
<td>GE/CapitalCorp/PEG</td>
</tr>
<tr>
<td></td>
<td>WFTV ABC</td>
<td>WFTV</td>
<td>Cox</td>
</tr>
<tr>
<td></td>
<td>WZWW Ind.</td>
<td>WZWW</td>
<td>ReeseAssoc. Ltd.</td>
</tr>
<tr>
<td></td>
<td>WBBF Fox</td>
<td>WBBF</td>
<td>Sinclair</td>
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<tr>
<td></td>
<td>WJUG /JPN</td>
<td>WJUG</td>
<td>ABRY</td>
</tr>
<tr>
<td></td>
<td>WJTX Ind./WB</td>
<td>WJTX</td>
<td>Viacom</td>
</tr>
<tr>
<td></td>
<td>WVTC /WB</td>
<td>WVTC</td>
<td>ABQ</td>
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<tr>
<td></td>
<td>WJTB ABC</td>
<td>WJTB</td>
<td>LTV</td>
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<tr>
<td></td>
<td>WJTV Ind./WB</td>
<td>WJTV</td>
<td>K-W TV</td>
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<td>Charlotte</td>
<td>WJLY Ind./JPN</td>
<td>WJLY</td>
<td>Capitol B'casting Co.</td>
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<td></td>
<td>KFRT Ind./WB</td>
<td>KFRT</td>
<td>Family 55 Inc.</td>
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<td></td>
<td>WFTV Ind./WB</td>
<td>WFTV</td>
<td>Sinclair</td>
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<tr>
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<td>WTVT Ind.</td>
<td>WTVT</td>
<td>Gaylord B'casting</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WFLW Fox</td>
<td>WFLW</td>
<td>Sinclair</td>
</tr>
<tr>
<td></td>
<td>WRDC NBC/JPN</td>
<td>WRDC</td>
<td>Glencar</td>
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<tr>
<td></td>
<td>WRLA NBC</td>
<td>WRLA</td>
<td>Capitol B'casting Co.</td>
</tr>
<tr>
<td></td>
<td>WRAZ Ind./WB</td>
<td>WRAZ</td>
<td>CottonBroadcasting</td>
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<tr>
<td>Columbus</td>
<td>WCMH NBC</td>
<td>WCMH</td>
<td>OutletComm.</td>
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<tr>
<td></td>
<td>WWHO Ind./WB</td>
<td>WWHO</td>
<td>Fant B'casting</td>
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<tr>
<td>San Antonio</td>
<td>KWAV NBC</td>
<td>KWAV</td>
<td>River City</td>
</tr>
<tr>
<td>GRAND Rapids</td>
<td>WOTV ABC</td>
<td>WOTV</td>
<td>LCH Comm.</td>
</tr>
<tr>
<td>Norfolk</td>
<td>WAVY NBC</td>
<td>WAVY</td>
<td>LIN</td>
</tr>
<tr>
<td></td>
<td>WIVT Ind./WB</td>
<td>WIVT</td>
<td>TribuneBroadcasting</td>
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<tr>
<td></td>
<td>WFXC Fox</td>
<td>WFXC</td>
<td>Qwest</td>
</tr>
<tr>
<td>Memphis</td>
<td>WJGD WD</td>
<td>WJGD</td>
<td>TribuneBroadcasting</td>
</tr>
</tbody>
</table>

*Tribune owns approximately 13% of Qwest, but does not have an LMA with these stations.

Note: The smaller markets with LMAS include Lincoln-Hastings, Neb.; Florence-Myrtle Beach, S.C.; Columbus-Topeka, Miss.; Duluth-Superior, Wld.; Victoria, Tex.; Greenville, N.C.; Montgomery-Selma, Cali.; Eustace, Ore., and Bellington, Mont.*
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U.S. Satellite Broadcasting
predicts that further relaxation of local ownership rules will spur more consolidation.

"We feel very strongly that it's not good for the industry and it's not good for consumers," says Hubbard.

"It removes from the market precisely those stations that have historically provided entry to new and different voices—minorities and women," adds Media Access Project's Schwartzman.

One issue threatening to affect the ownership status of several stations is the must-carry law pending before Supreme Court justices. Defenders of the law requiring cable carriage of local broadcast signals had a rough outing before the court last October, and several expect the court to throw out the law.

Broadcasters say that could threaten the viability of many UHF stations. "It makes the weak weaker," says Meredith's Jones.

"It could be a major negative impact," adds LIN's Babb, who predicts that a struck-down must-carry law combined with relaxed restrictions could accelerate TV consolidation.

For a few station operators, "sales are no longer a content issue but an access issue. Now we're faced with companies that block us and tell us, 'I've got my own agenda and it supersedes yours," Back says. "Today's recourse is to go to their competitors. Tomorrow's recourse may have to be other means.'"

The activity on the floor of this month's NATPE convention proved that independents can still clear a hot property the old-fashioned way—one market at a time. Yet NATPE also demonstrated how new-model giants such as CBS and Fox are changing the dynamics of syndication sales.

"The problem with consolidation isn't the size of the groups, it's access to them," says All American Distribution President George Back. All American had sold its new fall 1997 talk show contender, Art Hel & Fred, in more than 60% of the country by the close of NATPE.

For syndicators, access is key

Despite consolidation, hot shows can still find space one market at a time; for some, however, access to growing groups has become tougher

By Cynthia Littleton
HOLLYWOOD

The supply side of the syndication business is anxiously awaiting the outcome of the FCC's review of long-standing TV station ownership restrictions.

Conventional wisdom dictates that the increasing concentration of station ownership helps syndicators with corporate ties to station groups and hurts those without them. But distributors in both positions say it's not so cut-and-dried.

The activity on the floor of this month's NATPE convention proved that independents can still clear a hot property the old-fashioned way—one market at a time. Yet NATPE also demonstrated how new-model giants such as CBS and Fox are changing the
Keeney out; Powell may be in

General's son may be next GOP FCC commissioner

By Harry A. Jessell and Chris McConnell

WASHINGTON

Gina Keeney’s sudden withdrawal from consideration for an FCC seat touched off a feverish round of speculation about who’s in and who’s out at the agency.

And the hottest speculation centered on Michael Powell, son of potential GOP presidential candidate and former General Colin Powell. Michael Powell is now chief of staff for the antitrust division of the Justice Department, where, according to one source, he has been involved in telecommunications policy.

The 33-year-old Powell is now the leading candidate to fill the Republican vacancy once coveted by Keeney, according to some Hill sources. He could not be reached for comment.

Talk of the FCC’s future included not only the Republican vacancy, but also three of the four other agency seats—replacements for Democrat James Quello, Republican Rachelle Chong and even Democratic Chairman Reed Hundt.

Given a nudge by the White House, the 82-year-old Quello is stepping down by June 1. Chong’s term ends June 30. And Hundt is widely expected to move on by the end of the year.

Claiming she did not want to lose more time with her family, Keeney, now chief of the FCC’s Common Carrier Bureau, announced last Wednesday that she is no longer interested in the Republican vacancy. “It was really a tough decision,” she told Broadcasting & Cable.

Keeney had been nominated by the White House for the FCC post last fall and was expected to be nominated early this year.

Despite her assertions, many FCC watchers believe Keeney dropped out only after it became clear she could not win Senate confirmation. Key senators were miffed last year when the White House sent her name to the Hill without advance notice.

Keeney also was in disfavor with local telephone companies upset by the FCC’s controversial interconnection rules, of which Keeney was principal author. Powerful industries don’t pick FCC commissioners, but they can often veto them.

And some believe Republicans were disinclined to confirm two FCC staffers who owe their current jobs and allegiance to Hundt. FCC General Counsel Bill Kennard is the front-runner for the Democratic seat Quello is giving up after more than two decades.

A longtime telecommunications lawyer who once worked at the National Association of Broadcasters, Kennard has managed to support Hundt’s agenda without alienating the affected industries. His appointment would also return an African American to the agency.

Kennard has the full support of Hundt, and Hundt’s friend and political patron Vice President Gore, who is calling the shots at the White House on FCC appointments.

That Kennard will receive the Democratic nomination seems certain as these things go. However, a group of senators sent a letter to the White House last week endorsing Chris McLean, an aide to Senator Bob Kerrey (D-Neb.), for the Democratic opening. The group included Kerrey and Minority Leader Tom Daschle (D-S.D.).

Last week’s most interesting conjecture centered on the chairmanship. Commissioner Susan Ness, who is a friend of President Clinton and the First Lady, has been angling to become the first woman to head the agency. And most industry sources still see her as the most likely to succeed Hundt.

However, in recent weeks, there has been talk of a Ness challenger: Kathleen Wallman, Keeney’s predecessor as chief of the Common Carrier Bureau.

Wallman left the FCC in late 1995 to work as a deputy to head White House Counsel Jack Quinn. After Quinn announced his departure, Wallman shifted to the National Economic Council. Significantly, her job description includes oversight of telecommunications.

In addition to Powell, several other names re-emerged for the Barrett seat. All Republican commissioners with state public utility commissions: David Baker (Georgia), Kenneth McClure (Missouri), Cheryl Parrino (Wisconsin) and Lisa Crutchfield (Pennsylvania).

There may be a spot for the runner-up in the race for Barrett’s seat. The commission’s other Republican—Chong—has no guarantee of reappointment once her current term expires in June. She has antagonized Hundt, opposing him on children’s television rules and other high-profile issues. That may win her friends among Republicans on Capitol Hill and anti-Hundt lobbyists, but it may make it tough for her to win the White House nomination.

Broadcasting & Cable January 27, 1997
VH1, MTV get reprieve from TCI
Campaign likely to keep music channels on most systems

By Price Colman
DENVER

F or the third time in a month, Tele-
Communications Inc. has execute-
ed an about-face on bumping pop-
ular cable networks and is urging sys-
tem managers to “review” decisions to 
drop VH1 and MTV.

The move by the nation’s largest 
MSO came shortly before Viacom-
owned VH1 was to conduct a “protest” 
press conference in Denver with 
recording artists Don Henley, John 
Mellencamp, Jewel and Tony Rich.

Instead of a protest, the event was 
more akin to a love-fest, with the artists 
praising the power of music, fans and 
supporters—and even TCI.

“We have great news,” Henley 
announced to the media and VH1 sup-
porters at the Buell Theatre in Denver 
Wednesday. “While we were flying 
here today, we received official word 
from TCI that both VH1 and MTV will 
be fully restored on all TCI systems to 
their pre-January levels.”

It may be a little premature for 
VH1 to change its name to VHWon, 
however. TCI’s official stance fell 
shortly of the sweeping 
reversal Henley described.

“What we’ve done is urge our local 
system managers to review program-
ing decisions in light of the public 
response” surrounding VH1 and MTV, 
said TCI spokesman Bob Thomson. “I 
would guess MTV will come back in 
virtually all places and VH1 in many 
places in shared channel status.”

In Denver and at some other TCI 
systems, VH1 shares channel space 
with other networks, typically pay-per-
view services.

Assuming system managers heed the 
corporate call, it will mean that rough-
ly 2 million TCI cable viewers won’t 
have to do without VH1 and 400,000 
will get their MTV back.

Credit a savvy, aggressive campaign 
by VH1 for turning the tide. The net-
work ran newspaper and radio ads in 
five key cities—Portland, Ore.; Hart-
ford, Conn.; Lexington, Ky.; San Jose, 
Calif., and Denver—urging subscrib-
ers to call VH1 or, better yet, their local 
TCI system to voice their displeasure.

Thomson said about 400 of TCI’s 
500,000 subscribers on Colorado’s 
Front Range responded. VH1 reported 
“thousands” of calls.

EchoStar Communications, the in-
cable’s-face DBS service, seized Wed-
nesday’s event as an opportunity to 
promote its competing service.

“The message we want to send is we 
have VH1 24 hours a day and we have 
it better,” said EchoStar spokeswo-
man Judianne Attencio, adding, “We’re not 
here to bash cable or TCI, we’re here to 
support VH1.”

TCI's flip-flop came just a month 
after the MSO announced it was restor-
ing superstation wgn-tv/Chicago in 
five Midwest states after announcing 
drop plans. The switch came after wgn 
successfully consummated negotia-
tions with the NBA for carriage of 
Chicago Bulls games. And earlier this 
month, TCI restored The Nashville 
Network and A&E in Houston sys-
tems, where they had been dropped.

On Jan. 1 or shortly before, TCI 
enacted sweeping programing changes. 
Those changes included dropping 
VH1, MTV, E! Entertainment, wgn-
tv, A&E, C-SPAN, Intro TV and other 
networks. Replacements included Dis-
covery’s Animal Planet, the Cartoon 
Network, Home & Garden Television 
(HGTV) and Encore plex. Those and 
other programing-related changes drew 
howls from Denver and Des Moines, 
Iowa, to Houston and Hartford, Conn., 
particularly after as many as 6.5 mil-
ion TCI subscribers didn’t receive 
new channel lineup cards.

From TCI’s perspective, the program-
ing changes were aimed not at outrag-
ing subscribers but at reducing costs 
by replacing underperforming or expen-
sive networks with ones willing to pay an 
upfront launch fee.

TCI has declined to comment on 
launch fees, but the consensus among 
cable industry experts is that Animal 
Planet, Cartoon Network and HGTV 
paid $4-$8 per subscriber for carriage 
on TCI systems.

Describing the wgn-tv, VH1 and 
MTV issues as “skirmishes,” Thomson 
hinted there may be more conflicts.

“We’ve acknowledged that we have 
discussions ongoing with Dis-
ney’s ESPN,” he said. “Sports pro-
graming is of immense concern to us. 
The cost structures are literally out of 
control, and we have suspicions that 
they are expecting cable customers to 
pay far more than cable customers are 
willling to pay for sports programing 
services....

“Are cable operators viewed as col-
lection agencies for programers or pur-
chasing agents for customers? We pre-
fer the latter role.”
ABSTRACT

ABC must pay $5.5 million to Food Lion

Award in ‘PrimeTime Live’ case could chill investigative reports, experts say

By Steve McClellan

NEW YORK

The ends don’t justify the means. That appeared to be the message a North Carolina jury sent to ABC last week, when it ordered the network to pay Food Lion $5.5 million in punitive damages. The network said it was outraged and that it intends to appeal.

Last month, the same jury found that ABC committed trespass, fraud and breach of fiduciary duty in connection with an undercover report on alleged wrongdoing at Food Lion supermarkets.

The unique case troubles many journalists because the accuracy of the story at issue—a Nov. 5, 1992, PrimeTime Live report—was not challenged in court by Food Lion. Indeed, an 11-hour attempt by Food Lion to introduce a libel claim based on outtakes from the broadcast was dismissed as “not remotely persuasive” by Federal Magistrate Trevor Sharp.

Media experts say the jury sent a mixed message, noting that the $5.5 million was a relatively paltry sum compared with the $1.8 billion the grocery chain said it lost in market value after the story aired. The report showed employees selling moldy deli meats and repackaging other out-of-date meat, fish and poultry for sale.

Some say the decision could dissuade news organizations from tackling undercover reports altogether. “I hope that doesn’t mean that serious stories are left uncovered, but that is the danger,” says Sandra Baron, executive director of the New York–based Libel Defense Resource Center.

Most agree that the chill factor, to the extent there is one, will occur at smaller broadcast stations and not at the major networks. At NBC, Neal Shapiro, executive producer of Dateline NBC, says the Food Lion decision is a “terrible precedent” but won’t deter his program from doing hidden-camera reports.

“In the industry we all think the hidden camera should not be overused,” he says. “But sometimes the only way to get important stories is by hidden cameras” and by having reporters misrepresented themselves, as Dateline did in a recent story about security in the airline industry. Producers posed as security personnel for the story, which the Federal Aviation Administration termed a “public service” and that forced immediate changes in regulations.

“Where is the line drawn?” Shapiro asks. “Do you exclude the company and say, ‘Can you tell us how good your security is?’ Of course not.”

That was essentially the outlook that guided ABC News as it tackled the Food Lion story, says Richard Wald, senior vice president, ABC News. “It’s not as though we were lying or hiding anything. We said on the air” that ABC News reporters misrepresented themselves to get jobs at Food Lion. “Our basic thrust is to be honest to the audience, not to walk into Food Lion and say ‘Please show us rotten food.’ ”

Last week, news reports were filled with quotes from the jurors, who basically said journalists shouldn’t break the law to get a story, no matter how good or tantalizing. And while many journalists side with ABC, at least some say the network got what it deserved.

“They lied and misrepresented themselves,” said one news director at an ABC affiliate. “They tried to argue that because their story was right on the money they were somehow above the law. It didn’t work for Richard Nixon and I don’t know that it ought to work for ABC.” Nixon’s case went to the U.S. Supreme Court, and ABC’s may end up there also.

NBC kills Spanish network

Cable systems carrying Canal de Noticias will be offered MSNBC

By Rich Brown

NEW YORK

NBC is pulling the plug on Canal de Noticias, a Spanish-language news network that claimed to have 5 million subscribers in Latin America and the U.S.

The collapse of the network comes as welcome news to Westinghouse/CBS, which just last July purchased competing service Telemundo from Telemundo TeleNoticias officials have ambitious plans for their two-year-old service, which they say reaches more than 10 million homes in Latin America and Florida.

“It’s a big-time opportunity for us,” says Lloyd Werner, executive vice president, sales and marketing, for Group W Satellite Communications. “Canal de Noticias had some decent opportunity throughout Latin America.”

Cable operators now carrying Canal de Noticias will be offered NBC’s MSNBC network when the Spanish-language service shuts down next quarter. MSNBC initially will be available in English, but NBC is exploring ways to eventually offer a Spanish-language feed and hopes to find local partners to provide local content, according to a spokesperson. Latin America has an estimated potential reach of 80 million television households.

Canal de Noticias debuted in March 1993 and marked NBC’s first major effort to package news programming for an audience outside the U.S. A year later NBC began offering the service to U.S. cable system operators and eventually lined up about 1 million subs, including a number of small systems in California and a sizable Time Warner/Paragon Cable system in San Antonio, Tex. “I’ve already opened conversations with Time Warner,” Werner says.
TCI off credit watch

By Price Colman

DENVER

S

standard & Poor's gave Tele-

Communications Inc. a welcome

boost last Friday, affirming its

investment-grade rating for TCI Com-

munications and removing the com-

pany from credit watch, where it was

placed last fall.

At the same time, S&P characterized

d its official outlook for TCI Commu-

nications (Nasdaq:TCOM) as negative.

That's based chiefly on lingering

questions about whether the touted Imedia

compression technology will provide

the boost TCI expects.

S&P analyst Robert Nelson said the

agency initially had been looking for a

lackluster first quarter from TCI. But

the company's aggressive attack on

programming costs and its cuts of 2,500

jobs in December suggested rapid

improvement in financials, he said.

"I would not be surprised to see very
good improvement in cash flow in the

first half of the year," Nelson said during

a conference call Friday.

S&P's guidelines call for TCI's

debt-to-cash flow ratio to be in the

5.25:1 to 5:1 range for the company to

maintain the BBB- rating, one step

above non-investment, or junk, grade.

S&P also wants TCI to maintain the

momentum and is looking for ratios of

4.75:1 to 5.25:1 after this year.

Chuck Kersch of Neidiger Tucker

Bruner said S&P's action was expec-
ted. "Essentially, the revenue-generat-
ing potential of the coming year com-
bined with the really sharp pencils that

are being applied to the cost structure

will do nothing but have positive

impact for TCI," Kersch said.

While TCI's increasing fiscal con-
servatism is a positive sign, questions

about Imedia, which reportedly offers a

24:1 compression ratio, cloud the

picture, Nelson said.

"Imedia is the heart of the negative

outlook," he said. "It is the heart and soul

of TCI's ability to deliver satellite

services to relieve channel constraint. But

Imedia approach is only going to
take care of people in channel-con-

strained systems who want these

expanded services. Many people in

channel-constrained areas don't."
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FCC indecency review yields few fines

Effort hasn’t led to severe action, but more complaints remain

By Chris McConnell

FCC officials last fall launched a fresh review of pending indecency complaints against Howard Stern and other broadcasters, but so far most stations have encountered smooth sailing at the commission’s enforcement division.

Commission officials estimate that they have dismissed more than 20 complaints since they launched their effort to cut down on a backlog of some 90 indecency complaints. The FCC has issued three indecency fines since launching the effort, but has also stated that none of the pending complaints against Stern is severe enough to threaten any of the Infinity radio licenses.

“T hey raise no substantial and material question of fact concerning Infinity’s qualifications to be a commission licensee,” the FCC said in approving the Westinghouse/Infinity merger last month.

The Westinghouse/Infinity merger application and other pending mergers last fall prompted commission officials to launch a review of pending indecency complaints. At the time of the Westinghouse/Infinity merger application, for instance, listeners in New Orleans, Chicago, Boston, New York and Richmond, Va., had filed indecency complaints against Stern.

FCC officials say they generally like to issue an initial decision on whether to pursue such complaints before allowing a station to change hands.

Last October, the effort resulted in a $10,000 fine against the former owner of WVOI(RM) Richmond, Va., for two Stern broadcasts. But the FCC since then has taken no action against Stern’s show.

FCC officials warn, however, that there are still more complaints to review. They say they have dismissed some of the complaints against Stern but are holding on to others for further review. They also say new Stern complaints arrive daily.

Officials also say they still plan to ask Infinity whether the two broadcasts that netted last October’s fine against Benchmark Communications Radio aired on any Infinity-owned stations.

Past practice at the commission has been to assume that any indecent Stern broadcasts also air on the Infinity-owned stations that carry his show. In the past, the FCC has hit some of the Infinity stations with fines after fining a Stern affiliate for indecency.

The officials also are still working to cut down on the rest of the indecency backlog. Last week, officials said they had cut the stack down to a series of complaints against 65 stations. FCC sources say the effort has been hampered by their review of the Westinghouse/Infinity merger. “We’ve made some progress,” one official says.

’Net surfers not clogging phone lines, computer groups say

Internet surfers are not clogging the phone lines, computer industry representatives insisted last week.

Discussing pending FCC action on the “access charges” paid to local phone companies for delivering long-distance calls, the Internet Access Coalition urged the commission not to impose access charges on Internet service providers and released a study concluding that the data network does not pose a threat to telephone traffic. Members of the group include Microsoft, Intel, Apple and Compaq.

“There is no general systemwide congestion problem,” Economics and Technology President Lee Selwyn said. Selwyn cited a study his company prepared for the computer industry group.

The study concludes that current Internet-related congestion problems can be easily fixed and that the Internet traffic poses no near-term threat to the telephone network. Participants in the group say they sponsored the study in response to regional Bell claims that the Internet traffic is clogging their telephone networks.

Telephone industry representatives contested the study’s conclusions. “The fact is, Internet usage has grown more than 100 percent over the past 10 years,” said Roy Neel, president of the United States Telephone Association. “Someone has to pay for that usage.”

FCC officials last month issued their proposal for updating the current access charge regime. In the proposal the commission said it saw no reason to extend access charges to the “still-evolving information services industry.”

New House Telcosubcom assignments

The House Commerce Committee has assigned communications issues to the Telecommunications, Trade and Consumer Protection Subcommittee—formerly the Telecommunications and Finance Subcommittee.

Headed by Billy Tauzin (R-La.), Republicans on the subcommittee are Michael Oxley (Ohio), Dan Schaefer (Colo.), Joe Barton (Tex.), Dennis Hastert (Ill.), Fred Upton (Mich.), Cliff Stearns (Fla.), Paul Gillmor (Ohio), Scott Klug (Wis.), Christopher Cox (Calif.), Nathan Deal (Ga.), Steve Largent (Okla.), Rick White (Wash.), James Rogan (Calif.), John Shimkus (Ill.) and Tom Biley (Va.).

Democrats on the committee: ranking member Edward Markey (Mass.), Rick Boucher (Va.), Bart Gordon (Tenn.), Anna Eshoo (Calif.), Eliot Engel (N.Y.), Albert Wynn (Md.), Thomas Monton (N.Y.), Bobby Rush (Ill.), Ron Klink (Pa.), Thomas Sawyer (Ohio), Gene Green (Tex.), Karen McCarthy (Mo.), and John Dingell (Mich.).
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The Leader In Young Adult Programming
**Hundt promotes car talk on ‘Car Talk’**

FCC Chairman Reed Hundt recently called NPR’s *Car Talk* with a couple of questions. “Why doesn’t Detroit design these cars with phone holders, just like cup holders?” Hundt asked the hosts, brothers Tom and Ray Magliozzi. He maintained that a cell-phone port would allow users to charge their phones and also would free their hands for driving. “You bring in tape cassettes and they’re all over the car, and finally they get around to designing the car so there’s places to put the cassettes. Now why don’t they design them so that [there are] places to put the cellular phones?” The show’s hosts responded by asking Hundt why the FCC even allows cellular phones in cars. Hundt also wanted a tip on what the decade’s best used car will be by 2000 (with the stipulation that the car be American-made). The recommendation: a four-cylinder Camry, built in Kentucky. “You got a sale, then,” Hundt said.

**Changes in minority staff**

The minority staffers on the Senate Commerce Committee were inadvertently left out of our recent Capitol Hill staff roundup. Ivan Schlager, who has handled trade issues for Senator Ernest Hollings (D-S.C.) on the committee, took on the role of minority chief counsel and staff director in September, when Kevin Curtin joined the law firm Bryan Cave. Kevin Joseph moved up to minority senior counsel, and Anna Gomez left the FCC in November to join the staff as minority junior counsel.

**Billey wants probe of Gingrich call interception**

House Commerce Committee Chairman Thomas Billey (R-Va.) wants the FCC to look into the taped cellular telephone conversation in which House Speaker Newt Gingrich (R-Ga.) discussed the House Ethics Committee’s investigation of him. “Several persons may have violated provisions of the Communications Act and FCC rules,” Billey wrote in a letter to FCC Chairman Reed Hundt. “It is one thing for a law enforcement official with a warrant to intercept a cellular call—it is quite a different matter to have an unauthorized person intercepting a private call.” Billey asked the FCC to investigate the taping and to launch an inquiry into the availability of scanners capable of tuning in cellular telephone calls.

**Bomb threat**

FCC employees had some time on their hands last Tuesday, after a pair of bomb threats sent them out of their offices. The FCC received the threats at two of its Washington buildings and promptly sent everyone outside while police swept the buildings. No bomb was found, and officials went back to work after a two-and-a-half-hour hiatus.

**EEO rulings**

The FCC has issued a series of rulings on violations of its equal employment opportunity (EEO) policy and other rules. Progressive United Corp. received a $30,000 “notice of apparent liability” for EEO violations as part of an FCC decision to renew the licenses of KVKI-FM, KEEL(AM)/KITT (FM) Shreveport, La. The commission denied a petition by Walker County Communications and KTEM Radio Inc. to reconsider a pair of $15,000 EEO fines the FCC had issued against the companies. Walker County Communications owns KSAM-AM/FM Huntsville, Tex., and KTEM Radio is the former owner of KTEM(AM)-KPLE(FM) Temple, Tex. The commission also reaffirmed an earlier decision to fine KIQO-FM Livermore, Calif., $10,000 for EEO violations after the station did not respond to the FCC’s notice of apparent liability, issued last April. In another ruling, the FCC denied a request by Kenneth Ulbricht to reconsider a $10,000 fine. It issued the fine after finding that Ulbricht took control of a Seaside, Ore., station without first receiving an FCC OK.

**Phyton moves at FCC**

Daniel Phyton is moving from the FCC’s Office of Legislative and Intergovernmental Affairs to the commission’s Wireless Telecommunications Bureau. Phyton, a former congressional liaison for the National Association of Broadcasters, has served as director of the FCC’s legislative affairs office since last March. He will become the Wireless Telecommunications Bureau’s deputy chief.

**RTNDA complaint**

The Radio-Television News Directors Association does not like how the FCC has handled a court order to respond to RTNDA’s push for action on the “personal attack” and “political editorial” rules. The U.S. Court of Appeals in Washington last month ordered the FCC to respond to the RTNDA’s request for action. RTNDA is pushing for a repeal of the rules. The personal-attack rule requires broadcasters to notify the subjects of on-air personal attacks and offer them an opportunity to respond. The editorial rule requires stations to give candidates a chance to respond to on-air political editorials. In response to the court, the FCC last month invited comments on the prospect of modifying or repealing the rules. RTNDA said more comments are not necessary. “To further delay the appeals court’s order by inviting further comment is completely unnecessary,” said Bill Yeager, the association’s Freedom of Information chairman. “The commission should not be permitted to cite its own unexplained nine-year delay as a reason to reopen the record.”

** Dish rules panned**

Viewers are taking their home-owners groups to the FCC over satellite dish restrictions. The FCC is inviting comments on two requests for a commission ruling that homeowner-group antenna restrictions violate FCC rules. The commission last year barred local restrictions on antennas and DBS dishes as part of its implementation of the 1996 Telecommunications Act. One of the pending petitions cites a prohibition on outdoor antennas, and the other cites rules concerning the placement of satellite dishes. Comments on both are due Feb. 15. The FCC also is accepting comments on a request from KA-ABC and Hollywood Park Casino that the commission rule on whether the companies can advertise legal gaming on TV in Southern California. The petition asks whether FCC rules allow advertising of games where players bet against each other and not against a casino. Comments on the petition are due Feb. 5.
New shine on NANBA

There’s a new look set of initials to deal with in western hemisphere telecommunications policy. It’s NANBA—the North American National Broadcasters Association—which is spreading a wider wingspan these days. Last week, at its annual meeting in Mexico City, it was taking on such new issues as the production of quality product as well as the technical matters that have historically concerned it. It is considering a new category of affiliate members to embrace those involved with the medium, even if not broadcasters. Recognizing the fast-growing Spanish language demographic, it is encouraging participation from major players in that market. Radio will get special attention under NANBA’s expansion.

In this interview, Toronto-based NANBA Secretary General Bill Roberts traces that organization’s origins and projects some of its future.

We were intrigued to note that NANBA is already celebrating its 25th anniversary. Where does it fit in the international broadcasting scheme of things?

NANBA is one of the eight large broadcasting unions around the world, and its focus has really been international. Moreover, it has always played a much larger international role than its budget or North American profile or number of members might indicate, in comparison with such other unions as the European Broadcasting Union and the Asia-Pacific Broadcasting Union, which are geographically and numerically larger. I think NANBA’s more recent evolution is towards not only increasing and enhancing its work internationally, but also raising its profile within the North American or NAFTA community, and I think that last aspect is what you’re experiencing. But NANBA has always been there for the past quarter century, always been present, always been a significant player.

Is it essentially an engineering organization or a political organization?

It’s not a lobbying or advocacy organization. It has a technical committee, of course. That technical committee, you will remember, is the body that worked out the NANBA HDTV position, which was filed last year with the FCC, with the Mexican government, and with the Canadian government.

In the ‘70s, when there were transporter difficulties in the early days of SNG—moving equipment around the world, often in 20 or 30 cases at a time—it was NANBA that approached the International Customs Union in Belgium to have it accept a simple description of the equipment and identify it with a logo, print and distribute those logos worldwide.

How many countries are represented in NANBA?

Three: Canada, the United States and Mexico.

What about Latin America?

It’s not represented within the NANBA family, but we have very good relations with them. For example, at the annual general meeting in Mexico City, we scheduled a major session on digital and advanced television, done in conjunction with our sister union, called OTI, which principally represents Latin and South American television entities. The full name is Organización de la Television Iberoamericana, because they also have some Spanish representation.

Another example of working with other constituencies is the work that we’ve just finished doing in Geneva with the World Intellectual Property Organization (WIPO). Again, that was a big stakes issue for North American broadcasters, but we worked very successfully with our EBU counterparts, for example, and were successful in beating back some of the more onerous original drafts of those two copyright treaties.

Which are the big competitors among the world broadcasting organizations? Is it usually NANBA versus the EBU?

I would say that NANBA takes a more aggressive free market, private sector approach in many of these venues. The EBU is predominantly a public or government broadcaster organization, and NANBA is a complete mix of private, public and not-for-profit broadcasters. So NANBA’s positions tend to be a bit more aggressive in terms of competition and access and a free market approach. So there are occasionally some differing points of view, but there are not big cleavages and tensions between the unions.

Is NANBA conspicuously larger or smaller than the other
world broadcasting organizations?

NANBA's has 21 members, including our full and associate members. Numerically that's quite small and NANBA's budget is modest compared to the budgets of the EBU and the ABU. But what NANBA actually does on the international scene is far disproportional to those numbers and to those resources. For a couple of reasons.

One, although our membership is only, you know, the 21 major broadcasting entities in North America, there are some major players; we're talking about ABC, CBS, NBC, Televisa, TV Azteca, CBC and CTV in Canada, and a host of others. So it is a strong membership base.

And although the NANBA budget is not huge in comparison to our European colleagues, which may have 400 staff members against our three or four full-time staff members, we can draw on resources that are very, very impressive. We can marshal fantastic contributions.

Two examples. Those eight unions got together under NANBA's leadership back in 1986 to form the Inter-Union Satellite Operations Group. That was headed by Mary Frost, who was at that time the president of NANBA. That has become perhaps the most important venue for the satellite industry, the broadcasting industry and the manufacturing industry to meet twice a year. But without a doubt, this is the place where the ironing out of irritants, whether they're billing irritants or technological irritants or interoperability irritants between equipment, this is where it's really sorted out.

That's now run by one of our NANBA colleagues, Dick Tauber of CNN.

What big issues were you facing in Mexico?

We spent some time thinking about broadcasters and their relationship to the telecommunications industry, and we invited a major Canadian telephone company that is doing a lot of research and investment in broadcast distribution and new media. We invited them to spend some time with us so that we can learn more about that, where things are going, what kind of relationship should we be building with the telephone industry, if any. And, of course, there will be one.

We spent some time dealing, as I mentioned earlier, with advanced television systems and, you know, can we encourage a Pan North American or Pan America's common approach to HDTV, built around the Grand Alliance, and what kind of support can we rally for the Grand Alliance.

We spent some time with the president of the European Broadcasting Union, Albert Sharp, and more time working on relationships between North American broadcasters and European broadcasters. We talked about how the European Commission is looking at Pan-European broadcasting policy, how the EBU is a player in that, and how, through our fraternal relations with the EBU, we can sort of have that process, mindful of our North American interests in Europe.

And we spent valuable time with the chairman of Televisa, Emilio Azcarraga, discussing where he thinks Mexican and Latin American broadcasting policy is going and, specifically, where Televisa is going.

And, within our advisory council process, we spent some time cutting our teeth on a special project for '97-'98, around the Internet. We have approved a NANBA initiative to invest some time and resources in looking at the Internet over the next 12 to 18 months, doing some good research and canvassing around Internet issues, and bringing that to some fruition, either as a North American workshop or in some way sharing the results of that and looking for partners with which to do that.

What about down the road? What do you anticipate being the seminal issues early into the 21st century?

Let me begin with the things that we are definitely going to do, so we have put on the table the following issues. I've mentioned Internet and new media. I've mentioned the telephone company issue in broadcast distribution new media. We are going to put on the table the ITU, the International Telecommunications Union. The ITU in Geneva seems to be positioning itself as perhaps a new global regulator of telecommunications and broadcasting interests and even the Internet, if you read their literature, and we're going to be looking into that and, at the very least, establishing a more regular relationship with the ITU. And very much in the vein of FCC Chairman Reed Hundt, we want to encourage the ITU to back away from such strict regulation and permit broadcasters both greater flexibility and speedier decisions coming out of the ITU as they affect broadcasters.

Another issue is the whole area of digital developments. We're not going to let go of the HDTV initiative that we began last fall. And we're also going to continue with the World Intellectual Property Organization and the copyright issue. There's going to be a major conference in the Philippines, and for the first time, thanks in part to our work, this will be a session which deals with what broadcasters need in terms of copyright protection in the future. That will be a major breakthrough.

Are you a signatory to the ITU, if that's the term?

We are recognized as a Non-Governmental Organization (NGO) at the ITU, yes. And that's one of the other aspects of NANBA that makes us different from the National Association of Broadcasters, for example. You can only get to the table at these international conferences if you are a multinational NGO or non-governmental organization.

There are other things that may come up in the future. We may be looking at audience trends and new measurement tools, and what is going to happen in terms of the balance of deregulation and re-regulation as we approach the year 2000 and beyond. Some folks have begun to talk about different rules in North America for ownership of broadcast properties. We're still wondering what's going to happen as Intel-sat reorganizes. There's a lot of discussion and history about spectrum auctions in the United States, which is just beginning to happen in Canada.

One thing I personally would like to do—one of the violence and the V-chip standards issue are settled—I would like to find some venue to reflect on that whole process and what it has meant, for example, or what precedents have been established on the other end of that issue for our American colleagues' First Amendment positions or for the Canadian Charter. I'm not as familiar with what the consequences might be constitutionally for our Mexican colleagues. What we have learned and what precedents have been established or not established, and in anticipation of such future issues coming up, how can we not repeat any mistakes?

The high priority on getting to the table
Bill Clinton’s presidential inauguration may have generated less enthusiasm the second time around, but it was no less of a production for TV networks.

Nearly all of the major broadcast and cable networks aired live coverage of the inaugural ceremony and swearing in, which began about 11:30 a.m. Eastern time. Some also devoted time to the subject in their early morning news programs, covered the parade and provided recaps throughout the day and on the evening news.

C-SPAN, in its usual unfiltered format, provided the most comprehensive coverage, beginning at 7 a.m. and wrapping up at 2 a.m. the next day. But the event also offered the 24-hour news networks a chance to showcase their talent.

For the first time, CNN—whose strength is crisis and live event coverage—faced competition from News Corp.’s Fox News Channel and MSNBC. All three offered complete live coverage of the ceremony, weaved together by commentary and analysis of the day’s events.

“I would be less than candid if said I wasn’t pleased that we have competition,” said CNN Executive Vice
NO ONE ELSE

"LOOK DEAR
FAVORITE NEW
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?
President Bob Fumad. "Everyone is stronger when you’re looking over your shoulder to see what everyone else is doing. Competition makes us better."

The inauguration was an event that called for the broadcast networks’ top anchors, political reporters and commentators. Including anchor Peter Jennings, ABC had 16 reporters and political analysts on camera covering and commentating on the festivities in Washington, while NBC had seven and CBS six.

"While [the inauguration] is not necessarily a fascinating event, it’s an important event and one that an amazing number of Americans take very seriously," said Lane Venardos, CBS vice president, hard news and special events.

Below-Sam Donaldson was one of 16 correspondents and commentators covering inauguration day activities for ABC. Anchor Peter Jennings led ABC’s live coverage from 11 a.m. to 1 p.m. from a booth overlooking the Capitol.

Bottom—ABC’s Ted Koppel followed Vice President Al Gore on inauguration day as part of Nightline’s special in-depth look at the inauguration.

Above—President Clinton delivers his second presidential inaugural address from the steps of the U.S. Capitol.

Right—A cameraman uses pictures to locate Clinton administration cabinet secretaries and designees among the thousands of people attending the inaugural ceremony.

Below right—Tom Brokaw and Katie Couric were among NBC’s correspondents and anchors covering the inauguration from its booth atop the Labor Department building.
The inauguration: Washington TV's local story

The Presidential Inauguration was more than just another big political story for Washington TV stations—it was one of the hottest stories of the past year.

Running 14 1/2 hours of inaugural coverage, NBC O&O WRC-TV covered the goings-on most extensively with a combination of local and network broadcasts. WRC-TV was the only station in the market to run network coverage of the presidential swearing-in, speech and part of the parade. It filled in the gaps with local coverage.

“We made a decision early on that we were committed to full-bore coverage,” said WRC-TV News Director Dave Lougee. “There’s no event comparable to [the Inauguration] in the city. This wasn’t the day to be running syndicated programs.”

Both the CBS and ABC affiliates opted to go with local coverage during the day’s ceremonies, switching to the regularly scheduled network evening news.

ABC affiliate WJLA-TV began the day with local news then switched to network coverage. It broke up the morning's coverage with talk shows at 9-11 a.m. The inaugural ceremony was broadcast at 11 a.m.-1 p.m. Before picking up with local coverage of the parade at 2 p.m., it ran All My Children at 1 p.m., while WJLA-TV cut coverage of the parade short to show The Oprah Winfrey Show at 4 p.m.

WUSA-TV, the CBS affiliate, covered the inaugural ceremony at 11 a.m.-2 p.m. and tuned out at 2-4 p.m. while As the World Turns and Guiding Light aired. WUSA did not cover the parade.

Fox affiliate WTTG covered the inauguration ceremonies at 9-10 a.m. during Fox Morning Breakfast and again at 11:30-1 p.m. for the swearing-in.

NewsChannel 8, Washington's 24-hour cable news channel, also covered inaugural events in their entirety. It was live from 5:30 a.m. to 6:30 p.m. and from 9-11 p.m. for a total of 15 hours, generating its highest prime time rating.

Trouncing the competition in ratings all day, WRC-TV’s mix of local and network coverage apparently worked.

At 9 a.m., WRC-TV had a 7.1 Nielsen Media Research rating, while WUSA had a 6.6, WJLA-TV a 5.3 and WTTG a 2.6. By noon, WRC-TV’s lead climbed to a 15.8, while WUSA trailed with a 9.7, WJLA-TV with a 6.1 and WTTG with a 2.5. At 4-5 p.m. WRC-TV’s lead grew to a 16.6, while WJLA-TV moved to second place with 7.3 and WUSA earned a 5.8.
Fox takes minimalist approach

Fox's coverage of the presidential inauguration—like its coverage of other major political events over the course of the '95-'96 election cycle—was limited.

Fox President Rupert Murdoch, a leading proponent of free air time for federal candidates, said last spring that "public service" is a commitment that all broadcasters should make. Yet Fox has opted for minimal coverage of major political events over the past year.

During the inauguration, Fox News Channel—News Corp.'s new 24-hour cable news channel—covered the ceremonies from 11 a.m. to 1:30 p.m. and provided regular updates throughout the rest of the day. But Fox network affiliates were left to cover the inauguration at their discretion using pool feeds offered by Fox News Channel.

"We don't dictate what [the Fox stations] have to run, but we make everything available to them live," says George Case, Fox News, vice president, newsgathering. "The only difference between what [the other networks] do [is that] what we do for affiliates is far more extensive than what any others do for their stations. [Also], we do not produce a broadcast network news show like the others." —HF

Fox News Channel's live coverage was anchored by Brit Hume from Washington and Catherine Crier from New York from 11 a.m. to 1:30 p.m.

Left—CNBC cut from its regularly scheduled programming to air live coverage of the inaugural ceremony. It also provided regular updates throughout the day.

Above—C-SPAN not only gave viewers an unedited look at the President's swearing in ceremony (pictured), but it took viewers step-by-step through President Clinton and First Lady Hillary Rodham Clinton's entire day. It wrapped up coverage at 2 a.m. the next morning at the inaugural balls.

Left—CNN aired continuous coverage of President Clinton's second inaugural beginning at 11 a.m. It broke up its day-long coverage into half-hour blocks, where it focused on one particular subject area. Topics included ethics, the Clinton legacy, race relations, and the Martin Luther King holiday.
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Saban, Bohbot mum on clearances

By Cynthia Littleton

T

here was unusual silence last week in some quarters of the kids business.

As of press time Thursday, two of the most prominent distributors of children's programming, Saban Entertainment and Bohbot Entertainment, had yet to release post-NATPE sales figures on new syndicated offerings for the coming season.

Smaller distributors, such as Cluster Television and Summit Media, had an easier time at NATPE, coming away from syndication's annual sales marathon with strips and weeklies cleared in more than 70% of the country.

The new product from Saban and Bohbot is selling, station buyers in a number of markets confirm, but sealing a deal for a new strip has become an arduous process for both buyers and sellers. In the top markets, handshake commitments can get bogged down by protracted negotiations over time periods, promotional commitments and the amount of guaranteed advertising money attached to each show.

The biggest hurdle for distributors, by far, is the lack of shelf space for syndicated strips. To wit, The Disney Afternoon is scaling back from two hours to 90 minutes next fall. But even the promise of a new TV version of "101 Dalmatians" isn't enough to help The Disney Afternoon hang on to all of its optimum time slots.

The WB network's Kids' WB slate has absorbed many time slots once occupied by The Disney Afternoon and other syndicated programing. The growing popularity of morning and midday newscasts on Fox affiliates and other traditional independents has cut into the hours available for animated programing. Last year, Chris Craft/United Television's KPTV(TV) Portland, Ore., replaced its entire weekday kids slate with a three-hour morning news block.

Among the most pressing concerns for broadcasters whose long-term plans include weekday kids programing is quality control.

"This was the worst selection [of kids shows] I've ever seen at NATPE," says a buyer for a major station group who would not speak for attribution. "And still we've got too many shows chasing fewer and fewer time periods. The programs we've seen so far aren't going to pull any kids away from Nickelodeon."

Saban came to NATPE armed with off-Fox Children's Network episodes of X-Men and other Marvel Comics series, but the company's biggest draw with baby-boomer programmers turned out to be The All-New Captain Kangaroo. While interest was strong, some buyers said they were waiting to see if Saban could find a host worthy of filling Bob Keeshan's shoes.

Bohbot's most promising new property, according to buyers, is the animated spin-off of the hit "Ghostbusters" movies. The company has faced criticism in the past for marketing low-budget animated series, but the half-hour Extreme Ghostbusters strip is being produced by Columbia TriStar Television.

Cluster Television left NATPE with 92 stations (82% clearance) on board for its new strip Mummies. Summit Media found takers for Mr. Men in 88 of the top 100 markets. With advertising support from cereal giant General Mills, DIC Entertainment's The Wacky World of Tex Avery was expected to be an easy sell for The Program Exchange, although clearance figures were not available at press time.

Sales also were slow for new weekly programs. As industry veterans predicted, the bumber crop of educational

---LR

TV as good as Golden

Fox's hit drama The X-Files—honored at last year's Emmys for its behind-the-scenes talent—came out on top at the 54th annual Golden Globes.

The Chris Carter creation earned a best drama Globe, while stars David Duchovny and Gillian Anderson took home statuettes for best actor/actress. The Globes—decided by voting members of the Hollywood Foreign Press Association—were awarded during a live broadcast on NBC Jan. 19.

The host network made a strong showing at the Globes. 3rd Rock from the Sun's John Lithgow and Mad About You's Helen Hunt—both honored with Emmys last September—earned Globes for best actor/actress in a musical/comedy. A best musical comedy Globe also went to 3rd Rock, a Carewey-Werner production.

HBO's Rasputin took a prize for best miniseries, while star Alan Rickman won a best actor Globe for his title-role performance in the HBO/Rysher original. Rickman received a best actor Emmy last September for the same role.

Ian McKellen won for his supporting role in Rasputin, and Helen Mirren seized a statuette for her work in Showtime's Losing Chase. Kathy Bates grabbed a supporting actress Globe for her portrayal of Jay Leno's former agent in The Late Shift on HBO.

In all, Globes were awarded in 11 TV categories, and 13 statuettes went to achievements in film. NBC's live broadcast of the awards from a Beverly Hills hotel earned a 13.4 Nielsen rating/21 share in households, besting last year's 12.9/20 on the same network.

---LR
was picked up by ABC O&Os in New York and Chicago, but the distributor left NATPE with just 31% of the country sold. Start-up distributor Young American Entertainment hit 30% with the live-action Young America Outdoors.

There was no word at press time on other high-profile projects such as Hearst Entertainment’s Popular Mechanics for Kids or Tradewinds Television’s Owl TV.

Netlets take aim at sweeps

By Lynette Rice

UPN has sports superstars and a first-ever theatrical, while rappers and blues artists will highlight The WB’s comedy lineup during February sweeps.

Saturday afternoons have long been set aside for movies on UPN, but Feb. 25 will mark the first time a theatrical joins the netlet’s prime time lineup. Brian De Palma’s “Carlito’s Way,” starring Al Pacino and Penelope Ann Miller, will air from 8 to 9:30 p.m.

World heavyweight champion Evander Holyfield will make a guest appearance on In the House Feb. 3, while NBA star Cedric Ceballos will show up on Sparks Feb. 10. Other stunt casting plans include an appearance by Little Richard on Homeboys in Outer Space Feb. 11; Ed McMahon and Ted Lange (Love Boat) on Malcolm and Eddie Feb. 24, and Robert Guillaume on Good Behavior Feb. 24.

The Borg—the villainous humanoids last seen in “Star Trek: First Contact”—will make their first appearance on Star Trek: Voyager Feb. 5, while E Street Band saxophonist Clarence Clemons guest-stars in The Sentinel Feb. 19. Other than the theatricals, no specials are planned next month.

“Network specials are good stunts, but they don’t build the network. We want to build our core regular series with strategies that give them maximum exposure,” says Michael Sullivan, UPN’s entertainment president. “Having these guest spots helps juice things up a bit.”

Over at The WB, rappers Ice Cube, Mack-10 and WC guest-star on The Jamie Foxx Show Feb. 12, while Ron Isley of the Isley Brothers makes an appearance on The Steve Harvey Show Feb. 9 in an evening of Valentine’s Day–themed programming that also involves Brotherly Love. Other appearances from the music world include soul man Peabo Bryson on The Parent ‘Hood, Feb. 16, and R&B singer Montell Jordan on Sister, Sister Feb. 19.

Nell Carter, who can be seen in a Feb. 24 episode of UPN’s Sparks, will show up on Brotherly Love Feb. 2, while Peter Graves and Barbara Rush can be seen on 7th Heaven Feb. 3. June Lockhart also will appear on the family drama Feb. 10. Susan Anton can be found on Nick Freno: Licensed Teacher Feb. 19.

The two-hour season finale of Savannah will air Feb. 24.

CTW rolls out slate

Dubbing it the largest rollout ever, the Children’s Television Workshop last week announced its development slate, which includes shows for CBS’s Saturday morning schedule.

“We are reaching out more to Hollywood’s creative community as CTW begins to undertake more ambitious projects geared toward reaching 6- to 11-year-olds—a segment of the audience we believe is underserved with our particular way of entertaining and educating children,” said Dolores Morris, vice president of program development at CTW.

Under an agreement reached last year, CTW and CBS will develop and produce at least three half-hour series for the Saturday morning lineup, with a commitment for one of the series for fall 1997. The projects in development at CBS include The Ghostwriter Mysteries, a live-action series that extends the Ghostwriter franchise on PBS; Problem #13 - Problem #13, an animated half-hour comedy/adventure series that incorporates math into the story line; and Jam Inn!, a live-action half-hour that focuses on music appreciation.

Other shows in development by CTW: The Battly and Crooky Show, featuring William Wegman’s weimaraners in a live action/animated show; Backflip, a half-hour series co-created by Hodding Carter and Andrew Ames (Good Morning, America); Rebels of Underland, an animated adventure series created by Jeffrey Nelson (ABC’s CRO); MoJo, a music adventure series; Live from Galaxsis, a live-action science fiction series, and Just Chill, a prime time family special developed by Boston-based Kid Co.

CTW also is creating a series that will teach children how to draw cartoons with the co-creators of the California Raisins.

—LR

Errata

In the Jan. 20 edition of Broadcasting & Cable, the story “Making Waves at NATPE” incorrectly reported that license fees for King World Productions’ game shows Wheel of Fortune and Jeopardy! were reduced by 50% in selected markets as part of renewal agreements announced at NATPE. King World does not comment on license fees, but a company spokesperson said speculation that fees were halved was “totally inaccurate.”
‘Ricki’ re-upped through mid-’98
Mother-to-be proves talker-in-demand

By Cynthia Littleton

Just call Ricki Lake the mother of all young adult-targeted talkers. The host, who helped turn young adults on to single-topic talk shows, is now basking in the glow of expectant motherhood as her show prepares to mark its fifth anniversary. Lake and her husband, New York physician Rob Sussman, are expecting their first child in March.

Lake’s syndicated talker is also maturing as a franchise, now worth tens of millions of dollars annually to Columbia TriStar Television Distribution. Sony Corp.’s syndication unit scored on its first swing in the daytime-strip arena with the show, whose style, pace and tone have had a noticeable influence on the production of other talkers.

Some in the industry doubted that Ricki Lake would have the legs to become a long-term player. CT TD emerged from this month’s NATPE convention with the proof. CTTD has sold the show through at least mid-1998 in 80% of the country, including early fringe commitments in nine of the top 10 markets.

Ricki Lake got off to a slow start in season four this fall, based on year-to-year comparisons of household and demo ratings, but the show’s national numbers have been steadily climbing. Ricki Lake has climbed from a 3.2 Nielsen Media Research household average for the week of Sept. 9 to a 4.2 average for the week of Jan. 6.

This fall, the show will switch from averaging an 11.2 Nielsen rating/17 share. Earlier this season, multiple producers and writers defected from the sitcom, including executive producer Howard Gould, who was replaced by Bob Myer (Roseanne).

Daughter defection
Actress Dedee Pfeiffer may be the next to leave CBS’s Cybill—reportedly by the end of the season, according to a source close to the Carrey-Werner show. Pfeiffer plays Cybill’s daughter Rachel on the Monday comedy, which is averaging an 11.2 Nielsen rating/17 share. Earlier this season, multiple producers and writers defected from the sitcom, including executive producer Howard Gould, who was replaced by Bob Myer (Roseanne).

Postcards from the Edge
NBC’s Suddenly Susan is temporarily out of its Thursday time-slot to accommodate the midseason replacement of The Naked Truth, but it won’t stray far from home. NBC will air clever, on-air electronic postcards featuring star Brooke Shields in exotic locales in the interim. Suddenly Susan returns to its 8:30 p.m. timeslot Feb. 27.

Fox’s February
A voiceover appearance by Jodie Foster on The X-Files and the broadcast premiere of “True Lies” highlights Fox’s plans for February sweeps. Next month’s lineup—the first sweeps orchestrated by entertainment president Peter Roth since taking the job in September—also includes specials such as The World’s Scariest Police Chases Feb. 2 and Star Wars: The Magic and the Mystery Feb. 4, the annual NAACP Image Awards Feb. 27, and the 167th airing of The Simpsons (right), which will surpass The Flintstones as the longest-running animated prime time series.

Ratings hotline
ABC has launched a new labeling hotline that provides content ratings for parents. The national toll-free number, 1-888-ABC-WATCH, offers recorded information on ratings and provides an address and telephone number for more information about the TV Parental Guideline system. The network will air a series of announcements to give viewers a heads-up on the new toll-free number.

An eye for beauty
CBS and Donald Trump have teamed for ownership and broadcast rights of the Miss Universe, Miss USA and Miss Teen USA pageants. The agreement calls for the companies to share 50-50 ownership. CBS also has signed on to carry the pageants through 2002. Miss Universe and Miss USA have aired on CBS since 1972; Miss Teen, since 1983. The new name of the production company for the pageants is Miss Universe LP. —LR
New look for Fox
New design team will re-engineer Fox on-air look
By Lynette Rice

ew marketing plans are brewing at Fox to boost branding for the network as well as for children's programming in the U.S. and abroad.

Broadcast designers/producer Jim Cahill and Jim Atkinson have signed a multiyear deal with Fox to create a new marketing division under the supervision of Stacey Marks-Bronner, executive vice president, marketing. The producers—nicknamed The Jims—who will be based at Fox Television Center in Hollywood, will design and produce a new on-air look for the network.

"We're setting the bar very high as we reposition this network," says David Hill, president, Fox Television. "Our entire presentation will be affected. The Jims are concentrating on an extensive branding initiative and special programming. The new Fox will be completely visually re-engineered."

The producers came up with NBC's successful "seamless format" in 1994, creating promotional spots within the end credits of shows. The technique has been credited with reducing channel surfing.

On the children's front, the Fox Kids Network will roll out branding improvements both domestically and abroad, beginning Feb. 1.

The Fox Kids logo will drop its pastel hue for a bolder image that incorporates movement and bright swatches of color, while a new series of musical interstitials—some tailored to particular countries—will feature a variety of kids in contemporary settings yelling the new slogan "Fox Kids Rox Kids."

The theme will be maintained in the Fox Kids "Toolbox," a host of network properties—such as the Fox Kids Countdown on 200 radio stations across the country, the Fox Kids Website, the Fox Kids Club and the Totally Fox Kids Magazine—that promote the children's lineup.

Group finds fault with TV ratings
Parents Television Council lists G and PG shows with sexual references
By Lynette Rice

Prompted by the "dopiness" of the new system, the Parents Television Council has launched its own analysis of content ratings assigned to network prime time shows.

The results are not pretty. In the first week of the new ratings system, the nonprofit Los Angeles group—a special project of the TV watchdog group Media Research Council—found exploitative and discussions of teenage sex in family-hour shows labeled TV-G.

Preliminary findings of the council's "Ratings Reality Check" also discovered one 8 p.m. show that featured a character boasting of having sex four times a day—including once on the hood of a car.

Words like "suck" and "bastard," along with cases of premarital sex, were found in family-hour sitcoms labeled TV-PG, the survey found. Shows after 9 p.m. that were labeled TV-PG also were put under the microscope, especially when the 8 p.m. CBS drama Promised Land earned the rating for depicting a man rescuing an abused woman.

"Promised Land has none of the sexual innuendo, none of the vulgar language. Why is that a TV-PG?... Maybe they thought it was a little scary," said Mark Honig, executive director of the council. "Men Behaving Badly delves into a lot of material that is mature in theme. Granted, it's on at 9:30, but it's getting the same rating as another show that most would consider extremely family-friendly.

"This points out that this system is not workable," continued Honig, who was in New Orleans Wednesday to congratulate affiliates of The WB for their eight family-friendly shows in prime time. "It should be content-based."

An ABC spokesperson—who hasn't seen the preliminary findings—declined comment. CBS corporate spokesman Chris Ender reminded the council that the new ratings system started only Jan. 1.

"It's important for everybody to realize we are trying out a system that has never happened before."

"It's a system that we believe is on the right track, but we will evaluate it over time to see if it is working properly and having the desired effect."

Honig said the survey, conducted by four analysts, will continue for eventual release at the end of the month. Other preliminary findings:

- Jan. 6, NBC's Mr. Rhodes, 8:30, TV-G: Character recalls his teen years when he has sex in a driver's ed car.
- Jan. 7, ABC's Life's Work, 8:30, TV-PG: Joke about a man who masturbates by rubbing against a tree.
- Jan. 7, NBC's Caroline in the City, 9:30, TV-PG: Four uses of the word "suck," one use of "bastard." Man who's moving in with a woman admits to having sex with his ex the night before.
- Jan. 8, NBC's Wings, 8, TV-PG: Character boasts of having sex four times in one day—including one time on the hood of an El Camino.
- Jan. 8, NBC's Chicago Sons, TV-PG: Character predicts how he will meet...
a single woman in a hotel room to eat pralines off each other’s naked bodies. Sexual innuendo, such as referring to a male body part as “Mr. Sturdy.”

- Jan. 9, NBC’s Friends, 8, TV-PG: Character goes to upstairs neighbor’s apartment to complain about noise, ends up having sex with him. Returns to her apartment and hears man immediately having sex with someone else.
- Jan. 9, NBC’s The Single Guy, 8:30, TV-PG: “Bastard” used twice; lead character talks of having one night stand with his father’s fiancée.

SYNDICATION MARKETPLACE

Crowning show for King World

NATPE ’97 was the best one yet for first-run syndication’s traditional leader, King World Productions says this month’s NATPE convention was “the most successful trade show in the company’s history.” In addition to key long-term renewals for its access mainstays Jeopardy! and Wheel of Fortune, King World says its magazine shows Inside Edition and American Journal are a firm go for the coming season; Inside Edition has been sold through 2000 in selected markets. The Geraldine Rivera Show has also been renewed for 1997-98 on CBS O&Os in New York, Los Angeles and three other markets. “The week [of NATPE] began with headlines bemoaning the state of our business,” said Michael King, KWP president. “By the end of the first day of business, we proved that not only is first-run syndication alive and well, but King World is stronger than ever.”

Black history vignettes

Baruch Entertainment is offering a new package of 60-second historical vignettes tied to Black History Month. The spots cover everything from the art of the Harlem renaissance to biographical sketches of great black Americans. Baruch is offering the collection for cash, with unlimited runs over a license term of two to four years. So far, 32 stations have signed on for the package, including WABC-TV New York and WRIR-TV Chicago.

Like, cool

In 1993, self-proclaimed beatniks Maxwell Truth, Bird and Zelda saw the best minds of their generation being destroyed by late-fringe commercials—so the trio from Buffalo decided to do something about it. Three years later, their late-night weekend B-movie series, Off Beat Cinema, is on the road to syndication after developing a cult following in Buffalo and nearby Toronto on ABC affiliate WKBW-TV Buffalo. Against the backdrop of the fictional Hungry Ear Coffee House, the three friends don sunglasses and period garb to introduce such campy classics as 1968’s “Night of the Living Dead,” Ed Wood’s “Plan 9 from Outer Space” and even a few gems like Alfred Hitchcock’s “The 39 Steps” and Orson Welles’s “The Third Man.” Distributor Scott Entertainment, of Westport, N.Y., maintains that all of the vintage black-and-white titles in the weekly barter package are in the public domain and thus cleared for broadcast. Scott is also cobbled together national distribution on regional cable networks, college stations and low-power TV programming services.

Travel mileposts

Fifteen years and 3,903 segments later, News Travel Network is still out hunting for leisure travel bargains. The San Francisco–based distributor of the 90-second Consumer Travel Reports passed both of those milestones last week. The spots, often renamed or folded into local newscasts, are cleared in 58 markets, including Tribune Broadcasting’s KTLA-TV Los Angeles and WGN-TV Chicago. NTN is an offshoot of the Bay Area marketing agency Preview Travel.

Drawing card

If she can work wonders for Tickle Me Elmo, why not Pictionary? Rosie O’Donnell may have lent her Midas touch to Worldvision Enterprises’ new game show last week during her monologue by volunteering to be a contestant. O’Donnell noted that she helped “win a lot of cars and money” for people during her appearances on a similar show, Win, Lose Or Draw, in the late 1980s. O’Donnell even named Sally Struthers her preferred celebrity partner, citing the All in the Family star’s prowess on Win, Lose Or Draw. Through a spokesperson, Struthers says she’s ready to partner with Rosie anytime. And Worldvision executives were truly touched by the unsolicited plug from America’s sweetheart. “Now all we’re trying to do is figure out who might be worthy opponents for Rosie and Sally,” said Lou Dennig, senior vice president, programming. Added Pictionary host Alan Thicke: “Rosie is fast and funny, with enough energy to jump-start Ed Begley’s [solar-powered] car.”

‘Private Parts’ promotion

As part of the promotional blitz for Howard Stern’s film debut in “Private Parts,” Rysher Entertainment is said to be putting together a behind-the-scenes TV special on the making of the movie. The half-hour barter special will likely have a three-week broadcast window running from mid-February to early March. The theatrical, also produced by Rysher, is due out March 7.

Viper against drunk driving

The stars of Paramount Domestic Television’s Viper are taking a whirlwind cross-country tour next month to benefit the nonprofit group Mothers Against Drunk Driving. Kicking off Feb. 2 at the close of the annual auto races in Daytona Beach, Fla., the Viper crew is set to make appearances at Target stores in seven major cities, with Los Angeles the last stop, on Feb. 13. Going along for the ride with actors Jeff Kaaake and Heather Medway are two of the show’s automotive stars, including the fully armored vehicle known as “The Defender.” The foursome will also appear in new MADD public service announcements to be provided to all Viper affiliate stations.

Oprah coup

Promax International has scored a major coup, landing Oprah Winfrey as keynote speaker for its upcoming conference and exhibition in Chicago. Winfrey’s address will kick off the three-day gathering of promotion, marketing and broadcast design executives on June 4. —CL
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<td>10:00</td>
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<td>1. ER 24/39</td>
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<tr>
<td>11:1/19</td>
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<tr>
<td><strong>FRIDAY</strong></td>
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<tr>
<td>8:30</td>
<td>40. Boy Meets World 9/4/16</td>
<td>78. Ev Loves Raymd 6.5/11</td>
<td></td>
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</tr>
<tr>
<td>9:00</td>
<td>36. Sabrina/Witch 9/8/17</td>
<td>59. JAG 7/9/13</td>
<td></td>
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<tr>
<td>9:30</td>
<td>37. Queuest 8/9/15</td>
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<tr>
<td>10:00</td>
<td>7.2/20</td>
<td>14.2/25</td>
<td>64. Nash Bridges 7/5/13</td>
<td>79. Millennium 6.4/11</td>
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<tr>
<td>10:30</td>
<td></td>
<td></td>
<td>41. Homicide: Life on the Street 9.3/16</td>
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<tr>
<td><strong>SATURDAY</strong></td>
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<tr>
<td>8:00</td>
<td>45. Saturday Night at the Movies—Monopoly Trouble 9/0/16</td>
<td>67. Dr. Quinn Medicine Woman 7.2/13</td>
<td>90. Dark Skies 5.0/9</td>
<td>106. NHL All-Star Game 2.8/5</td>
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<tr>
<td>8:30</td>
<td></td>
<td>67. Early Edition 7/2/13</td>
<td></td>
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<tr>
<td>9:00</td>
<td>30. A Special Night at the Movies—All Lies End in Murder 10/5/16</td>
<td>62. The Pretender 7/6/13</td>
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<tr>
<td>10:00</td>
<td>8.8/14</td>
<td>11.1/18</td>
<td>12.2/18</td>
<td>8.1/13</td>
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<td>10:30</td>
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<td>2.7/4</td>
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</tbody>
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**Ratings according to Nielsen**

- **Week Avg:** 9.3/15
- **STD Avg:** 9.6/16

**Broadcasting & Cable** January 27, 1997

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

**Changing Hands**

The week's tabulation of station sales

<table>
<thead>
<tr>
<th>Proposed station trades</th>
<th>THIS WEEK:</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>$160,000,000</td>
</tr>
<tr>
<td>Combons</td>
<td>$26,421,641</td>
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<tr>
<td>FMs</td>
<td>$10,525,000</td>
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<tr>
<td>AMs</td>
<td>$2,600,000</td>
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<tr>
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<td>TV</td>
<td>$179,030,000</td>
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<tr>
<td>Combons</td>
<td>$478,421,641</td>
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<td>FMs</td>
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<td>AMs</td>
<td>$6,353,151</td>
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<tr>
<td>Total</td>
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<td>SAME PERIOD IN 1996 (AS OF JAN. 29):</td>
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</tr>
<tr>
<td>TV</td>
<td>$98,185,010</td>
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<tr>
<td>Combons</td>
<td>$86,963,225</td>
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<td>$61,406,010</td>
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<tr>
<td>AMs</td>
<td>$63,979,996</td>
</tr>
<tr>
<td>Total</td>
<td>$247,850,245</td>
</tr>
</tbody>
</table>

**Source:** Broadcasting & Cable

**TV**

KSTV(TV) Tacoma/Seattle, Wash.

Price: $160 million


Seller: Gaylord Entertainment Co., Nashville (E.W. Wendell, president); owns Ktv(tv) Fort Worth/Dallas and WsM-AM-FM and Wwtn(FM) Nashville; three cable networks

Facilities: Ch. 11, 316 kw visual, 47.8 kw aural, ant. 891 ft.

Affiliation: CBS

**COMBOS**

Kgem(AM)-Kjot(FM) Boise, Krxr(FM) Payette/Boise and Kcjd-FM Caldwell/Boise, Idaho

Price: $8 million

Buyer: Lartigue Multimedia Systems Inc., San Diego (John Lynch, president); is buying Klxg-AM-FM and Kjzy-FM Twin Falls, Idaho


Facilities: Kgem: 1140 khz, 10 kw; Kjot: 105.1 mhz, 43 kw, ant. 2570 ft.; Krxr: 100.3 mhz, 98 kw, ant. 708 ft.; Kcjd-FM: 107.1 mhz, 3 kw, ant. 365 ft.

Formats: Kgem: adult standards; Kjot: AOR; Krxr: modern rock; Kcjd-FM: dark

Broker: Media Services Group Inc.

WBuk(FM) Fort Shawnee/Lima, Wima (AM)-Wimt(FM) Lima and Wlvz-FM St. Mary’s/Lima, all Ohio

Price: $6.5 million

Buyer: Jacor Communications Inc., Cincinnati (Randi Michaels, CEO; Zell/Chilmark Fund LP, 70% owner); owns Wspd-AM-Wwks(FM) Toledo and WRVF-FM Beavercreek/Toledo, Ohio; is buying Waks(FM) Marysville (near Lima) and Wot-AM-FM Toledo; is buying Wwne(FM) South Bistro Township/Rochester, N.Y. (for other holdings, see “Changing Hands,” Jan. 20)

Seller: Lima Broadcasting Co., Lima (Les C. Rau, president/10% owner); no other broadcast interests

Facilities: Wsby: 107.5 mhz, 3 kw, ant. 328 ft.; Wima(AM): 1150 khz, 1 kw; Wvmt: 102.1 mhz, 11 kw, ant.

1,060 ft.; Wlvz-FM: N/A

Format: Wbus: oldies; Wima: news/talk; Wvmt: country; Wlvz-FM: N/A

WXbd(AM) Biloxi/Gulfport, WXrg(FM) and WXls-FM Gulfport, WXyK(FM)

Pascagoula/Gulfport and Wcpr-FM Wiggins/Gulfport, all Miss.

Price: $3.65 million (Wcpr-FM for $1.65 million)

Buyer: Gulf Coast Radio Partners, Providence, R.I. (Michael E. Schwartz, Aaron Daniels, Monte Lang, Steve Fehder, principals); owns wawz(FM) New Palz/Poughkeepsie, N.Y.

Seller, Wxbd, WXrg, WXls, WXYk: Southern Horizons Broadcasting Co., Gulfport (Lawrence Steelman, principal); no other broadcast interests

Seller, Wcpr: White Broadcasting Co., Gulfport (Jack White, principal); no other broadcast interests

Facilities: Wxbd: 1490 khz, 1 kw; WXrg: 96.7 mhz, 3 kw, ant. 245 ft.; WXls: 107.1 mhz, 1.85 kw, ant. 394 ft.; WXYk: 105.9 mhz, 25 kw, ant. 312 ft.; Wcpr-FM: 97.9 mhz, 50 kw, ant. 466 ft.


Broker: Bergner & Co.

Kwos(AM)-Kjmo(FM) Jefferson City, Mo.

Price: $2.65 million

Buyer: Zimco Inc., Cape Girardeau, Mo. (Jerome R. Zimmer, president/20% owner); for holdings, see “Changing Hands,” Nov. 11, 1996

Seller: Triple-De Properties Inc., Jefferson City (Frank R. Newell, president/90% owner); no other broadcast interests

Facilities: AM: 1240 kHz, 1 kw; FM: 100.1 mhz, 33 kw, ant. 600 ft.

Format: AM: news/talk; FM: oldies


Price: $2 million

Buyer: Forever of PA Inc., Washington (Carol B. O'Leary, president/38.3% owner); owns Wfeg(AM)-Wfgv (FM) Altoona, Pa.

Seller: WHPA/WKmc Inc., Charlottetown, Va. (David Mitchell, president); no other broadcast interests

Facilities: AM: 1370 khz, 5 kw day, 38 w night; FM: 104.9 mhz, 280 w, ant. 1,417 ft.

Format: AM: big band; FM: adult contemporary

Kuty(AM) Palmdale/Los Angeles-Klxx(FM) Rosamond, Calif.

Price: $1.375 million ($425,000 for AM: $950,000 for FM

Buyer: Point Broadcasting Co., Santa
Broadcasting

Monica, Calif. (John Q. Hearne, chairman): is buying KHJJ(AM)-KGMX-FM Lancaster/Palmdale/Los Angeles; owns KBET(AM) Santa Clarita and KK2Z(AM)-KOCF(AM) Oxnard/Ventura and KTRQ(AM) Port Hueneme/Oxnard/Ventura/KCAO(FM) Oxnard/Ventura, Calif.; also is buying KSP(A) Ventura-KTNQ(FM) Ojai/Ventura, all Calif.; has applied to build FMs in Johannesburg and Temecula/Riverside, Calif.

Seller: Paul Dale Ware, Palmdale; no other broadcast interests
Facilities: AM: 1470 kHz, 5 kw; FM: 93.5 mhz, 3 kw, ant. 207 ft.
Formats: AM: Spanish; FM: classic rock
Broker: Exitline Co.

KSDN-AM-FM Aberdeen, S.D.
Price: $350,000
Buyer: Roberts Radio LLC, Pleasantville, N.Y. (Robert W. Pittman, chairman/13% owner; Robert B. Sherman, president/7% owner; Alpine Radio LLC, 18.1% owner); is buying KAA-A-AM-FM Aberdeen, S.D. (for other holdings, see “Changing Hands,” Jan. 6)
Seller: Green Bay Broadcasting Co. Inc., Green Bay (William C. Laird, president); owns WDUZ(AM)-WQLH-FM Green Bay, Wis.
Facilities: AM: 930 kHz, 5 kw day, 1 kw night; FM: 94.1 mhz, 100 kw, ant. 440 ft.
Format: AM: adult contemporary; FM: AOR
Broker: Blackburn & Co. (seller)

KDRS(AM)-KLOQ-FM Paragould, Ark.
Price: $545,000
Buyer: Lyons Communications Inc., Malvern, Ark. (50% owner; Monte Lyons, president); is selling KBSH-FM Malvern, Ark.
Seller: SAS Communications Inc., Corning, Ark. (Jim Adkins, president/owner); Adkins owns KCCB(AM)-KBKG (FM) Corning
Facilities: AM: 1490 kHz, 1 kw; FM: 107.1 mhz, 3 kw, ant. 410 ft.
Format: AM: gospel; FM: oldies
Broker: Sunbelt Media Inc.

WSEZ(AM)-WUME-FM Paoli, Ind.
Price: $436,000
Buyer: Imojean Fugate Apple, French Lick, Ind.
Seller: Indiana Patoka Development Corp., Paoli; no other broadcast interests
Facilities: AM: 1560 kHz, 250 w day; FM: 95.3 mhz, 3 kw, ant. 300 ft.
Formats: AM: talk; FM: adult contemporary

Price: $415,641 for stock

Big deal

The following station-sale application, previously reported in Broadcasting & Cable, was made public last week by the FCC: Wtwo (TV) Terre Haute, Ind., and KTVN(TV) St. Joseph, Mo. (B & C, Dec. 30, 1996). Buyer: Nexstar Broadcasting Group LLC. Seller: TCS Television Partners LP (80.2% owner).

Seller: Stuart P. Noordyk Restated Trust, Fremont
Facilities: AM: 1550 kHz, 1 kw day; FM: 100.1 mhz, 2.75 kw, ant. 295 ft.; WCMQ: 94.7 mhz, 100 kw, ant. 813 ft.; WITO: 1490 kHz, 1 kw
Formats: AM: news/talk; FM: country; WCMQ: country; WITO: soft hits

50% of KFEL(AM)-KKKN(FM) Pueblo, Colo.; WITH(AM) Baltimore; KKIM(AM) Albuquerque, KARS(AM)-KLVO(FM)

Belen and KDRN(FM) Los Lunas, all N.M., and WTSJ(AM) Cincinnati and WCCD(AM) Parma, Ohio
Price: Stock conversion of 320 shares of Class B common stock into 320 shares of Class A
Buyer: Great American Insurance Cos., Cincinnati (Carl H. Lindner III, president); will own 50% of voting stock
Seller: Mark McNeil, Cincinnati; with other shareholders, will own 50% of voting stock. McNeil previously owned 70%.
Facilities: KFEL: 970 kHz, 3.2 kw day, 184 w night; KKKN: 107.1 mhz, 50 kw, ant. 338 ft.; WITH: 1230 kHz, 1 kw; KKIM: 1000 kHz, 10 kw day; KARS: 860 kHz, 250 w day, 186 w night; KLVO: 97.7 mhz, 10 kw, ant. 859 ft.; KDRN: 106.3 mhz, 100 kw, ant. 656 ft.; WTSJ: 1050 kHz, 1 kw day, 278 w night; WCCD: 1000 kHz, 500 w day
Formats: KFEL: Christian; KKKN: country; WITH: soft hits of the ‘50s, ‘60s and ‘70s; KKIM: Christian; KARS: C&W; KLVO: Spanish; KDRN: jazz; WTSJ: Christian; WCCD: religion

RADIO: FM
Exchange of WMYU(FM) Sevierville/Knoxville and WWS(FM) Kams/Knoxville, Tenn., for KQRC-FM Leavensworth,
Amplifications

Dave Garland was the broker for the $90,000 sale of KRAF-AM-KCMA (FM) Holdenville, Okla., from Hughes County Broadcasting to Tyler Media Group Inc. (BaC, Jan. 6).

Hickman Associates was the broker for the seller of WSUS (FM) Franklin, N.J., WSUS Communications Inc. (BaC, Dec. 30, 1996). The deal was for $5 million; buyer was Nassau Broadcasting Partners LP.

Minn., and KNOX-AM-FM Grand Forks, N.D.; has applied to build station at St. Joseph, Minn. Alver Leighton also owns KBOT (FM) Pelican Rapids, Minn.

Seller: Ronald J. Linder, St. Cloud; no other broadcast interests

Facilities: 98.9 mhz, 50 kw, ant. 492 ft.

Format: Dark

WLRR (FM) Milledgeville, Ga.

Price: $1 million


Seller: Preston Small, Milledgeville; no other broadcast interests

Facilities: 100.7 mhz, 3 kw, ant. 328 ft.

KCEO (AM) Vista/San Diego, Calif.

Price: $2.6 million

Buyer: North County Broadcasting Corp. of San Diego, San Rafael, Calif. (Arthur Astor, president)

Seller: Nationwide Communications Inc., Columbus, Ohio (Steve Berger, president); owns KFSD-FM San Diego; is buying KUPR-FM Carlsbad/San Diego; also owns KZKZ (FM) Mesa, Ariz./Phoenix; KNYL (FM) Mesa/Phoenix; WPW (AM) Baltimore; KNOX (AM) North Las Vegas-KLUC-FM Las Vegas; WGAU-FM Cleveland; WCOL-AM-FM and WNCI (FM) Columbus, Ohio, and KXMO (FM) Dallas and KMX (FM) Houston; is buying KHTC-FM Phoenix, and KG9 (AM)-KKAZ-FM St. Louis Park/Minneapolis/St. Paul, Minn.; is selling KXNO-AM North Las Vegas-KLUC-FM Las Vegas; is swapping WQMX-FM Orlando, Fla., for WMAI (FM) and WMUS (FM) Cleveland; is swapping KSJ (AM) Seattle for right to acquire KTBZ (FM) Lake Jackson/Houston; is swapping KPOF (AM)-KZG-FM San Diego for KSLX-AM-FM Scottsdale, Ariz.; is swapping KSX-FM Fort Worth/Dallas.

Format: Talk

Broker: Gary Stevens & Co.

Compiled by Elizabeth A. Rathbun

Errata

The president of Bonville International Corp., Bruce T. Reese, was incorrectly reported in the Jan. 13 “Changing Hands.” Also, the call letters of several of the company’s stations have changed. WXV (FM) Braddock Heights, Md./Washington is now WWZZ (FM), while WOSI (AM) Frederick, Md./Washington-WXTR-FM Waldorf, Md./Washington now are WXTR (AM)-WWVZ (FM) Frederick/Washington.

It was incorrectly reported in “Changing Hands,” most recently on Jan. 20, that Paxson Communications Corp. has a time brokerage agreement with WHBI-TV Lake Worth/West Palm Beach, Fla. Paxson in March 1996 said it intended to set up a TBA with the unbuilt station (“Changing Hands,” March 18, 1996), but there is no such agreement, says Stephen Daz Diaz Gavin, lawyer for Hispanic Broadcasting Inc. which is building the station and is its 100% owner, Gavin says.
Interep gets CBS Radio stations

Acquisition of 79 stations effectively narrows rep field to Interep and Katz

By Donna Petrozzello

CBS Radio has turned over national sales representation of its 79-station group, valued at $250 million in sales, to the Interep Radio Store beginning Feb. 1.

As a result, CBS will fold its CBS Radio Representatives sales arm, which represented national ad sales for 23 stations, many CBS-owned, under the umbrella of Interep-managed rep firms. Group W Radio Sales, which represented 16 stations owned by Westinghouse, also will close.

In addition to folding CBS Radio Reps, CBS will merge CBS Radio Unwired, which has represented national sales for stations in unwired radio networks for the past two years, into Interep's unwired network sales operation.

CBS Radio Reps and Group W Radio Sales were two of the last major company-owned, national rep firms. The consolidation of nearly all radio stations under either Interep or Katz Radio Group (KRG) national sales representation completes the gradual phasing-out of group-owned rep firms, were prevalent in the 1950s and 1960s.

The move to New York-based Interep brings the entire CBS Radio group—comprising stations owned by CBS Radio, Westinghouse Electric

Corporation (Group W) and Infinity Broadcasting—under one firm. Interep had represented stations owned by Infinity since January 1995, when Infinity formed its independent Infinity Radio Sales branch under Interep management.

Interep plans to divide the 79 stations into four teams, keeping top managers in place. Michael Weiss, president of Infinity Radio Sales, will preside over the new, not-yet-named sales group. Managers overseeing CBS Radio Reps, the former Group W Radio Sales and Infinity Radio Sales will continue to lead one of the four teams.

CBS Radio President Dan Mason says merging the stations under Interep will help CBS "capitalize on the great growth potential in national radio sales."

The move solidly defines the territories of Interep and Katz, also based in New York. The additional CBS stations give Interep about $115 million more in billings annually, says Interep Chairman Ralph Guild.

Guild puts Interep's total billings at $850 million. With national radio revenue estimated at $8.6 billion, Interep will control almost half.

However, KRG President Stu Olds contends that Katz controls about 53% of national radio billings, while Interep has 47%. Guild puts the split closer at 50-50. Guild argues that Interep has "a much larger share of billings in the top 20 cities."

Despite losing the CBS stations to Interep, Olds says the change is "extremely good for the independent rep business" because it "recognizes the fact that we probably can do this better than in-house reps."

Odds also says the move will give "Mel [Karmazin, Infinity president] a loud voice inside the Interep organization."

Media buyers have mixed opinions of CBS's consolidation. Dennis McGuire, vice president and associate director of broadcast for The Media Edge, says the new group could try to drive up the cost-

Analysts take stock of radio

Reports this month from UBS Securities and Lehman Brothers anticipate solid stock gains for Westwood One Inc., Evergreen Media, American Radio Systems and Emmis Broadcasting.

UBS Securities analysts listed 18% and 19% hikes in stock values for Evergreen and Westwood One, respectively, compared with an average 12% increase for radio stocks last year. With the merger of CBS/Westinghouse and Infinity Broadcasting now closed, UBS notes, Westwood One is 28% owned by Westinghouse; UBS expects Westwood One to achieve 24% profit margins in 1997.

UBS anticipates that Evergreen will increase its free cash flow by about 20% annually during the next several years, which in turn could result in a 15%-18% increase in stock valuation. UBS said Evergreen's 15%-25% revenue share in most markets where it owns stations leaves the group "ample room for acquisition." UBS also praised Evergreen management, crediting it with the high audience shares earned by WKTU(FM) New York and KKBZ(FM) Los Angeles.

Likewise, Lehman Brothers initiated coverage of American Radio Systems with a "buy" rating this month. Analysts credited ARS with potential broadcast cash-flow growth of up to 25% over the next two years, a large and diverse station portfolio and "one of the largest average market revenue shares in the industry, at 33%.

Lehman analysts give Emmis an "outperform" rating. Lehman praised the company's recent purchase of St. Louis-market stations WLBQ(FM), WKBQ(AM) and WKKX(FM) in November as the company's "re-entry into the mergers and acquisitions game." Lehman also credited Emmis as holding "franchise stations" with "strong underlying value" and "innovative programming." —DP
Please help
Actor Michael J. Fox (left) is one of several celebrities featured in a print ad campaign sponsored by the WNYC Foundation, the new owner of WNYC-AM-FM New York. The foundation is attempting to raise $20 million to fund its purchase of the stations from the City of New York. The week-long campaign, which kicked off in the New York Times, coincides with a four-day on-air fund drive this week. WNYC board member and advertising executive Jerry Della Femina created the campaign.

Good fourth for SFX
New York-based SFX Broadcasting Inc. reported a 33% increase in broadcast cash flow on a pro forma basis in fourth quarter 1996, compared with the same period in 1995. SFX said that the cash-flow increase is the "highest quarterly result in the company's history." For 1996, SFX said its pro forma cash flow totaled approximately $100 million, a 26% increase over 1995. SFX's net revenue increased by 12% in the fourth quarter and by 10% for the entire year, compared with similar periods in 1995. On a non-pro forma basis, SFX reported $50 million in net revenue and $18 million in cash flow for the quarter, while for the year, it had approximately $143 million in net revenue and $50 million in cash flow.

Clear Channel banking on Stern
Clear Channel turned over the morning shift of its new alternative rock KKND(FM) Port Sulphur, La. (New Orleans), to Howard Stern on Jan. 20, three days after Stern's contract expired with his former New Orleans affiliate, WRNO(FM). The move may prove a savvy way for Clear Channel to get its five-month-old rocker on the map. Stern was among the top-rated hosts in the market before Heritage Media bumped him and other controversal talkers from WRNO last year after pressure from a citizen's group.

Heritage purchased WRNO from EZ Communications last year. KKND Program Director Vince Richards says audience response to Stern's return has been "95 percent positive."

'NBA on ESPN' returns
The NBA on ESPN Radio tipped off its second season on Jan. 19 with coverage of the Chicago Bulls vs. the Houston Rockets. In its second year ESPN Radio plans to cover regular-season and postseason games, conference finals, the All-Star Weekend and the NBA draft during the 1997-98 season. Broadcasts will include game updates and halftime reports with hosts Brent Musburger and Jim Durham. Coach Jack Ramsay and former player Quinn Buckner return as game analysts. ESPN Radio Network, a joint venture with ABC Radio Networks, provides sports programming to 375 stations nationwide.

The doctor is in at KPIX-FM
Variety talk KPIX-FM San Francisco has hired local psychotherapist Dr. Tara Fields to host a call-in talk show offering advice weekdays, noon-3 p.m. Fields replaces Dr. Laura Schlesinger. Schlesinger, syndicated nationally from KP(AM) Los Angeles, left KPIX-FM Jan. 1 for KGO(AM) San Francisco. Schlesinger had given KPIX-FM one of its highest-rated dayparts. KPIX-FM is promoting Fields as "the next Frasier."

U.S. debut
Newly elected UN Secretary General Kofi Annan gave his first American interview to Westwood One Radio Networks correspondent Carol Zimmer for the NBC Radio Network, Mutual News and the Weekend Headliner program.

WHTZ(FM) launches 'The Elliot Report'
WHTZ(FM) Newark, N.J. (New York), morning man Elliot Segal has debuted a morning prep fax service in cooperation with United Stations Radio Networks. Segal says "The Elliot Report," available on a barter basis, has 50 stations, including WNNX(FM) Atlanta and WZMX(FM) Hartford, Conn. The report features entertainment news, sports news, movie box-office results and celebrity birthdays. —DP
Cable seeks credit for core value

Companies take various financial roads to improve cash flow

By Price Colman

It's a little early to label 1997 the year of anything, but signs are emerging that the cable industry plans to seize the coming months as an opportunity for some concerted financial engineering.

From "tracking" stocks and spin-offs to initial public offerings and "monetizing assets," the leading cable companies are looking at any and all tactics to improve cash flow, reduce debt, simplify corporate structures and gain some investor recognition of the value of core cable operations.

"It's striking that all five [top] MSOs are simultaneously talking about it," says Spencer Grimes of Smith Barney & Co., adding that words and action are two different things.

Nonetheless, there's plenty of talk. Leading the probability pack: an IPO of the Sprint PCS joint venture, whose partners are Sprint, with 40%; Tele-Communications Inc. (30%), and Comcast and Cox (15% each).

Sources tell Broadcasting & Cable that TCI founder Bob Magness, who died Nov. 15, last summer toldconfidants that a Sprint PCS IPO would come in 1997.

Sprint is rumored to be seeking majority control of the partnership and a private buyback of stock by Sprint, coupled with an IPO, would address two issues: an IPO could generate much of the financing needed to build out the PCS network, and the cable partners could gain much-needed cash.

According to a recent estimate from Chuck Kirsch of Neidinger Tucker Bruner, that build-out is costing the joint venture about $13.88 per POP (point of presence). With licenses recently won in an FCC auction, the joint venture expects its network to reach as many as 260 million POPs at a build-out cost of roughly $5.6 billion.

Given continuing pressure on revenue and cash flow, it's a price the participating MSOs are loath to pay, and an IPO—which would allow partners to retain some interest in the venture—is a likely alternative.

One obstacle in the way of an IPO of the Sprint joint venture is determining what it is worth.

"It is difficult to truly value it, particularly since it is the largest PCS company," says Smith Barney's Grimes. "All three [cable] companies would suffer from a minority-stake discount, and whether or not the assets are mature enough. I'm not certain. You'd think they would wait until they roll out in the nation's largest market before conducting an IPO."

The Sprint PCS service is scheduled to launch in that market, New York, in the first half of the year.

What distinguishes 1997 from past years is that TCI, historically the industry leader in complex financial wheeling and dealing, should have plenty of company.

"Every year is the year of the spin-off for TCI," says Rick Westerman of UBS Securities. "And it seems as though the other large MSOs, particularly Comcast and Cox, have shown a willingness to consider the sale of off-balance sheet assets as a way to recognize the value inherent in businesses that are not receiving value in the market."

TCI has already announced a number of moves it is considering making or plans to make in coming months: spinning out Liberty Media Group, now a tracking stock, into a separate company.

VJN becomes The Box

In an effort to become more closely associated with its video-on-request service, Video Jukebox Network is restructuring and changing its name to The Box Worldwide.

As part of the restructuring, the company is also creating domestic and international subsidiaries. "By establishing separate divisions in the U.S. and abroad, the company is well positioned to heighten the brand identity and the local customization of our service," says Alan McGlade, CEO of Video Jukebox Network.

One of the new subsidiaries, The Box—USA, will be headed by Stanley Greene, former vice president of Bell Atlantic Video Services, where he was responsible for planning the telco's entrance into video distribution services. Greene will attempt to increase distribution in the U.S. and create partnerships with radio stations to heighten the service's profile in local markets.

The other subsidiaries created by the restructuring are The Box Worldwide—Latin America; The Box Worldwide—Europe; The Box Holland and The Box—Argentina.

According to the company, some 25 radio affiliates have promotional partnerships with The Box. Greene will be based in New York and will report to McGlade.

The revamping has a lot to do with the company's financial struggles. The stock, which reached a 52-week high of 2 3/16 on May 28, plummeted to 1/2 on Oct. 22. It closed Jan. 22 at 3/4. Video Jukebox Network Inc. has
spinning out TCI’s 82% ownership of TCI International; creating a new tracking stock that includes TCI’s holdings in Teleport Communications Group and the Sprint PCS joint venture; selling or spinning out Liberty’s holdings in Superstar-Netlink, a provider of programming to the C-band satellite dish industry.

Also on the drawing board, cable industry analysts say, is an IPO for At Home Corp., the high-speed data-by-cable joint venture of TCI, Kleiner Perkins Caufield & Byers, Cox and Comcast.

Fundamental changes also are in store for number-two cable operator Time Warner. To consummate the restructuring or dissolution of its partnership with US West in Time Warner Entertainment (TWE), Time Warner will have to conduct a series of complex moves.

Chuck Lillis, chief executive of US West subsidiary US West Media Group (UMG), has made no secret that he’d like to acquire a controlling interest in the partnership, US West bought a 25.5% interest in TWE in 1993 for $2.5 billion. Lillis has also stressed that UMG is interested specifically in the distribution network rather than the programming parts of TWE. That means that Time Warner executives Gerald Levin and Ted Turner will have to come up with a way to retain TWE’s interests in Warner Bros. studios, HBO and the WB Network.

Altering the composition of the TWE partnership also raises the question for Time Warner of what to do with its roughly 31% interest in Primestar Partners. TCI owns 20.9% of the partnership, which it spun off last year with other satellite-related holdings into TCI Satellite Entertainment. GE Americom owns 16.6%, while Comcast, Cox and Continental each hold a 10.4% interest.

Both Cox and Comcast have indicated they want to stay in the partnership, but Time Warner, with its $17.5 billion debt load and a corporate focus shifting from distribution to content, could well be looking to cash out, or “monetize,” its holdings in Primestar Partners. Continental, now part of UMG, is reportedly assessing whether its stake is strategic enough to hold.

Other deals that could crop up in ’97 include Comcast selling its non-digital cellular business; Cox selling interests in Telewest and E! Entertainment, and UMG following through on previously announced plans to cash out of non-strategic or minority-owned international cable operations.

Cable takes wraps off new projects

‘The High Life’, ‘Renegade’, ‘Weird Science’ among canceled series as critics hear from cable

By Rich Brown

A variety of original cable programs ranging from a new prison drama to a six-hour version of Ivanhoe were unveiled last week—and several shows axed to make way for them—at the Television Critics Association press tour in Los Angeles. Among the announcements:

A&E

Original programing debuting on A&E in the months ahead includes several two-hour specials, Bob Vila’s Guide to Historic Homes of the Mid-Atlantic: Police!, with Bill Kurtis; The Irish in America, narrated by Aidan Quinn; and The Great Escapes of World War II, narrated by Ed Asner. Also on tap are three international co-productions based on classic novels: Jane Eyre, Emma and the six-hour Ivanhoe.

Bravo

Bravo will present new productions for its Sunday night pop-cultural series, Exposé Showcase, including “The History of Talk Radio” and “The Rise and Fall of ballet.” Beginning in April, Bravo’s Sunday night schedule will feature Exposé at 7 p.m. ET, followed at 8 by Profiles, a new series of acquired and original documentaries about artists (Profiles replaces South Bank Show in the time slot). Inside the Actors Studio enters its third season with 12 new shows in the Sunday 9 p.m. slot.

Disney Channel

The Disney Channel unveiled an extensive development slate designed to present more live-action series on weekdays and additional animation series on weekends. Among the new offerings are Use Your Head, a Sandollar production from comedian Amy Hill; Bear in the Big Blue House, a Jim Henson Productions offering created by Mitchell Kriegman; The Dumb Bunnies, a cartoon series produced and developed by Nelvana in association with Scholastic Inc., and Imagine That, written and hosted by author Douglas Love. Weekly development includes Attention Earthlings, a game show from Jim Henson Productions; an unnamed kids-oriented sports show from sister-network ESPN, and Test Track, a game show from Telescene Productions. Weekend series in development include a Henson-produced sitcom, Take My Family, Please. Original movies in development include Genius, from DIC Entertainment, and Northern Lights, from Alliance Communications.

HBO

Rhyser Entertainment and Homicide executive producer Tom Fontana will produce OZ, a new hour dramatic series for HBO. The network has ordered eight episodes and plans a July debut for the prison drama. HBO has also renewed The Larry Sanders Show (which will be back for a fourth season in 1998) and Dennis Miller Live. Miller’s new contract also calls for two stand-up specials and a variety of off-screen and promotional activities. In other developments, HBO has canceled David Letterman-produced series The High Life.
HSN closes center, cuts jobs

Diller continues moves to “create a business that will perform to its optimum for shareholders”

By Michael Katz

The cuts keep on coming for Barry Diller’s Home Shopping Network.

HSN is closing its merchandise-return center in Florida and axing 250 employees. The work of the Florida facility will be taken over by the company’s centers in Waterloo, Iowa, and Salem, Va. The employees, who will be laid off by April 30, will be able to apply for other jobs at the company’s headquarters in St. Petersburg, Fla.

The move will allow HSN to “improve customer service significantly while we continue to create a business that will perform to its optimum for shareholders,” says HSN President James Held.

The cuts are a continuation of an ongoing effort, since Diller bought the company in November 1995, to shrink the workforce and thereby increase profits and please Wall Street. So far, the strategy has worked.

Last February, HSN disclosed a restructuring plan that would eliminate 100 jobs, or 2.5% of the workforce, and reduce a tier of mid-level executives from 28 to nine. HSN officials expected the revamping to save the company $4 million in payroll expenses and reduce annual operating costs by $20 million. Before that, the company had laid off 1,100 workers in the previous two years. Earlier this month, HSN closed three Orlando-area outlet stores.

Following the downsizing, HSN last October reported better-than-expected third-quarter profits, with a net income of $7 million compared with a loss of $17.7 million for the same period the previous year. Revenue also increased 7.7% for the quarter. In July, HSN announced earnings of $5 million for the second quarter compared with a loss of $9.7 million for the same quarter in 1995.

Lenfest goes it alone in Philly suburbs

Rainbow has dropped out as partner in local news venture

By Rich Brown

able system operator The Lenfest Group within five months plans to debut a Philadelphia-area news and information channel without the help of previously announced partner Rainbow Programming Holdings.

Lenfest has decided to launch the channel on its own following the collapse of a short-lived deal with Rainbow. Under the previous plan, Rainbow was to purchase NewsChannel, Lenfest’s text-based local news service, and use the channel position to deliver a full-service news channel to the cable operator’s 920,000 area subscribers.

Under the new plan, Lenfest will rely on its own systems to produce local programming that will be mixed in with the existing text-based service. After 3 1/2 years of operation, the text-based NewsChannel will be scaled back from a 24-hour operation to a filler service.

“We tried a 24-hour news channel, and we don’t feel that’s the way to go,” says Don Heller, president, Lenfest Programming Services. “I do see a time for a 24-hour news channel in this market, but I don’t think the time is right now. The big factor is getting the advertising market attuned to buying cable in that manner.”

The new channel will combine news from NewsChannel with local programming from Lenfest’s Suburban Cable systems in three states (Pennsylvania, New Jersey and Delaware) and exclusive programming to be developed by the channel. The as-yet-unnamed channel will feature a daily programming wheel that will likely include six hours of NewsChannel programming, 12 hours of regional programming and six hours of local programming.

Suburban Cable is already producing some local programming at its systems, including a teen talk show, a sports coach show and a Delaware program called First State News. Heller says, Regional shows already in the works
IN JUST 7 MONTHS WE'VE GROWN TO OVER

30 MILLION SUBSCRIBERS.

AND BY THE YEAR 2000 WE'LL HAVE OVER 55 MILLION.

THANKS TO OUR AFFILIATES FOR MAKING

THE FUTURE OF NEWS A REALITY... TODAY.
EWS HAS ARRIVED!

0,0000

IT'S TIME TO GET CONNECTED
include *Day Tripper*, which will focus on places to visit in the area. Also under consideration is a movie review show that will feature titles being offered on pay per view. Ad sales will be handled by Lenfest's Radius Communications division.

Heller downplayed speculation in the local press that Lenfest might seek to combine its local news and information efforts with those of another area cable system operator, Comcast Corp. Comcast produces a local channel, The Comcast Network, which offers sports, talk, and public affairs programming to its 1.1 million subscribers in Pennsylvania and New Jersey.

"There's always a possibility, but right now we're on a different page," Heller says.

While both operators develop their services for the Philadelphia area, there's still no apparent interest in creating a 24-hour news channel for the city itself. Philadelphia is thought to have lagged behind other major cities in launching a 24-hour regional news channel largely because of the fractionalization of cable system ownership in the market.

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**Utley Moves to CNN**

Garrick Utley is jumping from ABC News to CNN starting next month, the cable network has announced. Utley will be based in New York and will report on a range of stories in the U.S. and abroad.

It's the second major defection for ABC in two months. In December, Brit Hume, longtime ABC News Washington correspondent, signed a deal to join Fox News.

Utley has been ABC's chief foreign correspondent, based in London, since 1993. Before that, he spent 30 years at NBC News. Officially, Utley's title is contributor, and his schedule will be dictated by news events, said a CNN spokesperson. "He may work 80 hours some weeks and then not appear on the air for several weeks," Utley will be exclusive to CNN "on TV for news," said the spokesperson. But the television news veteran will be able to continue other projects, such as hosting the PBS series of Metropolitan Opera performances. —SM

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**50 People's Choice Top Cable Shows**

Following are the top 50 basic cable programs for the week of Jan. 5-12, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe: U.S. rating is of 97 million TV households.

<table>
<thead>
<tr>
<th>Program Description</th>
<th>Network</th>
<th>Time (ET)</th>
<th>HHs.</th>
<th>Rating Cable</th>
<th>Cable U.S. Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Movie: &quot;Last Stand at Saber River&quot;</td>
<td>TNT</td>
<td>Sun 8:00p</td>
<td>5,182</td>
<td>7.3</td>
<td>5.3</td>
</tr>
<tr>
<td>2. Rugrats</td>
<td>NICK</td>
<td>Thu 7:30p</td>
<td>3,264</td>
<td>4.7</td>
<td>3.4</td>
</tr>
<tr>
<td>3. Rugrats</td>
<td>NICK</td>
<td>Mon 7:30p</td>
<td>3,222</td>
<td>4.5</td>
<td>3.3</td>
</tr>
<tr>
<td>4. Movie: &quot;Point Break&quot;</td>
<td>TBS</td>
<td>Sun 10:50a</td>
<td>3,050</td>
<td>4.3</td>
<td>3.1</td>
</tr>
<tr>
<td>5. Movie: &quot;Raiders of the Lost Ark&quot;</td>
<td>TBS</td>
<td>Sun 6:05p</td>
<td>3,020</td>
<td>4.3</td>
<td>3.1</td>
</tr>
<tr>
<td>6. Rugrats</td>
<td>NICK</td>
<td>Tue 7:30p</td>
<td>3,016</td>
<td>4.3</td>
<td>3.1</td>
</tr>
<tr>
<td>7. Rugrats</td>
<td>NICK</td>
<td>Wed 7:30p</td>
<td>2,987</td>
<td>4.3</td>
<td>3.1</td>
</tr>
<tr>
<td>8. World Champ. Wrestling</td>
<td>TNT</td>
<td>Mon 9:00p</td>
<td>2,928</td>
<td>4.2</td>
<td>3.0</td>
</tr>
<tr>
<td>9. Doug</td>
<td>NICK</td>
<td>Thu 7:00p</td>
<td>2,888</td>
<td>3.8</td>
<td>2.8</td>
</tr>
<tr>
<td>10. Rugrats</td>
<td>NICK</td>
<td>Fri 7:30p</td>
<td>2,888</td>
<td>3.5</td>
<td>2.8</td>
</tr>
<tr>
<td>11. Hey Arnold</td>
<td>NICK</td>
<td>Mon 8:00p</td>
<td>2,847</td>
<td>3.4</td>
<td>2.7</td>
</tr>
<tr>
<td>12. Doug</td>
<td>NICK</td>
<td>Tue 7:00p</td>
<td>2,641</td>
<td>3.6</td>
<td>2.6</td>
</tr>
<tr>
<td>13. Hey Arnold</td>
<td>NICK</td>
<td>Wed 8:00p</td>
<td>2,567</td>
<td>3.7</td>
<td>2.6</td>
</tr>
<tr>
<td>14. Doug</td>
<td>NICK</td>
<td>Mon 7:00p</td>
<td>2,546</td>
<td>3.7</td>
<td>2.6</td>
</tr>
<tr>
<td>15. Doug</td>
<td>NICK</td>
<td>Wed 7:00p</td>
<td>2,513</td>
<td>3.7</td>
<td>2.6</td>
</tr>
<tr>
<td>16. Rugrats</td>
<td>NICK</td>
<td>Thu 8:00p</td>
<td>2,398</td>
<td>3.9</td>
<td>2.8</td>
</tr>
<tr>
<td>17. Movie: &quot;Hang'em High&quot;</td>
<td>TBS</td>
<td>Sat 8:00p</td>
<td>2,389</td>
<td>4.4</td>
<td>2.5</td>
</tr>
<tr>
<td>18. Rugrats</td>
<td>NICK</td>
<td>Sat 8:30p</td>
<td>2,368</td>
<td>3.4</td>
<td>2.4</td>
</tr>
<tr>
<td>19. Movie: &quot;Last Stand at Saber River&quot;</td>
<td>TNT</td>
<td>Sun 10:00p</td>
<td>2,367</td>
<td>3.4</td>
<td>2.4</td>
</tr>
<tr>
<td>20. All That</td>
<td>NICK</td>
<td>Sat 8:00p</td>
<td>2,343</td>
<td>3.4</td>
<td>2.4</td>
</tr>
<tr>
<td>21. All That</td>
<td>NICK</td>
<td>Sat 8:30p</td>
<td>2,343</td>
<td>3.4</td>
<td>2.4</td>
</tr>
<tr>
<td>22. Movie: &quot;Predator 2&quot;</td>
<td>TBS</td>
<td>Sun 8:35p</td>
<td>2,378</td>
<td>3.5</td>
<td>2.5</td>
</tr>
<tr>
<td>23. Movie: &quot;Road House&quot;</td>
<td>TBS</td>
<td>Sun 10:50p</td>
<td>2,371</td>
<td>3.3</td>
<td>2.4</td>
</tr>
<tr>
<td>24. Doug</td>
<td>NICK</td>
<td>Fri 7:00p</td>
<td>2,316</td>
<td>3.3</td>
<td>2.4</td>
</tr>
<tr>
<td>25. Rugrats</td>
<td>NICK</td>
<td>Sun 10:00p</td>
<td>2,315</td>
<td>3.3</td>
<td>2.4</td>
</tr>
<tr>
<td>26. Tiny Toon Adventures</td>
<td>NICK</td>
<td>Tue 6:30p</td>
<td>2,281</td>
<td>3.3</td>
<td>2.4</td>
</tr>
<tr>
<td>27. Tiny Toon Adventures</td>
<td>NICK</td>
<td>Thu 6:30p</td>
<td>2,280</td>
<td>3.3</td>
<td>2.4</td>
</tr>
<tr>
<td>28. Tiny Toon Adventures</td>
<td>NICK</td>
<td>Sat 9:30p</td>
<td>2,273</td>
<td>3.3</td>
<td>2.3</td>
</tr>
<tr>
<td>29. Rugrats</td>
<td>NICK</td>
<td>Sat 7:30p</td>
<td>2,253</td>
<td>3.2</td>
<td>2.3</td>
</tr>
<tr>
<td>30. Are You Afraid of the Dark?</td>
<td>NICK</td>
<td>Thu 5:00p</td>
<td>2,210</td>
<td>3.2</td>
<td>2.3</td>
</tr>
<tr>
<td>31. Secret World of Alex Mack</td>
<td>NICK</td>
<td>Thu 8:00p</td>
<td>2,210</td>
<td>3.2</td>
<td>2.3</td>
</tr>
<tr>
<td>32. Movie: &quot;Little Girls Pretty Boxes&quot;</td>
<td>LIF</td>
<td>Sun 8:00p</td>
<td>2,172</td>
<td>3.2</td>
<td>2.2</td>
</tr>
<tr>
<td>33. Movie: &quot;Magnum Force&quot;</td>
<td>TBS</td>
<td>Sun 1:20p</td>
<td>2,192</td>
<td>3.1</td>
<td>2.3</td>
</tr>
<tr>
<td>34. Movie: &quot;Are You Afraid of the Dark?&quot;</td>
<td>NICK</td>
<td>Mon 5:00p</td>
<td>2,177</td>
<td>3.1</td>
<td>2.2</td>
</tr>
<tr>
<td>35. Tiny Toon Adventures</td>
<td>NICK</td>
<td>Mon 5:30p</td>
<td>2,155</td>
<td>3.1</td>
<td>2.2</td>
</tr>
<tr>
<td>36. Inspector Gadget</td>
<td>NICK</td>
<td>Thu 9:30p</td>
<td>2,153</td>
<td>3.1</td>
<td>2.2</td>
</tr>
<tr>
<td>37. The Bletcher Brothers Show</td>
<td>TNN</td>
<td>Sat 9:00p</td>
<td>2,138</td>
<td>3.2</td>
<td>2.2</td>
</tr>
<tr>
<td>38. Movie: &quot;O. Steel's Changes&quot;</td>
<td>LIF</td>
<td>Sun 6:00p</td>
<td>2,053</td>
<td>3.1</td>
<td>2.1</td>
</tr>
<tr>
<td>39. NCAR/Iowa State @ Kansas</td>
<td>ESPN</td>
<td>Mon 9:35p</td>
<td>2,157</td>
<td>3.0</td>
<td>2.2</td>
</tr>
<tr>
<td>40. ARH/High Plains Monstrosity</td>
<td>NICK</td>
<td>Sun 3:00p</td>
<td>2,114</td>
<td>3.0</td>
<td>2.2</td>
</tr>
<tr>
<td>41. Tiny Toon Adventures</td>
<td>NICK</td>
<td>Wed 3:30p</td>
<td>2,106</td>
<td>3.0</td>
<td>2.2</td>
</tr>
<tr>
<td>42. Rocko's Modern Life</td>
<td>NICK</td>
<td>Mon 5:30p</td>
<td>2,049</td>
<td>3.0</td>
<td>2.2</td>
</tr>
<tr>
<td>43. Kablam</td>
<td>NICK</td>
<td>Fri 8:00p</td>
<td>2,070</td>
<td>3.0</td>
<td>2.1</td>
</tr>
<tr>
<td>44. J. Henson's Muppet Babies</td>
<td>NICK</td>
<td>Sat 10:30a</td>
<td>2,067</td>
<td>3.0</td>
<td>2.1</td>
</tr>
<tr>
<td>45. Rocko's Modern Life</td>
<td>NICK</td>
<td>Thu 5:30p</td>
<td>2,063</td>
<td>3.0</td>
<td>2.1</td>
</tr>
</tbody>
</table>

Sources: Nielsen Media Research, Turner Research

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www.americanradiohistory.com
WorldGate adds $11 million toward service launch

By Richard Tedesco

WorldGate Communications drew $11 million from some significant sources last week to fund first-quarter trials of its TV-based Internet access cable service. Meanwhile another TV-based 'Net service, Oracle's and Thomson's NetChannel, moved toward a debut in late March.

WorldGate's announcement of funding from Citicorp and Motorola and Cablevision Industries founder Alan Gerry follows affiliation deals with several major MSOs last fall. Commercial introduction of the WorldGate service is planned for June, following several first-quarter trials, according to WorldGate Chairman Hal Krisbergh. Comcast Cable will kick off the trials next month with one involving some 100 Philadelphia-area households.

WorldGate's service enables access via a cable TV channel to Websites or random Internet access for a projected $4.95 per month. The service itself requires WorldGate software, which is included in current analog/digital boxes from General Instrument or Scientific Atlanta to enable access rates at 100 kbps downstream and 14.20 kbps upstream. WorldGate splits revenue with the operators.

"This is something unique for the cable operators to do—universal access without the consumer laying out a dime for the hardware," says Krisbergh.

Meanwhile, NetChannel, a TV Internet access service supported by Oracle Corp.'s NCI unit and Thomson Consumer Electronics, is angling for a March launch to coincide with the National Cable Television Association show. Details about the launch will be available shortly, according to Philip Monego, NetChannel president, who says subscription fees will match current $19.95 monthly Internet access fees.

NetChannel will cache certain Websites for ready user access, says Monego, adding that the service will enable immediate access to broadcast, cable and satellite channels being viewed by the user. NetChannel will employ an intelligent agent to enable customized caching, "Speed is very important, and consumers need to have a rich and entertaining experience," Monego says. "It's not really about accessing the Internet; it's about expanding the television experience."

Thomson will soon start cranking out set-tops to be priced at $300, and Zenith Electronics recently announced plans to build a similar box (see "Telemedia," Jan. 13). Zenith has not yet formally aligned with NetChannel, but the two are likely to announce a deal shortly.

NetChannel is not saying how many boxes will be in the consumer pipeline this year. Likewise, WorldGate won't estimate how many GI or S-A boxes equipped with its software will be available to its MSO partners this year.

But Krisbergh expects all of WorldGate's MSO partners, who represent 10 million cable subscribers, to initiate commercial deployments this year.

The preeminent player in the TV Internet access field is WebTV, supported by set-top boxes being marketed by Sony and Philips Electronics in the $300-and-up price range. More than 30,000 units have been sold to date.

Another player in the increasingly crowded Internet TV field is ViewCall America, with deals in place with Hitachi and Boca Research for boxes to be available in the second quarter of this year. ViewCall also has a deal with Sega for a $200 cartridge that will work with its Saturn game player, and its technology will be included in big screen Mitsubishi sets hitting the market in March.
Multicasting promoted to improve Webcasts

Standards group thinks results could show in two years

By Jean Van Tassel

A developing technology should give radio broadcasters improved access to distant audiences via the World Wide Web—possibly within the next two years—experts concluded at the Internet Protocol Multicasting Initiative meeting in Santa Clara, Calif., earlier this month.

The meeting was held to launch educational and marketing efforts to promote IP multicasting, which is intended to expand broadcast capability on the Internet. The IPMI is an alliance of major computer hardware, software and networking companies with the charter to speed the adoption of IP multicasting standards and products.

Stardust Technologies Inc., which marketed the standards for Microsoft's Winsock applications, is managing the initiative for the group. IPMI plans to reach out to the broadcasting community to educate its members about how they can use the Internet to showcase and distribute their products.

"Key content people in entertainment and the multimedia game developers are itching to get their stuff out there," says Marty Bickford, director of partner relations for Stardust Technologies. "The improved quality that IP multicasting offers will make the Internet an important medium for radio programmers within the next two years. It may take longer to distribute video, unless content providers bypass the Internet backbone by going over satellites."

According to Judy Estrin, CEO of Precept Software, "The advantage that IP multicasting brings to radio stations is that it extends the familiar broadcasting model to the Internet. They will be able to leverage the 'Net to build an international audience sooner than television broadcasters because their bandwidth requirements can be handled today."

Today, Webcasters "unicast" their programming so that each listener receives an individual stream. Subscriber log on to their online or Internet service provider and surf to a Website. The site server streams out the radio station's signal, and each stream travels to the receiver across the Internet backbone. If there are 100 listeners, there are 100 data streams.

If a large number of stations streamed their programming simultaneously to many listeners, it would bring both the Internet and the public switched telephone network to their knees. Moreover, even with the current traffic, there is often significant packet delay and loss, resulting in jittery reception with unacceptable dropouts of signal.

"If unicasting is a point-to-point medium, IP multicasting turns the Internet into a point-to-multipoint service. The Webcaster stream the data only once, and it can be received by many," says Karen Milne, president of Stardust Technologies and the IP Multicasting Initiative organization.

Even that one stream is carried by a dedicated portion of the Internet infrastructure avoiding the heavily used backbone. The stream is packetized, inserted between other packets, and "tunnels" through a dedicated router.

Instead of going directly to subscribers, the online and Internet service providers receive the same stream and distribute it to their customers. There can be thousands—even millions—of listeners all listening to the same station. Only at the last point at the providers' servers is the data replicated to individual receivers. Since the listener is already using local dialup from his or her location to the service, it doesn't pose any special challenge for the provider.

As of October 1996, there were 262 radio stations streaming their signals over the Internet. "Today, the 'Net is still in the crystal radio phase. No one can make money with it now because it can deliver an audience of only a few hundred listeners, a few thousand at most," says Steve Church, president of Cleveland-based Telos Systems, which manufactures specialized telephone equipment for radio talk shows and offers a signal encoder and receiver player for audio signals. "But within two years, with IP multicasting, there will be no limit to the number of people who can listen at one time. They will get a signal with reasonable fidelity that provides an enjoyable listening experience."
Domestic Satellites: Special Report

Space segment is always in demand by the growing U.S. broadcast and cable industry. In 1996 the capacity crunch seemed to be easing slightly, as the FCC doled out expansion slots in May and prices held steady through a busy summer. That all changed on Jan. 11 with the sudden failure of AT&T’s Telstar 401 satellite. Now, finding the necessary capacity to keep television signals bouncing out of the sky has become a difficult juggling act, with no quick relief in sight.

Bye-bye birdie

Telstar 401 loss leaves a lasting impression

By Glen Dickson

Two weeks after the failure of AT&T’s Telstar 401 hybrid satellite (B&C, Jan. 20), the satellite industry is still grappling with the reality of having 24 fewer C-band transponders and 16 fewer Ku-band transponders floating above U.S. skies.

The capacity loss has tightened a recovering C-band market and dealt an immense blow to an already strained Ku-band supply.

“Ad hoc users are seeing an extreme crunch on Ku-band,” says Scott Lenehan, manager of North American broadcast services for capacity reseller Vyvx. “There was a shortage even prior to the 401 failure, and it just worsened an already tight situation.”

Since the next two birds with Ku-band capacity scheduled to launch, GE Americom’s GE-2 and AT&T’s Telstar 5, have dedicated their Ku-band payloads to DBS services (PrimeStar and AlphaStar, respectively), the capacity shortage for occasional users of Ku-band time that existed before the 401 failure won’t get any better until the launch of GE-3 in late 1997 and Telstar 6 in 1998.

The launch of Telstar 5 in May will restore occasional-use Ku-band service to 402R by midsummer, however, as the AlphaStar service moves to the new bird. In September, Hughes is launching its Galaxy VIII bird into the 95 degrees west slot, which will replace the Ku-band capacity being used on Galaxy IIIR by the Galaxy Latin America DBS service.

“That’s the new Ku-band capacity coming into the market at the end of November time frame,” says Carl Brown, Hughes senior vice president for Galaxy Satellite Services.

‘When the big-ticket customers got moved to Telstar 402R, they kicked out a lot of the little guys without protected service,’ says Ray Conover, Conus Communications, VP of engineering. ‘A lot of them were knocking on our door.’

ABC has picked up two C-band transponders on GE-1 (top right) as backup for its eastern and western primary program feeds. Smaller resellers like Miami’s Hero Productions (top left) are benefiting from increased demand for occasional-use time.

‘The problem is the gap right now.’ GE Americom also is moving up the launch of GE-3 from the fourth quarter of 1997 to the third, says Andreas Georgiou, vice president of global satellite services for GE Americom. “We’ll also look to put some older satellites [like Satcom K-1 and K-2] into inclined orbit to deal with the capacity shortage,” he says.

Vyvx had 15 C-band transponders before Jan. 11, and lost only two because of 401’s failure. The company has picked up an additional C-band transponder on GE-1 to make up for the lost capacity, and has been successful in reassigning about 95% of its affected C-band customers.

Options are scarce on the Ku-band side, however, and Vyvx is even exploring using fiber distribution to...
handle its old satellite customers. Vyvx's Lenehan says that "1997 as a
whole will be tough Ku-wise."

"Platinum" service 401 customers
like ABC had no problem getting
replacement C-band capacity from
AT&T—that's what they paid for.
ABC had five C-band transponders
on 401, and now it has five on 402R. It has
also acquired two backup C-band
transponders on GE America's GE-1.

But for Ku-band space, even an
SNG giant like ABC is forced to
scramble. "AT&T doesn't have Ku-
band in their inventory," says Richard
Wolf, ABC director of telecommunications
and distribution services. "So we'll be on
other satellite systems through brokers, resellers and other
direct satellite operators."

Conus Communications has implemented
a strict new satellite booking policy
to deal with the Ku-band crisis. The
satellite cooperative isn't accepting any
bookings in key news times from non-
Conus stations through at least Jan. 31.

"It's created a very tight occasional
market, so we have to protect our news
clients," says Ray Conover, Conus vice
president of engineering. "We've set
aside some key hours where if you're not
in Conus, you're not getting it."

Naturally, the 401 failure has tightened
Ku-band prices. "Prices went up
40 to 50 percent at 6:16 a.m. on Jan.
11," Wolf says. (AT&T lost contact
with the bird at 6:15 a.m. ET.)

"On a full-time basis for Ku-band,
the 401 failure] really made prices
jump," says Grace Leone, president
of capacity reseller EFC Startime. "The last
quote I heard was gone from
$185,000 per month for a transponder to
an asking price of $250,000 per month.
I don't know if that will sustain once GE-2
is launched and operational. I know it's
presold to Primestar, but there are often
opportunities once it's up in the sky."

Leone adds that the Ku-crunch may
accelerate broadcasters' conversion
to digital compression technology (see
page 70). "Some slivers and parcels are
available, but a full transponder is
very difficult to find," she says.

C-band prices are climbing too. "We
were starting to see deals back out
there in the marketplace," says Bob
Behar, president of capacity reseller
Hero Productions. "They're now gone.
Right now, you can get whatever price
you want...there's a rush in securing
capacity."

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**Flying the crowded skies**

The FCC in May 1996 moved to increase the supply of fixed (non-broadcast)
satellite capacity, authorizing 11 new satellites. Here's the current satellite
lineup, with the new birds in color. When two appear in the same slot, the
first is near retirement and is expected to move to accommodate the second.

<table>
<thead>
<tr>
<th>Orbital slot</th>
<th>Frequency</th>
<th>Satellite</th>
<th>Owner</th>
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</thead>
<tbody>
<tr>
<td>139</td>
<td>C</td>
<td>Aurora 2/Satcom C-5</td>
<td>GE Americom</td>
</tr>
<tr>
<td>137</td>
<td>C</td>
<td>Satcom C-1</td>
<td>AMSC</td>
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<tr>
<td>135</td>
<td>C</td>
<td>Satcom C-4</td>
<td>GE Americom</td>
</tr>
<tr>
<td>133</td>
<td>C</td>
<td>Galaxy 1-FA</td>
<td>Orion</td>
</tr>
<tr>
<td>131</td>
<td>C</td>
<td>Satcom C-3</td>
<td>GE Americom</td>
</tr>
<tr>
<td>129</td>
<td>C</td>
<td>Loral 1</td>
<td>Loral</td>
</tr>
<tr>
<td>127</td>
<td>C</td>
<td>Galaxy IX</td>
<td>Hughes</td>
</tr>
<tr>
<td>125</td>
<td>C</td>
<td>Galaxy 5-W</td>
<td>Hughes</td>
</tr>
<tr>
<td>123</td>
<td>hybrid</td>
<td>Galaxy X</td>
<td>Hughes</td>
</tr>
<tr>
<td>121</td>
<td>hybrid</td>
<td>EchoStar IV</td>
<td>EchoStar</td>
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<tr>
<td>105</td>
<td>C</td>
<td>GE-1</td>
<td>Hughes</td>
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<tr>
<td>101</td>
<td>hybrid</td>
<td>Satcom 4-SN</td>
<td>GE Americom</td>
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<tr>
<td>99</td>
<td>hybrid</td>
<td>Galaxy IV</td>
<td>Hughes</td>
</tr>
<tr>
<td>97</td>
<td>C</td>
<td>Telstar 302/GE 5</td>
<td>AT&amp;T</td>
</tr>
<tr>
<td>95</td>
<td>hybrid</td>
<td>Galaxy II</td>
<td>GE Americom</td>
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<tr>
<td>93</td>
<td>hybrid</td>
<td>Satcom Unassigned</td>
<td>AT&amp;T</td>
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<tr>
<td>89</td>
<td>hybrid</td>
<td>Galaxy VII</td>
<td>Hughes</td>
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<tr>
<td>87</td>
<td>hybrid</td>
<td>Satellite 402/R</td>
<td>AT&amp;T</td>
</tr>
<tr>
<td>85</td>
<td>C</td>
<td>Satellite 402/GE-2</td>
<td>GE Americom</td>
</tr>
<tr>
<td>83</td>
<td>C</td>
<td>Satellite Ku-1/GE-2</td>
<td>GE Americom</td>
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<td>81</td>
<td>C</td>
<td>Unassigned</td>
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<td>79</td>
<td>C</td>
<td>Satellite Ku-2</td>
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<td>77</td>
<td>hybrid</td>
<td>GE-5</td>
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<td>C</td>
<td>Loral 2</td>
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<td>74</td>
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<td>Comstar D-4</td>
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<td>72</td>
<td>C</td>
<td>SBS-6</td>
<td>Hughes</td>
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<tr>
<td>69</td>
<td>hybrid</td>
<td>Satellite SN-2/GE-6</td>
<td>GE Americom/AT&amp;T</td>
</tr>
<tr>
<td>67</td>
<td>hybrid</td>
<td>GE-3</td>
<td>GE Americom</td>
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<tr>
<td>62</td>
<td>C</td>
<td>Unassigned</td>
<td>GE Americom</td>
</tr>
<tr>
<td>60</td>
<td>C</td>
<td>Unassigned</td>
<td>AMSC</td>
</tr>
</tbody>
</table>

Note: Most domestic fixed (non-broadcast) communications satellites operate at either the C-band (4/6 ghz)
or Ku-band (12/14 ghz) frequencies. However, many of the newer birds are hybrids, operating in both bands.
Each domestic orbital slot can accommodate two single-band satellites (one C-band and one Ku-band) or one
hybrid.

*AT&T has petitioned the FCC to move Telstar 302 from 93 to 97 to replace the lost Telstar 401, and then
replace Telstar 302 with Telstar 5 when it is launched in May.
*Launched May 23, 1996.

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Loral, EchoStar getting fixed

Two companies look to offer new services and expand

By Michael Katz

Loral Space & Communications and EchoStar have raised eyebrows in the satellite industry in recent months with their entrance into the fixed satellite service market, signaling moves in new directions for both companies.

Loral immediately became a big player when it bought AT&T Skynet Satellite Services in September 1996 for $712.5 million. The purchase gave Loral four satellites, two of which were already in orbit. However, that deal now will change because one of the satellites, Telstar 401, was lost in space and declared permanently out of service (B&C, Jan. 20).

“We’re sitting down to talk to them about how it affects the deal,” says AT&T spokesman Mike Granieri. “We have lost a significant asset of the business we originally negotiated to sell to them.” Granieri adds that both companies are committed to the sale, and a new agreement should be squared away in a couple of weeks. The insured value of the bird is $132.5 million, however, it hasn’t been determined whether Loral will collect the insurance or have the value of the satellite deducted from the purchase price of AT&T Skynet Satellite Services.

To compensate for the loss of Telstar 401, AT&T will maneuver Telstar 302 into the vacated 97 degree orbital slot for the remaining six months of that bird’s expected life. Telstar 5, slated to launch in May, then will permanently take over the slot. Those moves, however, are pending FCC approval. Telstar 302’s current slot at 85 degrees will be taken over by GE America’s GE-2. AT&T officials still have not decided what will be done with the 93 degree slot that was originally scheduled to be home to Telstar 5.

The cause of the satellite’s disappearance is still uncertain. speculation has ranged from Telstar 410, having some sort of “disease” to a collision with debris.

“They really think that perhaps it ran into space junk,” says Mary Frost, managing director of Price Waterhouse’s entertainment, media and communications group. “In which case you wouldn’t have to worry about the other satellites.” Frost adds that whatever the cause, “the Loral people seem to still be pleased with the purchase because they value the orbital slots, satellite service and marketing and sales team.”

Despite the recent glitch, Loral’s headfirst dive into the fixed satellite service marks its determination to offer new services and expand internationally. And the company expects to make a big splash in those high-risk, high-margin markets. Loral already has a network of service providers in more than 100 countries to help it launch new international services (including mobile phones and...
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high-speed Internet access) beginning in the second half of 1998.

“They see the growth that a lot of people are seeing, and they will be players in a big way,” says Frost. “I have every confidence that [Loral CEO] Bernie Schwartz knows exactly what he’s doing. He’s done some things in the past that show he is ahead of the game.”

The industry is also taking notice that EchoStar, with its acquisition of two fixed Ku-band slots, is looking to be more than just a direct broadcast satellite service. “EchoStar wants to become more of a general satellite company,” says Coudert Bros. analyst Tim Logue.

Although EchoStar may not be a big fish in the pond yet, the industry may soon take the company (and its president, Charlie Ergen) more seriously. “When EchoStar entered into an agreement with Lockheed Martin for seven or eight satellites, everyone thought Ergen was crazy,” says Walter Morgan, president of Communications Center. Now “they’re not saying he’s crazy.”

But entering the high-stakes fixed satellite business also calls for a high ante, which EchoStar cannot pony up on its own. “It is quite obvious that EchoStar has some financial hurdles in the near and long term to become a major player in the domestic and international arena,” Logue says.

There are rumblings throughout the industry that EchoStar could run out of money next month, raising the possibility of a partnership. John Malone’s TCI was once rumored to be EchoStar’s most likely partner, but with its own financial problems to worry about, it seems less plausible that TCI will get involved.

One industry analyst suggests that Loral and the extra money it will have from the lost satellite might be a good match with EchoStar, which needs about the same amount that Loral will save. “If Loral wants to get into DBS, it may make sense to join Ergen,” the analyst says.

While much of the industry speculates what EchoStar will do, Ergen is playing it close to his vest. The company laughed off rumors that it is running out of money, but has said it is looking for financial partners and that it has had some meaningful discussions. But the company won’t reveal who it had talked to other than that they aren’t other satellite companies. EchoStar also will not comment on how it will use the satellites in its two new slots or who would build and launch the birds.

“EchoStar has a great opportunity to offer other services,” says Frost. “I think the broadcast industry would be delighted if EchoStar offered services to bridge the capacity gap.” she says, referring to the shortage of capacity on satellites for newsgathering sources.

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**MPEG easing capacity crunch**

Broadcasters, cable networks using compression to stretch satellite space

By Glen Dickson

Now that manufacturers have worked most of the kinks out of digital compression, broadcasters and cable networks are using the technology to get the most from their precious satellite capacity—which has become a lot more valuable with the recent passing of Telstar 401.

In fact, digital compression forms the basis of PBS’s satellite service recovery plan, which it put into effect soon after Telstar 401 stopped communicating on Jan. 11. PBS has already converted its technical center in Alexandria, Va., to all-digital operation, and has been using General Instrument DigiCipher I compression gear for some of its feeds for the past two years. As a “platinum service” customer on Telstar 401, PBS also had guaranteed backup capacity on AT&T’s Telstar 402R.

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401 transponders (six Ku-band and one C-band), PBS shifted six Ku-band General Instrument DigiCipher I compressed feeds to a backup transponder—transponder 7—on 402R while 185 Ku-band dishes serving 348 stations nationwide also made the switch.

"We went from running six MCPC channels on a single 54 mhz transponder to running six on half of a single transponder," says Gwen Woods, PBS director of satellite services. By Jan. 12, PBS picked up an additional C-band transponder on 402R, allowing it to resume regional program services with analog feeds.

"From a lay-person standpoint, the quality of the feed hasn't diminished," says Edward Calcati, PBS senior vice president of broadcast operations and engineering.

NBC now is using Wegener MPEG-2 compression gear to conserve Ku-band space for its SNG feeds. In October, NBC satellite service provider Ascent Network Services signed a multimillion-dollar contract with Wegener to supply MPEG-2 integrated receiver/decoders to all NBC affiliates. NBC Newschannel and MSNBC, and digital encoders to all NBC affiliates with uplinking capability. According to Ken Fuller, NBC director of satellite and transmission operations, NBC launched compressed service off GE Americom's GE-1 on Jan. 15.

"So far it's been fine," Fuller says. "People are getting used to it. Technically there haven't been any problems, and the performance has been good." NBC is transmitting four MPEG-2 news feeds off a 36 mhz transponder to service MSNBC, CNBC and NBC Newschannel. The compressed SNG feeds are NBC's first step toward converting its entire network program distribution to MPEG-2.

HBO completed its conversion from DigiCipher I to General Instrument MPEG-2 satellite delivery in early December, and is now sending 16 digital HBO and Cinemax feeds from the Hughes Galaxy V and IR birds. According to Bob Zitter, HBO senior vice president of technology, the cable programmer plans to add six more digital feeds this year.

"It's worked really well," says Zitter. "Unfortunately, things were late, as they have been throughout the history of digital compression. But the gear is working in a stable manner."

Zitter says that all HBO affiliates have digital decoders and that some cable operators which were early proponents of digital set-tops have also bought digital transcoding products so they can pass through the MPEG-2 feeds to subscribers.

Miami production center and teleport Hero Productions launched a "compression condo" of seven MPEG-2 channels on GE-1 this fall, and President Bob Behar says the remaining three C-band channels (on one transponder) are coming in handy for ad hoc use especially since the 401 failure: "We've used about every piece of digital compression gear out there. The latest is DigiCipher II, and we also have Diviscom, Scientific Atlanta PowerVu and DigiCipher I. We're still using all of them, and they all work pretty well. First-generation DigiCipher had its limitations, but now that the second generation is MPEG-2 it has all the flexibilities of the other ones."

Hero also runs digital Ku-band feeds to Spain and Portugal on Hispasat and C-band compressed feeds to Latin America. This strategy to provide customers with managed, seamless end-to-end broadcast transmission services across Europe, North America, South America and the Asia Pacific region," says Michel Combes, France Telecom's senior vice president for broadcast services.}

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France Telecom absorb Keystone

France Telecom, the world's fourth-largest telecommunications carrier, has acquired U.S. capacity reseller Keystone Communications. (Keystone previously owned 45% of Keystone.)

The French company, which had revenue of $29.6 billion in 1995, already owns and operates a regional four-satellite system, Telecom 2, and has permanent access to capacity on both Eutelsat and Intelsat. France Telecom will now own Keystone's large domestic satellite and fibre capacity and its three teleports in Los Angeles, New York and Washington.

The company will pair its wholly owned Maxat Ltd. subsidiary in the UK and Keystone's assets with its own capacity to offer intercontinental "Global Skylink" service, which will include partnerships with telcos in the Pacific region.

"Our acquisition of Keystone serves as an important step in our international strategy to provide customers with managed, seamless end-to-end broadcast transmission services across Europe, North America, South America and the Asia Pacific region," says Michel Combes, France Telecom's senior vice president for broadcast services.
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Group W Network Services will use Scientific-Atlanta compression gear (above) to launch Eye on People from its Stamford, Conn., earth station (r).

America on Intelsat 609 and 701. Belar says there is no real difference in digital performance between the two frequencies: “If the signal is there, it’s always good—there are no sparkles and no noise. With digital, it’s either there or it’s not there.”

Hero uses an average encoding rate of around 5 megabits per second, running as high as 9 mbps for some broadcast customers and as low as 3.5 mbps for others.

Group W Network Services (GWNS) also has a lot of experience with digital compression, as an early adopter of DigiCipher I and DigiCipher II in its Stamford, Conn., plant and then as one of the first users of PowerVu in its Asia Broadcast Center venture in Singapore. Now the satellite and technical services provider is gearing up to launch Eye on People, CBS’s new cable network, on a digitally compressed C-band feed on March 31.

Group W will use almost $1 million in Scientific-Atlanta’s PowerVu gear to launch Eye on People, which will be joined by Speedvision and two other MPEG-2 compressed channels on the Hughes Galaxy VII bird. Although Group W had been using DigiCipher I for its compression platform on Galaxy VII, Altan Stalker, GWNS senior vice president/GM, says the PowerVu control software is better suited to the Galaxy VII application: “We do a fair amount of ad hoc network service for sporting events and sports teams on that transponder. The biggest difference between PowerVu and DigiCipher is that the PowerVu management system is a lot more refined and is better suited to handling our specialized occasional business. I’m sure the GI software will get there in due course.”

Stalker adds that Eye on People will be the first cable network at Group W to have a completely digital playback and distribution operation. “It’s CCIR-601-based transport all the way to the cable affiliate,” he says.

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By Glen Dickson
ABC affiliate KOMO-TV Seattle has become the third TV station to start experimental HDTV transmissions, following CBS affiliate WRAL-TV Raleigh, N.C., and NBC-O&O WRC-TV Washington. The Fisher Broadcasting station launched KOMO-TV-HD last Monday, using a DTV transmitter from Larcan Inc., an antenna from Dielectric Communications and modulation, demodulation and decoding gear from Zenith Electronics.

In other Dielectric news, A.H. Belo Corp. has signed with the Raymond, Me.-based company to supply DTV and NTSC antennas, transmission line and RF systems for its stations nationwide. A.H. Belo, the sixth group owner to sign a comprehensive antenna deal with Dielectric, owns WFAA-TV Dallas; KHOU-TV Houston; KIRO-TV Seattle; KXTV(TV) Sacramento, Calif.; WVEC-TV Hampton, Va. (Norfolk); WWL-TV New Orleans, and KOTV(TV) Tulsa, Okla.

CPN Television Studios, Clearwater, Fla., has opened a new graphics studio (above) that is handling animation work for such clients as NBC 2000 and The Tonight Show with Jay Leno. The facility, called the “Batcave,” has a 360-degree work environment containing five graphics workstations, including three Power Macs running Electric Image, After Effects, Elastic Reality, Form Z, Photoshop and Quark.

The Ethernet-networked room also has a Media 100 for editing and a DEC Alpha running Softimage animation software.
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Y-105, KGFY, Hot New Country format. Stillwater, OK is expanding and looking for two experienced broadcast sales people. Good lists $1,200 per month starting with excellent bonus package. Send resume with references to 217 South Washington, Stillwater, OK 74074. Questions 405-372-6000. Victim of sales department consolidation? Need two talented pro sales reps with Jennings training to join our team. Multimedia company specializing in television direct response programs. Here's your shot to get rich in Florida. Fax resume and W2's for past 3 years in confidence to (352)955-3008. The Firm. EOE. M/F.

GSM. New Jersey’s most powerful AM station, WVNN-1160, is seeking an aggressive, experienced sales leader. Excellent opportunity for rapid success and advancement on all levels. Respond to confidential fax 212-345-5254. EOE.

Expanding private broadcast company with music and newstalk stations seeks to hire experienced people with strong backgrounds in sales, traffic and sales management. Opportunities available in the Colorado Rocky Mountains and Napa Valley, CA. Fax resume, in confidence, to Moss Entertainment Corp., Attn: Jack Maley, Fax 970-925-1142 or call Doreen to set-up an appointment at the RAB in Atlanta. Phone 970-925-5776.

Director of Sales. Forever Broadcasting is offering a ground floor opportunity to the right person. We're seeking an innovator, not an implementer, to head our Central Pennsylvania sales effort. Forever is a growing group specializing in medium-small markets. If you can motivate, teach, develop customer loyalty and create buying ideas, we want you to grow with us. Management experience a must. Send confidential resume with cover letter and references immediately to: Carol Logan, P.O. Box 2005, Altoona, PA 16603 or fax 814-946-1222. EOE.

HELP WANTED TECHNICAL

Chief Engineer for growing group of AM/FM radio stations in Colorado Ski Country. Immediate opening for full time engineer with experience in RF, digital, satellite, audio, and computers. Applicant must be able to work on mountaintop sites and be comfortable with winter conditions. Includes all major benefits. EOE. Fax resume to: Rocky Mountain Radio 970-949-0266. Attn: Marty Hijmans.

HELP WANTED NEWS

Reporter/Producer for leading national radio ministry. Will research and report on consumer and economic issues for a fast-paced financial program from a Christian perspective. Should be creative with good writing skills and a proven track record. Tape and resume to Steve Moore, Christian Financial Concepts, Box 100, Gainesville, GA 30503. No calls, please. EOE.

HELP WANTED ANNONCER

Radio Play-By-Play Announcer. An experienced radio play-by-play announcer is wanted for major college football and basketball network. Successful applicant must be willing to relocate and possess strong on-air skills. Some television work required. Only experienced applicants need apply. Send resume, photo and sample cassette tapes (both football and basketball) to: Play-by-Play, PO Box 5156, New York, NY 10185.

SportsTALK Hosts Anchors & Producers

Cleveland's 50kw giant is GROWING! Home of the American League Champion Indians, Cleveland's All Sports and play-by-play powerhouse is expanding. We are looking for "talented" people who know what it takes to build a championship team.

SportsTALK Host: If you think reading the paper is show prep, don't bother to apply! We are searching for "talented" people who know the game, know how to entertain, and know how to have fun on the air.

Anchor/Reporter: We are searching for "talented" people who know how to get the most out of air talent, know how to build an entertaining show, and know how to "dig" for the most interesting guests, topics and "hooks."

If you are ready to join America's #1 Rated SportsRadio team in the nation's 13th DMA, rush tape and resume to: Debbie Williams, HR Department, 9446 Broadway Rd., Cleveland, Ohio 44147-2397.

You'll love Cleveland, the home of Rock & Roll and the hottest sports town in America!

No sequinry. No telephone calls. An Equal Opportunity Employer. M/F.


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www.americanradiohistory.com
HELP WANTED SALES
SALES OPERATIONS MANAGER
Will supervise traffic operations to insure timely production of broadcast log. Will be responsible for input and clearance of sales orders; will determine and offer make-goods; make accurate inventory reports. Requires 5-10 years experience in major market managing traffic operations, expertise in BIAs system and television sales operations. Ability to gain maximum utilization of inventory and work under pressure of daily deadlines necessary. College degree preferred.
Send resumes to: Human Resources, WHDH-TV, Inc., 7 Bullfinch Place, Boston, MA 02114. Fax: (617) 248-0653. An EOE Employer. M/F/D/V.

NEW BUSINESS/SALES PROMOTION MANAGER
The ABC owned and operated station in the #5 market is seeking an energetic, self-motivated leader with a proven ability to direct a television station's new business and sales promotion efforts. Candidates must have a minimum of 5 years television/radio experience and possess strong management, creative and business development skills. Must be able to identify potential sources of advertising revenues and develop sales campaigns. Should be experienced with the latest sales computer tools and have a verifiable track record in new business development and sales promotion. Application deadline is February 21, 1997. Please send resume and cover letter to:
KGO-TV Personnel
900 Front Street
San Francisco, CA 94111
EOE

HELP WANTED GRAPHICS
Art Director: KTRK-TV, an ABC/Disney O&O, is looking for a talented and experienced designer to manage our art department. This is an exceptional opportunity for someone who's ready to step up to a first-class station. You'll have the tools and resources to do your best, while working on a team that's committed to staying on top. Quantel Paintbox Express experience preferred--HAL Express, Picture Box. Intuit, and MAC experience a plus. Please send a tape and samples of print projects to: Tom Ash. Creative Services Director. KTRK-TV, 3310 Bissonnet, Houston, TX 77005. EOE. Pre-employment drug test required.

Television Advertising Sales Executive. WATE-TV/Young Broadcasting of Knoxville, Inc. is seeking a Television Advertising Sales Executive. Candidate must have at least ten (2) years of television sales experience, Along with your resume, send a letter detailing your success in developing new business. We're looking for applicants with a demonstrated customer-focused selling attitude. Interested parties send resume to: Personnel, WATE-TV, P.O. Box 2349, Knoxville, TN 37901. No phone calls, please. WATE-TV/Young Broadcasting of Knoxvilile, Inc. is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

General Sales Manager, WIFR, the Benedek Broadcasting station in Rockford, Illinois, has an immediate opening for a GSM. Candidate must possess strong new business development and management skills. Prefer local sales background with experience in research and inventory control. Send resume to Bob Smith, Vice President/General Manager, P.O. Box 125, Rockford, IL 61101, EOE.

Branch Sales Manager. Work in conjunction with General Sales Manager to accomplish sales goals. Manage branch sales team. Assist in development of new business, promotions, research and marketing, and execute special projects. College degree; 1 year sales management plus 3 years in the field sales. Computer knowledge and experience working with advertising agencies. Shelley Martin, KLTV, PO Box 957, Tyler, Texas 75710. EOE.

Account Executive. KDTV Channel 14 has two immediate openings for an Account Executive to work in the Local Sales Department. Qualifications: Requires 2-5 years of media sales experience; must have a proven track record with emphasis in New Business and relationships with advertising agencies; knowledge of the NSI rating service; strong research and negotiating skills; computer skills; and be highly motivated, creative and aggressive. Spanish language fluency preferred but not required. Description of Duties: The Account Executive will represent KDTV to an assigned list of advertising agents and clients; sell advertising to agencies and clients; develop new business through use of co-op and vendor advertising and creative ideas for KDTV. He/she will provide competitive market reports in weekly sales meetings; forecast sales revenue and activity; analyze rating books and research utilized by the Sales Department; service accounts with KDTV clients outside and follow through on internal procedures with KDTV television. Mail/Fax resume: Astrid Juarez, KDTV Channel 14, 2200 Palou Avenue, San Francisco, CA 94124. Fax 415-695-3926. EOE.

Account Executive. Top 20 ABC affiliate in the West seeks an experienced TV sales professional. Qualified candidates must possess a strong new business record calling on direct accounts, solid presentation skills to generate non-traditional revenue, and have strong agency negotiation skills. Prefer TVScan and/or BMP. Qualitative and metered market experience. Send resume, cover letter, and salary history to Box 01051 EOE.

Classifieds

SITUATIONS WANTED MANAGEMENT
If experience is important, I've got 25 years in small, medium and major markets. 19 years with one company. Startups too! Looking for longest standing GM or GSM opportunity in the Midwest. preferably Illinois. 281-338-0898.

Bottom line oriented G.M. with over 27 years experience in management and ownership. Small to large market. Jack Inman 910-642-8292.

SITUATIONS WANTED ANNOUNCER

TELEVISION
HELP WANTED MANAGEMENT
Pinnacle Broadcasting Company, Inc.
2505 N. Hwy 360, Suite 620
Grand Prairie, TX 75050

Pinnacle Broadcasting is looking for quality General Managers and General Sales Managers for stations being acquired in 1997. Managers must be sales oriented and have documented track record. If you're interested in working for a growing broadcast company, send your resume to:
Edward J. Ferreri, President/CFO
Pinnacle Broadcasting Company, Inc.
2505 N. Hwy 360, Suite 620

General Manager. WHTM-TV, ABC affiliate in the Harrisburg-Lancaster-Lebanon-York, PA market, needs an experienced, hands-on leader for our successful operation. Hyphenated market presents challenges for individual with previous track record of success. Solid station in an attractive market, owned by an aggressive, growing group. Market experience helpful, strong management background a necessity. Send resume, cover letter and salary history to Frederick J. Ryan, Jr., Albrighton Communications Company, 808 17th Street, N.W., Suite 300, Washington, DC 20006. No phone calls, please. EOE. M/F.

HELP WANTED GRAPHICS
Art Director: KTRK-TV, an ABC/Disney O&O, is looking for a talented and experienced designer to manage our art department. This is an exceptional opportunity for someone who's ready to step up to a first-class station. You'll have the tools and resources to do your best, while working on a team that's committed to staying on top. Quantel Paintbox Express experience preferred--HAL Express, Picture Box. Intuit, and MAC experience a plus. Please send a tape and samples of print projects to: Tom Ash. Creative Services Director. KTRK-TV, 3310 Bissonnet, Houston, TX 77005. EOE. Pre-employment drug test required.

IVSITUATIONS WANTED ANNOUNCER
Account Executive: Top 50 Market. Minimum of 3 years broadcast sales experience required. Candidate should have a proven track record with major agency/client negotiations and new business development. Strong presentation skills, proactive and creative approach to marketing a must. Success with vendor programs and marketing promotions a plus. Should have working knowledge of a variety of research tools. Send resume and cover letter to: WYOUTV22, 415 Lackawanna Avenue, Scranton, PA 18503, EOE.

Account Executive: Midwest Illinois market looking for an experienced Account Executive. $50,000-60,000. Reply to Box 01050 EOE.

Account Executive: KDLT-TV, the NBC affiliate in Sioux Falls, SD is looking for a seasoned salesperson to handle top list. Candidates should be computer friendly, and have a desire to make a lot of money! Send resume to: Michael Corette, G.M., KDLT-TV, 3600 South Westport Avenue, Sioux Falls, SD 57106. E.O.E., M/F.

Account Executive-WTAT FOX 24, Charleston, SC seeking competitive sales professional for position of Account Executive. Must be aggressive and highly motivated with three to five years experience. Send resumes to: Mark Moseley, WTAT FOX 24, 4301 Arco Lane, Charleston. South Carolina 29418.

HELP WANTED TECHNICAL

The Home Shopping Network, the leader in electronic retailing, located in the Tampa Bay area, is seeking outstanding individuals to join its dynamic, fast-paced, Broadcast Division. As a result of healthy performance, the following positions have become available:

Broadcast Engineer
Minimum of two years experience in satellite communications and/or broadcast maintenance. FCC or SBE certification preferred.

Camera and Audio Operators
Studio positions that offer career growth for individuals with 1-2 years experience coupled with a degree in Communications, Radio, TV or Film. Would also consider a recent graduate with strong experience from a related internship program.

The Home Shopping Network offers competitive salaries and a comprehensive benefits package including employee discount and tuition reimbursement.

Please send resume to: The Home Shopping Network, Human Resources Dept., BE/JSE, 2501 118th Ave., N., St. Petersburg, FL 33716.
FAX: (813) 572-5801, EOE/MAF.

Electrical Engineer (N. Andover, MA). Characterize laser diodes for analog video distribution and fiber-coax telephony. RF circuit design of tone generators for automatic level control and associated alarm and stabilizing circuitry; coordinate develop models for development of tone oscillators and peripheral circuitry. Ph.D. in Electrical Engineering or 6 mos experience in the job offered or 6 mos experience as Researcher in communications and signal processing. 6 mos experience in job or as Researcher may take place during or after the education and must involve fiber optic communications. Communication systems design using simulation software, optical and RF spectrum analyzers, bit error rate tests, and intra-red lasers for apms in communication systems; characterization of laser diodes. M.F 40 hrs/wk. 8:15am-5:15pm. $67,000/yr. Must have proof of legal authority to work in US. Send resume in duplicate to PO Box 8968, Case No. 60184, Boston, MA 02114. No fee charged.

Broadcast Engineer. KCSM, San Mateo, CA. KCSM, a Public Broadcaster in the San Francisco Bay Area, is seeking an experienced maintenance engineer. Must be enterprising and have experience with production and post production equipment. Send resume to Sim Kollman, Director of Technical Operations. NBC-17, 1205 Front St., Raleigh, NC 27609. EOE.

TV Chief Engineer. KETA-TV, Oklahoma City, is seeking a hands on leader with a strong broadcast maintenance background. Supervisory and organizational skills will be essential in guiding our technical team in planning and implementing projects. 5 years broadcast experience required. Salary range $40,000 - $45,000. Send resume to Personnel, Oklahoma Educational Television Authority, P.O. Box 14131, Oklahoma City, OK 73113. AA/EOE.

Director of Engineering. Nationwide television network seeks highly qualified engineering manager to head its Miami based production and satellite facility. We are seeking for a forward thinking individual with the ability to effectively communicate goals and objectives to staff members from a variety of backgrounds and levels. Candidates must have extensive engineering management experience on a major market television station or network. Strong personal management and budgetary skills required. Computer and server based skills essential. Studio, master control or production experience helpful. A technical degree is desirable. Reply to Box 01052 EOE.

CHIEF ENGINEER

Atlanta is the place to be and WB36i, the #1 WB affiliate in the country is seeking an experienced hands on Chief Engineer to join its management team. This individual will manage the existing operation while spearheading the station's capital expansion. UHF transmitter experience required. Engineering Degree preferred. Must have a minimum of 5 years management experience, solid people skills and extensive budgeting background. Must have a solid hands-on experience in broadcast maintenance, trouble shooting, repair of studio video and audio equipment and computer systems.

If qualified, please send resumes to:

Human Resources Department
WB36i
One Monroe Place
Atlanta, GA 30324
or fax to
(404) 881-1759
No phone calls please. EOE.

Television/Radio Engineer. State of the art television and radio broadcast facility with satellite uplink is accepting applications for the position of Television Engineer. One year minimum experience in RF troubleshooting, operation and maintenance of television and radio production broadcast equipment. FCC license and/or SBE certification with two year degree required. Four year degree preferred. Knowledge of computer operating systems. Knowledge of FCC rules and industry standards. Ability to work under pressure. Willingness to work any shift, weekends, holidays and overtime. Apply at Human Resources, Grand Valley State University, 140 Lake Michigan Hall, Allendale, MI 49401. Application deadline date is February 10, 1997. EEO/AA ADA.

Maintenance Technician - NBC O &O in Raleigh has an immediate opening for an experienced technician. 1-3 years installing and maintaining broadcast, ENG and related equipment. Send resume to Sim Kollman, Director of Technical Operations. NBC-17, 1205 Front St., Raleigh, NC 27609. EOE.

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Small market UHF station in Northwest seeks all-around engineer experienced in RF, studio and production gear, and computers. Duties include maintaining on-air look, managing operations department, and hands-on repair and maintenance. Must be organized, communicative and motivated to work unsupervised. Send resume, salary requirements and date of availability to Box 01036 EOE.


Major group owned Buffalo television station looking for Chief Engineer. Individual must possess good interpersonal and management skills and be capable of directing all of the technical operations of a television station. EOE. Send resume to Box 01043 EOE.

HELP WANTED NEWS

GENERAL ASSIGNMENT REPORTER

KGO-TV is seeking an experienced reporter with proven on-air skills. Must have a minimum of 5 years television reporting experience preferably in a major market. Application deadline is February 21, 1997. Please send resume, cover letter and videotape to:

KGO-TV Personnel
900 Front Street
San Francisco, CA 94111
EOE

WEEKEND CO-ANCHOR/REPORTER

KGO-TV is seeking an anchor/reporter with extensive experience in live reporting to co-anchor weekend newscasts and perform general assignment reporting on weekdays. Candidate should have a minimum of 5 years experience in television news reporting. Must have excellent writing skills. Application deadline is February 21, 1997. Please send resume, cover letter and videotape to:

KGO-TV Personnel
900 Front Street
San Francisco, CA 94111
EOE

Top North Texas NBC affiliate seeking applications for General Assignments Reporter with minimum of one year's experience. Send non-returnable VHS or 3/4 tape with resume to: Lynn Marshall, News Director, KDFX-TV, 4500 Seymour Highway, Wichita Falls, TX 76309. No phone calls. KDFX is an Equal Opportunity Employer.


Reporters, we're expanding! Come join a hot team with all the bells and whistles! We need a digger who knows how to work a beat and develop sources. who is full of new ideas, who can produce focused unique packages and who loves "live." College degree required. Two years of experience in a commercial television newsroom preferred. Send tape/resume to John Human Resources Director, WYFF TV, 505 Rutherford Street, Greenville, SC 29609. EOE.

Regional Manager, Conus Communications is looking for a Regional Manager who will manage a multi station Conus News Gathering region. Will be responsible for coordination and facilitation of the satellite news gathering needs for the region and has experience with local news gathering operations as well as a working knowledge of day to day local newsroom operations. Applicant must have experience and ability to deal with news management and personnel, must be a proven leader, and self starter and must be willing to relocate, Send resumes; Human Resources, Conus Job #846-08, Conus Communications, Inc, 1325 University Avenue, S. Paul, MN 55114. No telephone calls please. An Equal Opportunity Employer.

Producer, WCCO-TV, CBS O&O in Minneapolis, has a great opportunity to grow with us. Vital role in our 2 1/2 hour morning news program. Daily live reports for a 3am to noon shift. Previous applicants need not re-apply unless your work has dramatically changed. Tapes are non-returnable. EEO. Send tapes to Ted Canova, News Director, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403.

Producer, WCCO-TV, CBS O&O in Minneapolis, has a great opportunity to grow with us. We already have 2 morning producers. Become the third as we devote more resources to win the morning. Successful applicants need not re-apply unless your work has dramatically changed Tapes are non-returnable. EEO. Send tapes to Ted Canova, News Director, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403.

News Producer needed immediately for daily live news program. Must have minimum 2 years of experience as Producer or Associate Producer. Responsible for organizing and formatting newscast rundowns. Computer knowledge and good writing skills: experience with live ENG and SNG technology. Bilingual (Spanish/English) preferred, strong Spanish skills a must. College degree preferred. Send tapes and resume with salary history to: Producer, KXLR-TV, Channel 45, 9440 Kirby Drive, Houston, TX 77054. EOE.

News Planning Editor, UPN News 13, Los Angeles, has an immediate opening for a News Planning Editor. The Planning Editor will be responsible for developing the type of exclusive hard news stories that UPN News apart from the competition. The ideal candidate will be an aggressive journalist who can quickly develop a thorough directory of reliable sources. We are looking for a strong communicator with a background in news Assignments or investigative producing. Candidates should have 3 to 5 years experience in a large television market. Please send your resume and salary history to: UPN 13, Human Resources Department, 915 North La Brea, Los Angeles, CA 90038. Or fax to 213-85-4187. UPN 13 is an EOE.

Photojournalist: News 4 San Antonio is looking for a full-time photojournalist. We're looking for someone with a great eye, a terrific work ethic and strong editing skills. Experience is preferred in network affiliated television. If not, please send a tape and resume to Jim Myers, Chief Photographer, KMOL-TV 4, P.O. Box 2641, San Antonio, Texas 78299.

Photographer: Talented, skilled, NPPA-style team players needed for immediate openings. College degree preferred. One year of experience required. Submit tapes/resumes to Human Resources Manager, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. EOE.

Photographer, WCCO-TV, CBS O&O in Minneapolis, has a great opportunity to grow with us. Must be motivated to find spot news before the desk sends you. constantly willing to get sound bites. Work on 11:00 stories that must come to life and 5 minute stories with time for your best shots and sound to breath. Previous applicants need not re-apply unless your work has dramatically changed. Tapes are non-returnable. EEO. Send tapes to Ted Canova, News Director, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403.

WTVD-TV, an ABC owned station, is looking for a talented, creative photographer who loves hard news and doesn't watch the clock. Candidate must be able to edit quickly with an attention to detail. 3+ years of experience preferred. Live microwave van experience a plus. Send tape and resume to Ted Holt, News Operations Manager. WTVD-TV, 411 Liberty Street, Durham, NC 27702. EOE. No calls please.

News Assignment Editor, Experienced assignment editor with 3-5 years of desk and/or producing experience. Must have excellent resource management skills and a "can-do" attitude; a sense of efficient logistics who can find, pitch, and set-up a good story. Familiarity with the PA/NOO region a plus. Key position in Newsroom for a real leader. Send resume (no phone calls, please) to Tracey Russell-Greene, News Assignment Manager, KFYV-TV, 101 South Independence Mall East, Philadelphia, PA 19106 EOE. M.F. ADA.
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Small market UHF station in Northwest seeks all-around engineer experienced in RF, studio and production gear, and computers. Duties include maintaining on-air look, managing operations department, and hands-on repair and maintenance. Must be organized, communicative and motivated to work unsupervised. Send resume, salary requirements and date of availability to Box 01038 EOE.

Studio Maintenance Engineer: Beautiful facility, state-of-the-art equipment. Respectable salary, Nice Weather, Hands-on broadcast/video tape experience required. WCBT-TV, Jerrell Kautz, C.E., Box 271, Columbus, MS 39701. Email: jkautz@wcbi.com Fax: 601-329-1004.

Major group owned Buffalo television station looking for Chief Engineer. Individual must possess good interpersonal and management skills and be capable of directing all of the technical operations of a television station. EOE. Send resume to Box 01043 EOE.

HELP WANTED NEWS

GENERAL ASSIGNMENT REPORTER

KGO-TV is seeking an experienced reporter with proven on-air skills. Must have a minimum of 5 years television reporting experience preferably in a major market. Application deadline is February 21, 1997. Please send resume, cover letter and videotape to:

KGO-TV Personnel
900 Front Street
San Francisco, CA 94111
EOE

Weekend Co-Anchor/Reporter

KGO-TV is seeking an anchor/reporter with extensive experience in live reporting to co-anchor weekend newscasts and perform general assignment reporting on weekdays. Candidate should have a minimum of 3 years experience in television news reporting. Must have excellent writing skills. Application deadline is February 21, 1997. Please send resume, cover letter and videotape to:

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900 Front Street
San Francisco, CA 94111
EOE

Top North Texas NBC affiliate seeking applications for General Assignments Reporter with minimum of one year's experience. Send non-returnable VHS or 3"/4" tape with resume to: Lynn Marshall, News Director, KFDX-TV, 4500 Seymour Highway, Wichita Falls, TX 76309. No phone calls. KFDX is an Equal Opportunity Employer.


Partner, We're expanding! Come join a hot team with all the bells and whistles! We need a digger who knows how to work a beat and develop sources, who is full of new ideas, who can produce packages, who loves "live." College degree required. Two years of experience in a commercial television newsroom preferred. Send tape/resume to Human Resources Director, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. EOE.

Reporter, WCCO-TV, CBS O&O in Minneapolis, has a great opportunity to grow with us. Vital role in our 2 1/2 hour morning news program. Daily live reports for a 3am to noon shift. Previous applicants need not re-apply unless your work has dramatically changed. Tapes are non-returnable. EOE. Send tapes to Ted Canova, News Director, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403.

Regional Manager, Conus Communications is looking for a Regional Manager who will manage a multi station Conus News Gathering region. Will be responsible for coordination and facilitation of the satellite news gathering needs for the region and has experience with local news gathering operations as well as a working knowledge of day to day local newsroom operations. Applicant must have experience, and ability to deal with news management and personnel, must be a proven leader, and self starter and must be willing to relocate. Send resumes: Human Resources, Conus Job #88-97, 3415 University Avenue. St. Paul, MN 55114. No telephone calls please. An Equal Opportunity Employer.

Producer, WCCO-TV, CBS O&O in Minneapolis, has a great opportunity to grow with us. We already have 2 morning producers. Become the third as we devote more resources to win in the morning. Previous applicants need not re-apply unless your work has dramatically changed. Tapes are non-returnable. EEO. Send tapes to Ted Canova, News Director, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403.

Photojournalist: News 4 San Antonio is looking for a full-time photojournalist. We’re looking for someone with a great eye, a terrific work ethic and strong editing skills. Experience is preferred in network affiliated television. If that is you, please send a tape and resume to Jim Myres, Chief Photographer, KMOL-TV 4, P.O. Box 2641, San Antonio, Texas 78299.

Photographer Editor, KABE-TV, a Unvision owned station in Bakersfield, CA, is looking for a Photographer Editor. Candidate must possess excellent video and audio skills as well as lighting technique. Job entails news and commercial production shooting as well as digital editing on a Turbo Cube, Spanish fluency and broadcast experience required. Must have send resume to: KFTV-TV Personnel Director, 3239 West Ashlan Avenue, Fresno, CA 93722. EOE.

Photographer, WCWO-TV, CBS O&O in Minneapolis, has a great opportunity to grow with us. Must be motivated to find spot news before the desk sends you, constantly willing to get sound bites. Work on 1:10 stories that must come to life and 5 minute stories with time for your best shots and sound to breath. Previous applicants need not re-apply unless your work has dramatically changed. Tapes are non-returnable. EEO. Send tapes to Ted Canova, News Director, WCWO-TV, 90 South 11th Street, Minneapolis, MN 55403.

WTVD-TV, an ABC owned station, is looking for a talented, creative photographer who loves hard news and doesn’t watch the clock. Candidate must be able to edit quickly with an attention to detail. 3+ years of experience preferred. Live microwave van experience a plus. Send tape and resume to Ted Holtzclaw, News Operations Manager, WTVD-TV, 411 Liberty Street, Durham, NC 27702. EOE. No calls please.

News Producer needed immediately for daily live news program. Must have minimum 2 years experience as Producer or Associate Producer. Responsibilities include organizing and formatting newscast rundowns, Computer knowledge and good writing skills, experience with live ENG and SNG technology. Bilingual (Spanish/English) preferred, strong Spanish skills a must. College degree preferred. Send tapes and resume with salary history to: Producer, KXIN-TV, Channel 45, 9440 Kirby Drive, Houston, TX 77054, EOE.

News Assignment Editor. UPN News 13, Los Angeles, has an immediate opening for a News Assignment Editor. The Planning Editor will be responsible for developing the type of exclusive hard news stories that will set UPN News apart from the competition. The ideal candidate will be an aggressive journalist who can quickly develop a thorough directory of reliable sources. We are looking for a strong communicator with a background in news Assignments or Investigative Producing. Candidates should have 3 to 5 years experience in a large television market. Please send your resume and salary history to: UPN 13, Human Resources Department, 915 North La Brea, Los Angeles, CA 90038. Or fax to 213-851-4187, UPN 13 is an EOE.

News Assignment Editor. Experienced assignment editor with 3-5 years of desk and/or producing experience. Must have excellent resource management skills and a “can-do” attitude; a sense of efficient logistics who can find, pitch, and set-up a good story. Familiarity with the PA/NJ/Oel region a plus. Key position in Newsroom for a real leader. Send resume (no phone calls, please) to Tracey Russell-Greene, News Assignment Manager, KYYW-TV3, 101 South Independence Mall East, Philadelphia, PA 19106. EOE. M.F. ADA.
**Classifieds**

**News Producer:** Immediate opening for experienced news producer for successful, established, weekly motorsports news show on major cable network. Minimum of 3 years experience required. Please send resume, references and non-returnable VHS tape to: Producer, 6025 Victory Lane, Harrisburg, NC 28075.

**Major group owned Buffalo television station** looking for Executive News Producer. Focus will be content and presentation of daily newscasts. Individual will have strong producing, writing and management skills and will work closely with News Director on editorial process, story selection and newscast formatting. EOE. Send resume to Box 01041 EOE.

I-Team Reporter. WCCO-TV, CBS O&O in Minneapolis, has a great opportunity to grow with us. Smart digger with the right tone in stories to weed out wrong-doing that’s relevant and not sensational. Work alongside the best and the brightest investigative producers. Previous applicants need not re-apply unless your work has dramatically changed. Tapes are non-returnable. EEO. Send tapes to Ted Canova, News Director, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403.

General Assignments Reporter. Candidates must understand contemporary storytelling techniques, provide compelling enterprise stories daily, and fight for the lead each newscast. We want more than a spot news chaser. Minimum two years experience is required. Broadcast journalism degree preferred. Send resumes to: Christina Medina, Human Resources Coordinator, 5233 Bridge Street, Fort Worth, TX 76103. No phone calls please. We are an Equal Opportunity Employer.

Full and Part-time TV Anchors needed. Metro Networks News Bureaus in Washington and Baltimore are looking for experienced TV reporters/anchors. Good writing, news judgement, and production skills necessary. Send tape and resume to Jim Ribble, Director of Operations, Metro Networks, 5454 Wisconsin Avenue, Suite 1215, Chevy Chase, MD 20815. No phone calls please.

Entire News Team including News Director needed at brand new, small market (#175) ABC affiliate in Michigan’s Beautiful Upper Peninsula! We need well-rounded people who can “do it all...report, shoot, edit, anchor, do weather and sports, and hustle!” Must have positive, “can-do” attitude, work well with people, and have excellent driving record. If you love the rugged outdoors, Lake Superior, winters with lots of snow and gorgeous summers, send a detailed resume, written statement of your news philosophy, and tape (Beta preferred, 3/4" OK) to: News Team, WSBK, ABC-TV 58 10, 1122 Calumet Avenue #5, Calumet, MI 49913. EOE/AA.

**Director (DGA): Wanted:** Take charge TV news maniac to help propel Philadelphia’s fastest growing news product to new heights! You need 10 years major market newscast directing experience with a significant technical background. You must have the ability to interact extensively with the producers, stage personnel, and technical crew to manage the direction of a fast paced, visually exciting show. You will be a teacher, a motivator, a complete Team Player. You will work with a large and diverse team, have a flexible schedule, and use your communications skills to achieve constant excellence. Please send resume to: NBC 10, Manager, Employee Relations, City Avenue & Monument Road, Philadelphia, PA 19131. We are an Equal Opportunity Employer.

Assistant News Director. WSTM-TV, NBC in Syracuse, seeks assistant news director with penchant for hard news, high production values and tight writing. Supervise reporters and producers on newscast planning and production. Review and approve news copy and supervise special projects. Medium market experience as a newscast manager or producer or large market experience as a producer required. Applications, resume, non-returnable 3/4" or VHS tape and statement of news philosophy to Lisa Wadsworth, Personnel, WSTM-TV, 1030 James Street, Syracuse, NY 13203. EOE.

**Are you working in News, but dreaming of a gig in Entertainment?** Our Emmy Award winning local entertainment and information show, Louisville Tonight Live, is just the place to break in. Are you a reporter who has the ability to turn creative packages and make live shots sing? Our alum are using the skills they learned on our show in the top twenty markets. Send resume and tape to: Cindy Vaughan #520, WHAS 11, 10 P.O. Box 1100, Louisville, KY 40201.

**Anchor/Reporter, WCCO-TV, CBS O&O in Minneapolis, has a great opportunity to grow with us. Warm, genuine, down-to-earth anchor who can also consistently write and tell stories. Previous applicants need not re-apply unless your work has dramatically changed. Tapes are non-returnable. EEO. Send tapes to Ted Canova, News Director, WCCO-TV, 90 South 11th Street. Minneapolis, MN 55403.**

**Anchor, WFTX-TV in the Ft. Myers/Naples market seeks a Weekend Anchor/Reporter. Three years television experience required, college degree preferred. The successful candidate will be a leader and FOXIFIED. Send non-returnable tape and resume to Mark Pierce, Station Manager, 621 SW Pine Island Road, Cape Coral, FL 33991. We are an Equal Opportunity Employer.**

**Weekend Producer. #1 rated news station needs weekend news producer. This is a full-time job, with desk responsibilities during the week. Tapes and resumes to: Dave Buttlek, News Director, KCCI-TV, 888 Ninth Street, Des Moines, IA 50309. EOE.**

**Western New York’s Number One source for news has an immediate opening for a Full-Time Photographer. Enterprise and investigative skills, ability to shoot and edit beta to NPPA standards under extreme deadlines, along with a positive, can-do attitude, are a must. Requirements: One year experience, college degree, and microwave proficiency are preferred. If you are the best in your newsroom and would like the freedom and coaching to be even better send a resume and non-returnable tape to: Human Resources Generalist, WOKR-TV, 4225 West Henrietta Road, P.O. Box 20555, Rochester, NY 14602-0555. WOKR-TV is an Equal Opportunity Employer. Minorities and women are encouraged to apply.**

**Western New York’s Number One source for news has an immediate opening for a creative, committed broadcast journalist. At Rochester’s News source 13, we believe in uncovering the news as well as covering it. We are looking for a Weekend Anchor/General Assignment Reporter. Enterprise and investigative skills, along with a positive, can-do attitude, are a must. Requirements: Two years experience, college degree preferred. If you are the best in your newsroom and would like the freedom and coaching to be even better send a resume and non-returnable 3/4" tape to: Human Resources Generalist, WOKR-TV, 4225 West Henrietta Road, P.O. Box 20555, Rochester, NY 14602-0555. WOKR-TV is an Equal Opportunity Employer. Minorities and women are encouraged to apply.**

**HELP WANTED PROMOTION**

**DAILY TOPICAL PROMOTION PRODUCER**

KGO-TV is seeking a Daily Topical Promotion Producer who will be responsible for producing all topical promotional spots for Channel 7 News. Must have a proven track record in promotion and production. Must be a team player and have the ability to work under pressure and tight deadlines. Application deadline is February 21, 1997. Please send resume, cover letter and videotape to:

KGO-TV Personnel

900 Front Street
San Francisco, CA 94111

**Fax your classified ad to:**

Broadcasting & Cable

(212) 206-8327

*January 27, 1997*
Broadcasting & Cable  January 27 1997

To place your classified ad in Broadcasting & Cable, call Antoinette Fasulo (212) 337-7073 or Sandra Frey (212) 337-6941

www.americanradiohistory.com
HELP WANTED
FINANCIAL & ACCOUNTING

Financial Managers. Sinclair Communications, Inc., the nation's largest television group owner, has openings in several markets for Financial Managers. Successful candidates will possess an Accounting degree and have a minimum 2 years previous broadcast experience. Please send resume with salary requirements to: Michael E. Sileck, Sinclair Communications, Inc., P.O. Box 4800, Baltimore, MD 21211. We are an Equal Opportunity Employer. Women and minorities are encouraged to apply.

SITUATIONS WANTED NEWS

NWS Meteorologist with National TV experience pursuing Meteorologist position in medium to large size market. Received highest radar score of all NWS meteorologists in the country. Great voice, perform voice-overs. Impress references! Mike Gerber 208-343-8701.

SITUATIONS WANTED MANAGEMENT

Business Manager from top 25 market seeking new opportunity. Will relocate. Twenty years experience. For resume, call (406)251-9700.

HELP WANTED MANAGEMENT

ASSISTANT COUNSEL & DIRECTOR OF REGULATORY AFFAIRS

Post-Newsweek Cable, a rapidly growing division of The Washington Post Company, is looking for an Assistant Counsel & Director of Regulatory Affairs to play a key, front-line role in its headquarters office. The position reports to the Vice President & General Counsel and will join a team responsible for legal and regulatory matters, acquisitions and other transactions, litigation supervision, personnel issues, tax, copyright, trademark, corporate compliance and other matters.

The ideal candidate will have at least three years’ experience as a practicing attorney; significant understanding of cable television law and regulation (including copyright); excellent communication, interpersonal and advocacy skills; superior analytical, organizational, drafting and negotiating abilities; and the ability to work independently in a challenging and rewarding environment.

The job location is in the corporate office in beautiful, sunny Phoenix, Arizona. Interested applicants should send their resume and salary requirements to:

Post-Newsweek Cable
Attention: Assistant Counsel Position
6742 N. 24th Street, Suite 270
Phoenix, Arizona 85016

Post-Newsweek Cable is an equal opportunity employer.

HELP WANTED PRODUCTION

EXECUTIVE PRODUCER CHANNEL 5 NEWS

Channel 5 News, a Time Warner Cable affiliate is seeking an experienced executive producer with strong writing skills and the ability to supervise news room activities. The prime candidate must possess a versatile character and the ability to work well with others. Attention to detail and team player attitude a must. A college degree in Broadcast News and a minimum of 3 years producing experience is required. Please send resume to:

Time Warner Cable
Human Resources Department
400 Riverfront Drive
Reading, PA 19602
EO/EAA Employer M/F/H/V
HELP WANTED TECHNICAL

Have The World At Your Fingertips: EWTN, The Global Catholic Network, is currently seeking persons with broadcast related experience to staff its brand-new Technical Operations Center. Personal Computer skills and knowledge of the Windows environment are a must. Send resumes to: TOC Operator Search, EWTN, P.O. Box 101642, B’ham, AL 35210. EO/EE.

HELP WANTED PUBLIC RELATIONS

PUBLIC RELATIONS

Viewer’s Choice, a leader in pay-per-view, has an opening for a mid-level manager in its Corporate Communications Department to handle trade and consumer press relations & communications. Candidate will also have responsibility for internal and external communications, affiliate and trade communications. Position reports to VP, Corporate Communications/Creative Services. Minimum 2 years related experience in Cable TV required. Must have college degree and excellent written and oral communication skills. Proficiency with Windows, WordPerfect essential with website experience helpful. Send resume and salary requirements [must be included] to:

Viewer’s Choice
909 Third Avenue
New York, NY 10022
Attn: Human Resources - PR.

TELEVISION PR PROS

Qualifications Required:
Minimum 3-4 years of TV Trade and Consumer PR experience, established media contacts, proven ability to strategically plan and execute PR efforts, strong writing skills, college degree, willingness to relocate.

Submit resume to:
Jim Weiss VP, PR
1850 Techwood Drive, NW
Atlanta, GA 30318
Fax: 404-885-4318

ALLIED FIELDS

HELP WANTED NEWS

Video Producer/Director: Mayo Medical Center consists of Mayo clinic Rochester, Rochester Methodist Hospital and Saint Marys Hospital which together form the world’s largest private medical center. Currently we have the following Video Producer/Director opportunities available. Video Producer/Director - Broadcast Specialist: Refer to Job Posting #96-3715. Requirements include: Bachelor’s degree in mass communications, film & video production. Three to four years experience needed. Non-degree applicants must have a minimum of six years of experience in television production. In addition to producing and directing video programs for patients and visitors, the candidate selected for this will act as “station manager” for the patient and visitor video network. State of the art technology (including digital editing and animation), coupled with a collegial atmosphere of professional development and creative freedom make this an excellent opportunity for an experienced, dynamic video producer. Video Producer/Director - Refer to Job Posting #97-82. Requirements include: Bachelor’s degree in mass communications; film & video production. Master’s preferred. Minimum of five years high-end video production experience. In addition to patient-directed video programs, the candidate selected for this position will provide creative direction for nationwide educational programs, documentary and historical programs, live interactive education, motivational and training videos, and an infinite variety of programs. State of the art technology (including digital editing and animation), coupled with a collegial atmosphere of professional development and creative freedom make this an excellent opportunity for an experienced, dynamic video producer. Mayo Medical Center, a leader in health care, offers a competitive salary range based upon experience up to $40K and an excellent personal benefits package. If you are interested in joining us in Rochester, please contact: Mayo Medical Center, David Voller, Human Resources Staffing Center, OE-1 200 1st Street SW, Rochester, MN 55905. Fax: 507-284-1445. e-mail: careers@mayo.edu http://www.mayo.edu Mayo Foundation is an affirmative action and equal opportunity employer. Mayo Medical Center uses optical scanning technology. When faxing or mailing your resume, please use a 12 point font with minimal use of bullets, italics, underlining and bulging.

BUSINESS OPPORTUNITIES

Station Owners-Managers - Get free help and get paid for it! Allow a broadcasting student to come to your station and observe once a week for 18 weeks for $2,000.00. 15 year accredited program. We can provide up to 10 students. Call Jim at Radio Connection 1-800-800-5581.

RadioTourUSA visitor information network franchise packages include two FM stations, turnkey services and national representation for under $5,000. Once in a lifetime opportunity. Write to: RadioTourUSA, Box 199, Kilauea, Hawaii 96754 or details.

HELP WANTED INSTRUCTION

University of Wisconsin-River Falls seeks tenure track, asst. prof. for courses in radio/TV news, production; management; writing. Also teach from other courses, e.g. mass comm law, multimedia, media and society, etc. Advise students, student TV/radio newscasts, ACE/IMC-accredited. Doctorate, prof. experience, evidence of teaching ability required. Begins Fall ‘97. Consideration of apps. starts March 7, 1997. Continues until filled. Inquiries/applications to: Michael Norman, Chair, Journalism Department, UW-River Falls, 410 20th Street, River Falls, WI 54022-5001. AA/EEO.

Lecturer Video Production, Department of Journalism/Mass Communication, University of Nebraska at Kearney. (One year appointment - Renewable contract.) Teach scriptwriting courses and introductory/advanced video production courses; manage cable television operation; advise students. Required: Master’s degree plus significant professional video production and scriptwriting experience. Preferred: Knowledge of computerized video post-production. Salary and benefits competitive. Starting date August 1, 1997. Application deadline: February 28, 1997. Send letter of application: vita; names and telephone numbers of three references; three recent writing samples; VHS tape of three recent productions to: Mr. Roy Hyatte, 109 Thomas Hall, UNK, Kearney, NE 68849. 308-865-8249. AA/EQ/ADA. http://www.uneqk.edu

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

(900)-40-RTNDA
RTNDA JOB LINE

Updated daily. 85 cents a minute. To place a free listing call: (202) 659-4510 or fax: (202) 225-4007. RTNDA, 1000 Connecticut Ave., NW, Suite 615, Washington, DC 20036

www.americanradiohistory.com

Beautiful Northern California communities. Three dominate Class C FM's and three AM's. Solid cash flow and history. Seller financing available to qualified buyer. Principals only. Broker 508-525-2244.

FOR SALE BROADCASTING TOWER

EDUCATIONAL SERVICES

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

New or Used (perfect condition) wide band 6 MHz color PAL-N solid state guaranteed. UHF television transmitter (2). From 2 to 30 KW turned to Channel 31 and 29. VHF television transmitter (1). From 10 to 30 KW turned to Channel 5. Canners (2); mixer in Betacam. Dr. Marcelino Druetto, Ilitzanó 328 Temperley (1834) Argentina. Phone: 541-392-5974.

FOR SALE EQUIPMENT

SMART TAPES.
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.

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

For Sale: Scala Antenna, Model 8CH-713HR, Freq. 174-216 MHZ. Call Charles Meyers at 901-375-9324 or www.flinn.com

For Sale: (2) UHF, 24 Bay LPTV Antennas, Channel 57 and 67. 1 year old recently removed from service. For more information call Charles Meyers at 901-375-9324 or www.flinn.com

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

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

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

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

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

Rates: Classified listings (non-display). Per issue: Help Wanted: $2.10 per word, $42 weekly minimum. Situations Wanted: 1.15¢ per word, $21 weekly minimum. Optional formats: Bold Type: $2.45 per word, Screened Background: $2.60, Expanded Type: $3.20 Bold, Screened, Expanded Type: $3.50 per word. All other classifications: $2.10 per word, $42 weekly minimum.

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

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: $187 per inch. Situations Wanted: $93.50 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: $30 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011.

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.
In only a few years, the Internet has dramatically redefined the communications arena on a global scale. Although millions are already Internetworking, today’s Website profits and possibilities only hint at the Net’s future power to revolutionize the industry and our lives.

On February 10, Broadcasting & Cable weaves the first of four Web special issues with a look at TV and the Internet. Our in-depth reports will provide access to this rapidly evolving multimedia frontier. We'll also examine the Internet’s vast financial potential, and identify key plays and players now bringing multimedia to the Web or transforming television into large screen websites.

If you're focused on expanding your presence in this exploding communications industry and are looking ahead to some real Net profits, you'll want to be part of these special issues. Your message will reach 35,000 leading decisionmakers in television, cable, radio and related multimedia and new technology. So get connected. Call your sales representative to reserve your ad space today.

Special Report: The Web: TV and the Internet
Issue Date: February 10 • Ad Close: January 31

Additional Web Specials: Issue Date: June 2 • Ad Close: May 23
Issue Date: August 11 • Ad Close: August 1
Issue Date: November 17 • Ad Close: November 7
“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 italics. 

**OWNER**SHIP CHANGES

**Dismissed**

Orlando, Fla. (BTC-961231GG, BTC-961231GH, BTC-961231GF) - Infinity Holdings Corp. for WHOO(FM) - voluntary transfer of control from Infinity Broadcasting Corp. to Mel Karmazin, Gerald Carrus and Michael A. Wiener as trust (dismissed as duplicative). Jan. 15

Arlington, Tex. (BALH-961231GE) - Infinity Broadcasting Corp. for KEWS(FM) - voluntary assignent of license from Infinity Broadcasting Corp. of Dallas to Infinity Broadcasting Corp. of Dallas II. Jan. 14

**Accepted for filing**

Canyon, Tex. (BTC-970106EA) - Madison Radio Group Inc. for KZRL(FM) - involuntary transfer of control from Madison Group Associates Inc. to Stanley L. Vick. Jan. 16

Canyon, Tex. (BTC-970106EB) - Heritage Communications Corp. for KZRL-FM - involuntary transfer of control from Madison Group Associates Inc. to Stanley L. Vick. Jan. 16

Jacksonville, Tex. (BAPH-961220GR) - Robert Warren Shivery for KZRL(FM) - involuntary assignment of CP from Robert Warren Shivery to Herbert L. Bell (receiver). Jan. 17

Roanoke, Va. (BTC-970109GF) - WRIS Inc. for WRIS(FM) - involuntary transfer of control from Margaret H. Gochenour (deceased) to Lloyd Gochenour (executor). Jan. 22

**Salem, Va.** (BTC-970109GH) - WRIS Inc. for WJLM(FM) - involuntary transfer of control from Margaret H. Gochenour (deceased) to Lloyd Gochenour (executor). Jan. 22

Kewaunee, Wis. (BTC-970109GH) - Harbor Cities Broadcasting Inc. for WAUN-FM - involuntary transfer of control from estate of Andrew J. Brusa to Albert L. Brusa. Jan. 22

**NEW STATIONS**

**Returned**

Maynardville, Tenn. (BPED-961112MB) - Powell-Clinch Media Inc. for noncommercial FM at 88.3 mhz. Jan. 15

Tellico Plains, Tenn. (BPED-961024MC) - Lee College for noncommercial FM at 88.5 mhz. Jan. 15

**Granted**

Knob Noster, Mo. (BPED-960111MD) - Lake Area Educational Broadcasting Foundation for noncommercial FM at 89.7 mhz. Jan. 15

Poteau, Okla. (BPED-950718MD) - American Family Association for noncommercial FM at 91.7 mhz. 3.25 kw. ant. 569 m. Oct. 31

Mansfield, Pa. (BPED-951108MC) - Farm Home Broadcasting Co. for FM at 92.3 mhz. .8 kw. ant. 196 m. Jan. 15

Maynardville, Tenn. (BPED-960327MC) - Foothills Broadcasting Inc. for noncommercial FM at 88.3 mhz. Jan. 15

Huntsville, Tex. (BPED-960405MB) - American Family Association for noncommercial FM at 88.3 mhz. Jan. 15

**Filed**

Troy, Ala. (BPED-970113MC) - American Family Association (Donald E. Widmon, president, 1208 Zentwood, Tupelo, MS 38801) for FM at 91.1 mhz. 2 kw, ant. 75 m. intersection of 23 Bypass and S.R. 21. Association has applied to build FMs in Nashville, Ark., and Hannibal and Kirksville, Mo. (see items, below). Jan. 13

Batesville, Ark. (BPED-970106MA) - Batesville Broadcasting Co. Inc. (J. Boyd Ingram, president/owner, PO Box 73, Batesville, MS 38606) for FM at 99.5 mhz, 6 kw, ant. 100 m., 12 km NNE of Batesville, E of Hwy. 167. N. Ingram owns WJSJ(FM) - WAUN(FM) - WAUN-FM Batesville. Jan. 6

Nashville, Ark. (BPED-970110MB) - American Family Association (Donald E. Widmon, president, 1208 Zentwood, Tupelo, MS 38801) for FM at 90.5 mhz, 32 kw, 169 m., Hwy. 73 S. Saratoga, Ark. Association owns WAFR(FM) - Carrollton and WAKD(FM) - Saratoga. Jan. 13

FOR THE RECORD: All FMs are taken, when available, appears in italics.

**BY THE NUMBERS**

**BROADCAST STATIONS**

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<tr>
<td>Cable systems</td>
<td>11,660</td>
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<td>Total subscribers</td>
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<td>Homes passed</td>
<td>91,750,000</td>
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Cable penetration* 65.3%

*Based on TV household universe of 95.9 million

Sources: FCC, Nielsen, Paul Kagan Associates

GRAPHIC BY BROADCASTING & CABLE

http://www.broadcastingcable.com

January 27, 1997

www.americanradiohistory.com
Limon, Colo. (BPH-970108MF)—Roger Lewis Hoppe II (165 E Ave., PO Box 87, Limon, Colo. 80828) for FM at 93.7 mhz, 6 kw, at 22 m., 2 km NW of Limon. Hoppe owns KJMM(FM) Limon and WZTU(FM) Bear Lake, Mich.; is building wave(FM) Beulah, Mich. Jan. 8

Limon, Colo. (BPH-970109BM)—EB Hayden LLC (Charles B. Moss Jr., manager/owner, 225 N Mill St., Aspen, Colo. 81611) for FM at 93.7 mhz, 6 kw, at 100 m., 1.5 km N of interchange of US 40 and 24, 2.5 km NW of Limon. Moss owns KSAP(FM) Aspen, KNFQ(FM) Basalt, KTNJ(FM) Eagle and KMUF(FM) Oak Creek, all Colo., and KAFW(FM) Taos, N.M.; has applied to build FMs in Healdsburg and Needles, Calif.; Grand Junction and Hayden, Colo.; Billings and Great Falls, Mont., and Jackson, Wyo. Jan. 9

Keaau, Hawaii (BPH-970108MD)—Debo Tomoye Takehiro Ombac (620 Awa St., Hilo, Hawaii 96720) for FM at 101.5 mhz, 5 kw, at 5 m., 4.5 km NW of Mountain View, Hawaii, near intersection of N. Kulanii and Hoolei rcs. Jan. 8

Keaau, Hawaii (BPH-970109MC)—Volcano Broadcasting Corp. (Thomas A. Curtis, president/50% owner, PO Box 2346, Keaau, Hawaii 96750) for FM at 101.5 mhz, 50 kw, at 11 m., KCOA tower, 100 m. NE of N. Glennwood Rd., 2.8 km NW of intersection of N. Glennwood and Hwy. 11, 20 km SW of Keaau. Jan. 9

Keaau, Hawaii (BPH-970109MD)—Jon A. Le Duc (909 Kealoha Dr., Green Bay, Wis. 54311) for FM at 105.1 mhz, 50 kw, at 193 m. Le Duc owns WLW(FM) Allouez, Wis. Jan. 9

Brill, Iowa (BPH-970103MA)—Lyle Robert Evans (1296 Marian Lane, Green Bay, Wis. 54304) for FM at 99.5 mhz, 6 kw, at 100 m. Evans owns FM at 99.5 mhz, 6 kw, at 315 m., 1.8 km SE of intersection of County Road L and Hwy. 27, all WI. Jan. 9

Hannibol, Mo. (BPH-970106ME)—American Family Association (Donald E. Wildmon, president, 1208 Zentwood, Tupelo, Miss. 38801) for FM at 91.7 mhz, 15 kw, at 133 m., 5 mi. on County Rd. 67. Association has applied to build FMs in Troy, Ala., and Nashville, Ark. (see items, above), and Kirksville, Mo. (see item, below). Jan. 8

Kirkville, Mo. (BPH-970113MB)—American Family Association (Donald E. Wildmon, president, 1208 Zentwood, Tupelo, Miss. 38801) for FM at 91.7 mhz, 15 kw, at 315 m., 1.8 km W of intersection of County Rd. 67. Association has applied to build FMs in Troy, Ala., and Nashville, Ark., and Hannibal and Kirksville, Mo. (see items, above). Jan. 13

Shell Knob, Mo. (BPH-961205MC)—Cathy Roach and Michael W. Collins (5121 Cumming St., Omaha, Neb. 68132) for FM at 97.7 mhz, 6 kw, at 100 m., 2.7 km SSW of Jenkins, Mo. Dec. 5

Sunrise Beach, Mo. (BPH-970101MA)—Community Broadcasting Inc. (Richard P. Boll, president/33.3% owner, 3405 Shady Bend Dr., Independence, Mo. 64052) for noncommercial FM at 90.3 mhz, 3.8 kw, at 60 m., 6 km N of intersection of Rte. "O" and Lake Rd. 0-275 near Laurie, Mo. Bott family owns KCSV(FM) Mt. Bullion, Calif.; WCCV(FM) Fort Wayne, Ind.; KCVQ(FM) Kingman, KCCV(FM) Olathe, KCVQ(FM) Overland Park and KCVQ(FM) Silver Lake, all Kan.; KCVQ(FM) Clayton, KLTE(FM) Kinksville, KLEX(FM) Lexington, KAYX(FM) Richmond and KCVQ(FM) St. Louis, all Mo.; KCVQ(FM) Lincoln and KCVQ(FM) Milford, Neb.; KNLF(FM) Bethany, KCVQ(FM) Oklahoma City and KABQ(FM) Shawnee, all Okla., and WCVQ(FM) Collerville, Tenn. Jan. 10


Wade, N.C. (BPH-970111MC)—Covenant Educational Fellowship Inc. (Gardner H. Wildmon Sr., president, 2630 Mirror Lake Dr., Fayetteville, N.C. 28303) for noncommercial FM at 91.1 mhz, 3.4 kw, at 116 m., E side of U.S. 301, 1.8 km N at intersection of Hwy. 501 and County Road 1813, NE of Wade. Co. owns FMs at 81.5 mhz, and Great Myrtle Beach, S.C.; has applied to build FM in Spring Lake, N.C. Wildmon owns WMW(FM) Atlantic Beach, S.C. Jan. 9

Zanesville, Ohio (BPH-970114MB)—Riverside Ministries (Carl Sullivan, president/25% owner, 2620 S. River Rd., Zanesville, Ohio 43701) for FM at 91.7 mhz, 6 kw, at 84 m., SR 146, 1.2 km W of Nashport, Ohio. Jan. 14

Seminole, Okla. (BPH-970113MA)—American Family Association (Donald E. Wildmon, president, 1208 Zentwood, Tupelo, Miss. 38801) for FM at 89.1 mhz, 5 kw, at 430 m., 315 m., NE of Tupelo. Association has applied to build FMs in Troy, Ala.; Nashville, Ark., and Hannibal and Kirksville, Mo. (see items, above). Jan. 13

Shawnee, Okla. (BPH-970109ME)—Love Station Inc. (Doyle Brewer, president, PO Box 14, Ponca City, Okla. 74602) for FM at 91.3 mhz, 19 kw, at 100 m., on Hwy 3E, 6.9 km NW of Seminole Airport tower. Love Station owns KLVB(FM) Ponca City; has applied to build FMs in Piedmont and Ponca City, Okla. Jan. 9

Yukon, Okla. (BPH-970110MD)—Educational Media Foundation (K. Richard Jenkins, president, 1425 N Market Blvd., No. 9
Sacramento, Calif. 95834) for noncommercial FM at 88.5 mhz. ant. 121 m., 5.4 km from intersection of I-40 and SR 281. Foundation owns kklv(FM) Chowchilla, klgv(FM) Garberville, klvs(FM) Kingsburg, klwc-FM Magalia and klvr(FM) Santa Rosa, all Calif., and kkez(FM) Tigard, Ore.; is buying kreq(FM) Las Cruces, N.M.; is building kjar-FM Grass Valley and klvw(FM) Julian, Calif. and FM in Cherryville, Ore.; has applied to build FM's in Cherryville, Klamath Falls and Winchester, all Ore. Jan. 7

Middleton, Tenn. (BPH-97301) R.R. and Martha S. Clayton (PO Box 142, Walnut, Miss. 38683) for FM at 100.7 mhz. 25 kw, ant. 100 m. 2.4 mi. W of Lacy, Tenn.; on Rowena's Chapel Rd., Hardeman, Tenn. Claytons own wrlc(FM) Walnut. Jan. 9

Hemphill, Tex. (BPH-9701026M) Phillip Burr (PO Box 1000, Hemphill, Tex. 75949) for FM at 103.9 mhz. 6 kw, ant. 160 m. 1.2 km SSE of Milam, Tex. Jan. 2

McCoy, Tex. (BPH-970107B) Baptist Church Inc. (Kenneth D. Apple, senior pastor, 4301 N. Shary Rd., Mission, Tex. 78572) for FM at 91.5 mhz. 2.6 kw, ant. 107 m. 2.2 mi. E of McCoy on FM490, 1.5 mi. N of FM490 on county road. Jan. 7

San Angelo, Tex. (BPH-961262B) Ruben Velasquez for FM at 105.7 mhz. 25 kw, ant. 100 m. 320 W. 26th St. Velasquez owns wml(fm) Odessa, Tex. Dec. 26

San Angelo, Tex. (BPH-961262MC) John W. Barger (7800 NW IH-10, No. 330, San Antonio, Tex. 78230) for FM at 105.7 mhz. 25 kw, ant. 98 m. 320 W. 26th St. Barger has interest in koko(radio) (San Antonio) San Antonio-FOKOM-FM Fredericksburg and kro-FM Floresville, Tex., and application to build FM in Round Rock, Tex. Dec. 26


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**FACILITIES CHANGES**

**Dismissed**

Honolulu (BPH-920618AD) - Cosmopolitan Broadcasting Corp. for kaho(AM); change ant., relocate transmitter. Jan. 14

Framingham, Mass. (BPH-951020A) - Fairbanks Communications Inc. for wkox(FM); increase power to 50 kw; change daytime TL to River St., Newton, Mass.; change ant. Jan. 14

Portland, Ore. (BPH-91016B) - Reed Institute for krcr(FM); change frequency from 107.5 mhz to 104.1 mhz, change ERP to .7 kw; ant. to 368 m., TL to 4700 SW Council Crest Drive. Jan. 13

Abilene, Tex. (BPH-960912D) - Dynamic Broadcasting Inc. for kqor-FM: change channel from 100.7 mhz to 100.9 mhz. Jan. 13

**Returned**

Maurice, La. (BPH-960906IE) - Citywide Broadcasting Corp. of Lafayette for kfxz(FM); change ERP. Jan. 10

**Granted**

Williams, Ariz. (BPHM-960607H) - Jana Tucker for kvtv(FM); change TL. Jan. 15

Jupiter, Fla. (BMPH-961110AB) - SSS Broadcasting Inc. for wmlz(AM); change TL, power, ant. Jan. 16

Louisville, Ky. (BPH-960530IC) - Louisville Free Public Library for wplf(AM); change ant., TL, ERP, class. Jan. 16

Cambridge, Md. (BPHM-960701IB) - CWA Broadcasting Inc. for wsfr(AM); change ant., TL. Jan. 9

Branson, Mo. (BPH-960911IE) - Turtle Broadcasting Co. of Branson for krzr(FM); change ERP, class. Jan. 14

Atlantic City, N.J. (BPH-961031AB) - Allan B. Mendelsohn (court-appointed trustee) for wuss(AM): change community of license, TL, power. Jan. 13

Santa Fe, N.M. (BPH-961031AA) - W. Russell Withers Jr. for krtr(AM); change TL. Jan. 13

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**Wethersfield Township, N.Y.** (BPH-960111LC) - Casciani Communications Inc. for wnuv(FM); change ERP. Jan. 15

**Blackstone, Va.** (BPH-960328IH) - Denbar Communications Inc. for wcap-FM; change ERP, class. Jan. 13

**Filed/Accepted for filing**

Maumelle, Ark. (BMPH-961205ID) - George S. Flinn Jr. for FM at 96.9 mhz; change ERP, ant., TL, main studio location. Jan. 17

**Fort Bragg, Calif.** (BPH-961211C) - Axell Broadcasting for kfax(FM); new auxiliary station. Jan. 17

**Honolulu** (BPH-970108AC) - Cosmopolitan Broadcasting Corp. for kkooh(AM); change ant., TL. Jan. 15

**Champaign, Ill.** (BPH-961212IE) - Parkland College for wpcd(FM); change ant., TL. Jan. 17

**Branson, Mo.** (BPH-961224IB) - Vision Ministries Inc. for klic(FM); change ant. Jan. 17

**Banks, Ore.** (BPHM-961206IG) - Common Ground Broadcasting Inc. for kbbt-FM; change ant., TL, ERP. Dec. 26

Lake Oswego, Ore. (BMPH-961206IF) - Radio Systems of Miami Inc. for kkoj(FM); change ant. Dec. 26

**Portland, Ore.** (BPH-961206IE) - American Radio Systems Corp. for kkor(FM); change ant. Dec. 26

**Lewisburg, Pa.** (BPHM-961209IG) - Diggin's Media Inc. for wkkx(FM); change ant., TL, ERP. Oct. 29

**Tobyhanna, Pa.** (BPHM-961131IA) - Key Market of Nepa Inc. for wkrk(FM); change ant., TL, ERP. Nov. 13

**Mayaguz, P.R.** (BPH-961213IC) - Cadena Estereotempo Inc. for wicu(FM); change TL, ant. Jan. 9

**San Juan, P.R.** (BPH-961106IB) - Cadena Estereotempo Inc. for wico(FM); change ant., TL, ERP. Nov. 6

**San Juan, P.R.** (BPH-961205IE) - WZNT Inc. for wznx(FM); change ant., TL, ERP. Dec. 26

**Decatur, Tex.** (BMPH-961224IB) - Creative Educational Media Corp. for kkoj(FM); change ERP, TL. ant. Jan. 9

**Huntsville, Tex.** (BPHM-961104IB) - Helen Maryse Casey for kcey(AM); change ant., TL, ERP. Nov. 4

**Maryville, Tex.** (BPH-961223AD) - Morgan Broadcasting Co. for wcew(AM); change community of license, power, TL. Jan. 13

**Mineral Wells, Tex.** (BPH-961255IG) - Jerry Snyder and Associates Inc. for kksx-FM; change ERP, TL, ant., class. Jan. 9

**Nacogdoches, Tex.** (BPH-960725IF) - Radio Licensing Inc. for kwcs(FM); change ant., TL. Jan. 13

**Tooele, Utah** (BPH-961213IB) - Local Broadcasters Inc. for ktle-FM; change channel from C3 to A. Jan. 9

**Warren, Vt.** (BPH-961203IB) - Radio Ver-
For the Record

CALL-SIGN ACTIONS

Bakersfield, Calif. (BALH-960930EB)—Hemisphere Broadcasting LLC: from KHSI-FM to KSMU-FM. Jan. 10

Bakersfield, Calif.—Buck Owens Productions Co. Inc.: from KCWRFM to KUZZ(AM). Jan. 10

Defunia Springs, Fla.—Truth Communications Inc.: from WKJG(AM). Jan. 10

Naples, Fla.—Meridian Broadcast Inc.: from WNOG-FM to WPRW(FM). Jan. 10

Trenton, Fla. (BAPLH-960816GE)—Pinna-cle FM Broadcasting Inc.: from WJAY-FM to WLUS-FM. Dec. 6

Mountain Home, Idaho (BALH-961112-GO)—FM Idaho Co.: from KLVC(AM) to KMHJ (AM) and from KLVI(FM) to KTPZ(FM). Dec. 6

Franklin, Tenn.—Gaco Broadcasting Corp.: from KAKA(AM) to WGCO-FM. Jan. 10

Mio, Mich.—Todd A. Mohr: from WCLX(AM) to WACV-FM. Jan. 10

Stillwater, Minn.—Smith Broadcasting Co. Inc.: from WMM(AM) to WEZU(AM). Jan. 10

Forest City, N.C.—WFNO License LP: from WPQO-FM to WP107(AM). Jan. 10

Remembering pioneers

EDITOR: Congratulations to Broad-casting & Cable on 65 years of publi-cation and essential service to what you early dubbed “the Fifth Estate.”

I’d like to point out another 65th anniversary and suggest two names to add to your Hall of Fame. On December 23, 1931, regular daily, publicly announced television service began here in Los Angeles on W6XAO, which continues today as KCBS-TV. The people responsible for that historic milestone were Donald M. Lee and Harry R. Lubcke.

Lee was the remarkable automobile dealer and distributor who had become a dynamic pioneer broad-caster, interconnecting his radio stations in San Francisco (KFRC), Los Angeles (KHI) and other coastal cities with affiliates in California’s central valley, Nevada, Oregon and Wash-ington to form the regional network that would enable William Paley to add the entire Pacific time zone to his newly acquired CBS with but a sin-gle signature.

The Don Lee Broadcasting System was the source of such luminaries as Sylvester L. “Pat” Weaver on the man-agement side and Ed and Pegeen Fitz-gerald on the talent side. When Paley organized his own Columbia Pacific Network and acquired KNX and KFW (now KCBS), the Don Lee Network became the veteran leg of Mutual.

Lubcke, an ingenious engineer, built W6XAO for Don Lee in 1930 and, later, California’s first FM sta-tion, W4SLA Los Angeles, which, as KRTH, was recently sold for the highest price ever paid for a radio station.

In those pioneering days of television, Lubcke had to create many of the essential components himself, though W6XAO was all electronic from its inception. He even built receiving sets. You couldn’t just go into Platt Bros. and buy a ready-made set to take home and plug in back then, but for ambitious and handy radio hobbyists willing to build their own, Lubcke offered free, easy-to-follow plans.

When transmission standards reached 30 frames per second, it was Lubcke’s mathematician’s mind that conceived of the five-blade shutter as the simple key to compatibility with 24 frame motion pictures. That may seem obvious now, but imagine how complicated life would’ve been without it.

By 1939, when daily TV service finally started in New York, and Los Angeles got a second station, W6XAO moved from its original site, atop the Don Lee Cadillac building at 7th and Bixel streets in downtown Los Angeles, to what became Mount Lee in the Hollywood Hills, above the Holly-wood sign. The building and an antenna tower still stand there, though KCBS-TV transmits from the populous antenna farm on Mount Wilson, which may have been inspired by Mount Lee.

It was Lubcke who named the Emmy Award, a variation on “Immy,” the popular nickname for the Image Orthicon camera, then in wide use.

Don Lee and Harry Lubcke were innovators, confident in the future of television, willing and able to make it happen, when most of us could barely imagine it.—Thomas D. Bratter, Los Angeles

Ratings rap

EDITOR: I think the current position on the part of the Motion Picture Association of America and the television networks regarding program ratings is as unproductive as it is arrogant.

I suggest that the networks either develop a responsible social conscience and stop producing programs with irresponsible sexual and violent messages or at least find their co-jones and label the crap as such, as does HBO.

To Jack Valenti: Isn’t it time you retire?

I hope the MPAA and networks feel much more heat.—G.D. Roberts, Nashville

Public service

EDITOR: I always read Broadcasting & Cable with interest. Accordingly I feel that I must correct your misunder-standing on page 29 of the Nov. 25 edition, where NHK is incorrectly referred to as “government-owned.”

NHK is independent of both govern-ment and corporate sponsorship and is financially supported by receiving-fee contracts with viewers in Japan. With the receiving-fee sys-tem to guarantee its financial inde-pendence, NHK is able to pursue its primary objective of fully serving the public without being subject to undue influence by the government or cor-porate sponsorship.

Therefore we appreciate being referred to as “Japan’s public broad-caster,” not as “government-owned.”—Yoshihiko Ogaki, deputy director, public relations bureau, NHK, Tokyo

Through Jan. 27—West Virginia Broadcasters Association winter meeting. Marriott Town Center, Charleston, W.Va. Contact: (304) 744-2143.


February


Feb. 4-5—Arizona Cable Telecommunications Association annual meeting. Doubletree Suites Hotel, Phoenix. Contact: Susan Bitter Smith, (602) 955-4112.


Feb. 5-26th annual Mobius Advertising Awards. Museum of Broadcast Communications, Chicago. Contact: (312) 629-6023.

Feb. 5-7—“Pushing the Boundaries,” fourth annual American Association of Advertising Agency Conference. The Virginia Conference and Trade Show, Hyatt Regency, Atlanta. Contact: Fran Massa, (212) 850-0731.


Feb. 10-12—CTAM 13th annual research conference. Hotel Corona, San Diego. Contact: (703) 549-4200.

Feb. 11—West Virginia Broadcasters Association television sales seminar. Marriott Town Center, Charleston. Contact: (304) 744-2143.


FifthEstater

Contemplating the future

There may be no obvious place for a philosophy degree in the computer business. But 20 years after receiving that degree, Peter Neupert finds a use for philosophy "when I’m trying to figure out why I’m in the world and what I’m doing."

These days he spends most of his time focusing on development of news, sports and information content at Microsoft Corp. Having been in on the MSNBC deal from its exploratory days, Neupert concentrates on building the organization and on Microsoft’s bicoastal relationship with NBC. "We’ve been running as fast as we can to get the services up," he says.

It’s part of Microsoft’s overall strategy in the mercurial world of media melding. "We’re very focused on developing a new style of programming," Neupert says. "Whether it’s directed to the PC or to television, we don’t care."

That’s a world away from designing a computerized inventory system for his family’s wholesale plumbing supply business in Portland, which he did after earning an MBA at Dartmouth. That first practical experience with computers completed, he quickly moved into the venture capital field in his hometown.

In 1983 he became assistant to the chairman of a hardware/software startup called Metheus Corp. That led to his first joint-venture involvement, between Metheus and another start-up, Computervision. When that founderied, Neupert became CFO at start-up Graphics Software Systems, which was developing a device-independent graphics system.

It makes sense that, soon after arriving there, he tried to sell the company to another, slightly larger, fledgling outfit: Microsoft. "And I got pretty close, at that," he recalls.

Neupert couldn’t quite make the deal cook. But he got a job offer from Microsoft principals Bill Gates and Steve Ballmer, and suddenly found himself in the middle of a deal they were negotiating with IBM for the OS/2 system—a breakthrough deal that gave him a lightning course in life on the fast track. "I got to understand how the guts of the company worked," he says.

It was a learning process for both companies as well, says Neupert, who moved from managing OS/2 to running Microsoft’s intensive marketing campaign to push its products into Japan and Australia. "It leveraged my knowledge of what it takes to build a strong product and also the ability to build a team in what are radically different cultures," he says.

Gates then asked Neupert to turn his attention to the European front. Localizing its products was a huge expense for the company, according to Neupert, who was charged with articulating a five-year plan for Microsoft across Europe. In retrospect, he observes, it came down to architecture, creating tools that enabled translation of a system into other languages.

All that was prelude to the cross-cultural task of striking a deal with a media company, after Gates gave him his next mission in 1994: figure out an online news strategy. Parallel discussions with Turner Broadcasting and NBC narrowed to a dialogue with NBC after the Time Warner deal interrupted talks with Turner. NBC already had a relationship with Microsoft, exclusively supplying news, entertainment and sports content for MSN, which launched in August 1995.

Things moved quickly from the time Neupert and Gates first sat down with Bob Wright, Andy Lack and—by remote—Tom Brokaw, on location at the Million Man March in Washington. The deal was done by December. "We didn’t get a lot of time to talk about the vision," Neupert recalls.

NBC adeptly set up the cable side of the operation. Microsoft had its hands full, quickly bringing the previously proprietary MSN service to the Web, soliciting user feedback and then redesigning it. "I had to produce the news, produce tools in transition, hire the team and then launch, all at once," Neupert recounts. "It’s hard to plan and design a site when you’ve just got the resources to do it day-to-day."

He says it had the feel of a chicken-wire-and-chewing-gum operation during the first month. But it worked, kicking off using relatively untied Internet technology for a live chat between Brokaw and President Clinton the night of MSNBC’s debut.

Now Neupert is also focused on a larger mission at Microsoft, "clearly pushing how you can integrate software and media properties to deliver a better user experience."

And he finds that his philosophy background comes in handy in the practical aspects of that too: "Having to think through incredibly complex issues...years of training helps a lot."

—RT
**Fates & Fortunes**

**Broadcasting TV**

Appointments at WFGH-TV Pittsburgh:
John Huck, anchor, CNN Headline News; and Carolyn Clifford, anchor, WFLI-TV Raleigh, N.C., join as lead anchors, 10 p.m. news. Leslie Pallotta, anchor/reporter, Good Morning Richmond, joins as anchor/reporter, weekend news.


Pamela Pearson, creative services director, WGN-TV Chicago, joins KTLA-TV Los Angeles as station manager.

Appointments at WBBM-TV Chicago: David Steel, free-lance creative services producer, WFAA-TV Dallas, joins as design director; Charles deCourt, engineering manager, KDKA-TV Pittsburgh, joins as director, technical operations.

Candace Sister, office manager, MMT Sales, Chicago, joins KPLR-TV St. Louis as local sales manager.

Reed Larsen, general sales manager, KFII-TV Idaho Falls, Idaho, joins KGUN-TV Tucson, Ariz., in same capacity.

Robert Simone, VP, programming, WFLD-TV Chicago, joins KDVR-TV Denver as VP/GM.

Ben Zurier, VP, development and acquisitions, Comedy Central, joins CBS Television Stations, New York, as VP, programming and research.

Roger Green, general sales manager, WPVI-TV
West Palm Beach, Fla., joins WTVX-TV Fort Pierce, Fla., as national sales manager.

Christina Penza, investigative reporter, KLAS-TV Las Vegas, joins KCOR-TV Los Angeles as consumer investigative reporter.

W. Clayton Trauernicht, general sales manager, WFGH-TV Springfield, Mass., joins KTVM-TV Denver as local sales manager.

Neki Mohan, reporter, WTVI-TV Jackson, Miss., and Rosy Gonzalez, reporter, KPNX-TV Mesa, Ariz., join WTVI-TV Miami as reporters.

Betsy Farris, local sales manager, KRCG-TV Jefferson City, Mo., named VP/GM.

**Programming**

Laurie Parker, producer, Joins de Passe Entertainment, Los Angeles, as VP, development.

Carol Crowe, director, acquisitions and marketing, Pierre David's Image Organization, joins Movieland Holdings Inc., Beverly Hills.

Sheldon Leonard 1907-1997

Sheldon Leonard, 89, renaissance man of the entertainment industry, actor, director, writer and producer, died Jan. 10 at his Beverly Hills home. From the underworld characters he played in Hollywood movies during the '40s to his pioneering development of television situation comedies, Leonard's heavy New York accent made him a natural in "tough guy" roles. His prolific career explored almost every aspect of entertainment. His early film roles included "Guys and Dolls," "The Thin Man," "Pocketful of Miracles" and "It's a Wonderful Life." He appeared in more than 150 movies, yet it was in television that he left his most indelible mark.

He sold his first television script in 1950 and began to work on a sitcom, Make Room for Daddy (later retitled The Danny Thomas Show). The show ran from 1953 to 1971, and Leonard appeared regularly as Thomas's agent while also directing the show. With Danny Thomas, Leonard produced, wrote and directed The Andy Griffith Show for CBS and Gomer Pyle USMC. He won two Emmys, in 1957 and 1961, for his work on The Danny Thomas Show. His third Emmy, in 1970, was for producing My World and Welcome to It. Other landmark shows that he executive-produced include The Dick Van Dyke Show and I Spy, which starred Bill Cosby, one of the first blacks to star in a major network program. Leonard also made appearances on The Cosby Show. Bill Cosby considered Leonard a friend and mentor, and last week's Cosby was dedicated to Leonard as well as to Cosby's slain son, Ennis. Other credits: My Favorite Martian, The Joey Bishop Show, The Bill Dana Show and Big Eddie, a 1975 CBS sitcom and his last acting role on television.

Leonard is survived by his wife, Frances; two children, Stephen and Andrea; and four grandchildren.

—DS, DT
**Steve Currie: Broadcaster abroad**

Veteran broadcaster Steve Currie, former broadcast operations manager, Koin (TV) Portland, Ore., in 1979; program and promotion manager at WOSU-TV New Orleans in 1976; and president, NATPE International, 1981-82, has been posted to Zagreb, Croatia as resident adviser for IREX’s (International Research and Exchanges Board) Professional Media Program, ProMedia. The mission of the program funded by USAID, is to foster development of independent print and broadcast press in Central and Eastern Europe. "There's something special about being able to pass on your experience to 500 people," he told Broadcasting & Cable on the eve of his departure.

Ken Pisani, producer, named senior producer.

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**RADIO**

Adam Goodman, program director, WZMX (FM) Hartford, Conn., joins WWXO (FM) Baltimore in same capacity.

Dave Wilner, local sales manager, WNAP-FM Indianapolis, joins WQCB (FM) Baltimore as general sales manager.

Appointments at WBLZ (AM) Baltimore: Greg Sher, on-air sports host, WJFK (AM) Baltimore, joins as host. Sportsline: Anne Sweeney named local sales manager.

Ramon Cotta, news editor, El Nuevo Herald (Spanish-language version of the Miami Herald), joins Radio Marti, Washington, as director, news department.

Linda Egerton, free-lance advertising writer/producer, joins New City Communications, Syracuse, N.Y., as account manager; WBRK (FM) Fulton/Syracuse.

Appointments at WYXR (FM) Philadelphia: Rich Davis, music director, assumes additional responsibilities as assistant program director; Mark Shepard named production director.

Dave Richards, program director, WBCX (FM) Chicago, named station manager.

Dave Pugh, VP/GM, KSLX (FM) Scottsdale/Phoenix, Ariz., joins KZPP (FM) Phoenix as general manager.

Al Tacca, general sales manager, Berkshire Broadcasting, Danbury, Conn., named VP, sales.

J. Don Hall, VP/director, sales, Inspark Inc. (sports media and marketing company), joins MediaAmerica Inc., New York, as managing director.

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**CABLE**

Appointments at Showtime Networks, New York: Glenn Oakley, director, sales strategy, named VP, business strategy; Jerry Ofsay, president, programming, has renewed his contract for an additional four years.

Chris Coles, senior VP/COO, TCI Internet Services, named senior VP/GM, business sales and marketing division, TCI Cable Management Corp., Englewood, Colo.


Robert Ware, national sales manager, Cable Networks Inc., Washington, named director, affiliate services.

Appointments at Turner properties: Adam Yapkowski, director, affiliate relations. Turner Program Services, Atlanta, named director, affiliate marketing. Turner news networks there: Jim Granlund, director, information technology. Worldwide Information Technology Services, named VP, technology and operations, CNN Financial News there: Steve Shusman, supervising producer. CNN, Atlanta, named senior supervising producer.

Rainer Vogel, senior VP, marketing and services, VOX TV, Germany, joins QVC Deutschland GmbH there as CEO.

Appointments at Discovery Channel Pictures, Bethesda, Md.: Linda Isaac, director, program management, named VP; Patrice Andrews, supervising producer, post-production, named head, production group. Cheryl Jones, account representative, assumes additional responsibilities as director, program management.

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**The Authors**

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Appointments at Turner properties: Adam Yapkowski, director, affiliate relations. Turner Program Services, Atlanta, named director, affiliate marketing. Turner news networks there: Jim Granlund, director, information technology. Worldwide Information Technology Services, named VP, technology and operations, CNN Financial News there: Steve Shusman, supervising producer. CNN, Atlanta, named senior supervising producer.

Rainer Vogel, senior VP, marketing and services, VOX TV, Germany, joins QVC Deutschland GmbH there as CEO.

Appointments at Discovery Channel Pictures, Bethesda, Md.: Linda Isaac, director, program management, named VP; Patrice Andrews, supervising producer, post-production, named head, production group. Cheryl Jones, account representative, assumes additional responsibilities as director, program management.

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**The Authors**

Ken Pisani, producer, named senior producer.
Karen Yurewicz, operations manager, Marcus Cable, Fort Worth, named district manager, Denton, Tex., cable system.

Appointments at InterMedia Partners, Nashville: Bill Haggarty, director, middle Tennessee region, named director, subscriber services; D. Wayne Vowell, VP/GM, Sacramento Cable, Sacramento, Calif., joins as director, middle Tennessee region.

MULTIMEDIA

Al Kasha, composer and consultant, joins MTM Entertainment Inc., Studio City, Calif., as president, music division.

Appointments at Cox Broadcasting Inc., Atlanta: Jim Rose, VP/controller, named senior VP, finance and administration; Angie Amon, research analyst, named senior research analyst; Teri Millhollin, music research coordinator, named music research supervisor; Shauna Sullivan, counsel, Cox Enterprises, named senior counsel; Dallas Clement, assistant treasurer, Cox Communications, named treasurer; Jayson Juraska, VP/GM, New England system, named VP, operations, Cox Communications.

Appointments at Metro Networks Inc.: Christopher Leonard, director, operations, West Palm Beach, Fla., joins the Houston office in same capacity; David Wheaton, named director, operations, Grand Rapids, Mich., office; Jill Sochacki, assistant director, operations, Denver, named director, operations, Colorado Springs; Bill Richardson, director, operations, Tampa/St. Petersburg, Fla., market, adds Sarasota, Fla., market to his responsibilities; Doug Boynton, Mike Haake, Dave Klahr, Jim Sharpe, Phil Strider and Alan Edwards, regional directors, named VP/regional directors, operations, of their respective markets.

Appointments at KERA-TV/KERA(FM) and KDMP(TM) Dallas: Jonnie England, director, corporate communications, named VP; Donald Boswell, named executive VP/COO.

Appointments at Latin Communications Group Inc. (LCG) and EXCL Communications, New York: Elena Scanlon, founder/president, Cinco Media Communications Inc., Dallas, joins as network production manager; Christy Flinn, VP, sales and marketing, El Dorado Communications Inc., Los Angeles, joins as VP/director, marketing, San Jose, Calif.

Steven Gamp, VP/secretary/treasurer, Nu-West Industries Inc., joins Jones International Ltd., Englewood, Colo., as CFO.

Sarah Doole, head, commercial development, Granada Media Group, London, joins International Family Entertainment, Virginia Beach, Va., as VP, international business development.

Mark Haverkate, executive VP, RCN Telecom Services, Princeton, N.J., named president.

Appointments at A.H. Belo Corp., Dallas: Marian Spitzberg, VP/assistant general counsel, named VP/deputy general counsel; James Moroney, executive VP, television station group, named president.

Emily Rooney, director, political coverage and special events, Fox Broadcasting Co., New York, joins WGBH-TV Boston as host of Greater Boston.

Harold Crump, GM, KSTP-TV Minneapolis/St. Paul, joins Hubbard Broadcasting Inc., there as VP, corporate affairs.

ADVERTISING/MARKETING PUBLIC RELATIONS


Timothy Hart, managing partner/COO, Fathom, Los Angeles, joins Bates USA West, Irvine, Calif., as president/CEO.

Peter Murray, senior VP, National Cable Communications, joins Seltel Inc., New York, as VP, corporate development.

Bret Rice, research coordinator, CableAdNet, Pittsburgh, named research and promotions supervisor.


Richard Olsen, executive VP/GM, Cliff Freeman and Partners, joins Saatchi & Saatchi Canada, New York, as CEO.

Cliff Webb, anchor, Newschannel 8, Washington, joins Ryan McGinn, Arlington, Va., as VP, media training and media relations.

TECHNOLOGY

Appointments at Chyron Corp., Melville, N.Y.: Kathy Bienz named product manager, Pro-Bel products; Matt Allard named product manager, Chyron graphics products.

Appointments at Phillips BTV, Rosemont, Ill.: Jeff Gough, sales manager, Toshiba America; and Mark Sharp, regional sales manager, Todd Communications Inc., Minneapolis, join as district managers, North Central area sales; Phil Christopherson named senior field service engineer.

Ralph Smith, senior VP, Wandel and Goltermann Technologies, joins Contec LP, Schenectady, N.Y., as president/COO.

Kinsley Jones, global earth station antenna sales manager, Andrew Corp., Orland Park, Ill., named global earth station antenna and broadcast systems business unit.

Appointments at The Metron Corp., Knoxville, Tenn.: David Kubeja named VP, sales and marketing; Ben Lovingood named VP, operations; Gus Zacharias named VP/CFO.

DEATHS

Gene Martin, '55, radio writer, died of respiratory failure Jan. 17 in Denver. Between 1935 and 1955 Martin worked at KLZ(AM) Denver, WFAA-TV Dallas and WLW(AM) Cincinnati as a news writer and editor. In 1955 he launched Almanac, a five-minute commentary on weather, the seasons and the natural world. The show still airs on some stations in Ohio and New York state. Martin is survived by his wife, Gertrude; four children, and 10 grandchildren.

Woody Leafer, radio/TV host and voice talent, died of a heart attack Jan. 17 in Excelsior, Minn. In the 1940s Leafer worked as an on-air personality at WDSU(AM) New Orleans. He later hosted a television show, Leave It to Leafer. He is survived by his wife, Janice; a son, and two grandchildren.

Compiled by Denise Smith
e-mail: d.smith@h&c.cahners.com
Big year for cable deals

Two of the top cable brokerage firms notched record years for M&A (merger and acquisition) transactions, underscoring the continued consolidation in the industry. Denver-based Daniels & Associates, generally considered the leading cable brokerage, recorded 68 cable-related transactions worth $3.7 billion. That compares with 47 deals in 1995 worth $3.5 billion.

Communications Equity Associates also notched a record year with 35 domestic cable deals worth nearly $561 million. "This was the best year we've ever had," said CEA spokeswoman Nora Feely. "It's definitely going up for us."

For both firms, the brunt of the activity was in M&As (as opposed to debt placements or financial advice). At Daniels, cable M&A activity accounted for 47 of the 68 transactions and roughly $2.6 billion of the $3.7 billion total. At CEA, 31 of 35 deals were M&As. CEA did not break out totals for the M&A and debt-financing categories.

Access producer arrested for obscenity

A local cable access producer in Ithaca, N.Y., is pleading innocent to obscenity charges after airing an episode that included nudity and profanity.

Michael Angley, 30, produces Pirate TV, a call-in show. The Jan. 7 episode included Playboy TV clips of naked women on pool tables and swearing from callers. Angley claims violation of his First Amendment rights.

The cable operator, Time Warner Cable, received 200 complaints about the show. Time Warner immediately drafted a policy restricting adult programming to 10 p.m.-2 a.m. and requiring all local access providers, including Angley, to sign it.

Meanwhile, the Tompkins County District Attorney issued a warrant for Angley's arrest on obscenity charges, a misdemeanor in New York. Angley was arrested on Jan. 15 in the midst of a live broadcast of Pirate TV. When the show returned to the studio after a video clip, Angley was gone. A staffer explained to the audience what had happened.

Time Warner is not involved in the criminal suit, but it suspended Pirate TV for 90 days as part of its new policy. It also moved all adult programming to ch. 57 instead of ch. 13, where Angley's show appeared.

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Nielsen rating/17 share season-to-date.

**NBC received 16 nominations**—more than any other network—in the third annual Screen Actors Guild Awards, announced last week in Los Angeles.

**MSNBC has signed a deal with MSO Communications that adds 500,000 subs and** will boost the 24-hour cable news channel’s carriage to 30 million households by the end of February.

**Sony is restructuring its operations** to focus on the U.S. market and pursue the growing digital satellite broadcasting industry. Sony plans to expand Sony Corp. of America, making the New York operations a “second headquarters,” said Sony Chairman Norio Ohga at a Tokyo press conference last Thursday. Sony, Sony Music Entertainment and Sony Pictures Entertainment of America will also form a company combining operations related to digital satellite broadcasting; the unit will encompass content, professional products and consumer set-top boxes. At press time, Sony was negotiating with News Corp. for a possible investment in the JSkyB direct satellite broadcasting venture.

A U.S. District judge has ordered the five largest music companies, including Time Warner, to hand over documents to the Justice Department for investigators examining possible price fixing. Since 1994, Time Warner, Sony Corp., EMI Music, PolyGram, and Bertelsmann Inc. have refused to turn over the documents, which concern their foreign activities, but Judge Harold Greene said the government was entitled to look at the documents to determine if the companies’ foreign activities affected U.S. markets.

**ESPN and ESPN2’s college basketball prime time ratings have been bouncing high this year.** ESPN’s college hoops ratings (Nielsen Media Research) have climbed 7% so far this season to a 1.5 compared with a 1.4 for last season. ESPN2’s ratings have jumped 33%, from a 0.3 to a 0.4.

**Ted Turner’s wrs(tv) Atlanta has gotten the green light from Major League Baseball to convert from a superstation to a cable network and seek the national rights to carry Turner’s Atlanta Braves.** The league’s owners voted unanimously to give Turner the nod on the condition that wers telecast no more than 96 games, instead of its usual 124. But Turner’s biggest hurdles still are ahead. He has to convince News Corp.—owned Fox and Disney-owned ESPN to sell him the rights to the Braves because both of those networks have secured the rights to MLB games through the 2000 season. That will not be an easy task given Turner’s ongoing public feud with News Corp. chief Rupert Murdoch.

The Cabletelevision Advertising Bureau reports that basic cable achieved its highest rating during a broadcast season (September-May) with a 21.1 during the week of Jan. 13-19. Cable also got its third-highest prime time rating.

For the week, basic cable also earned a 33.9 share in 20.4 million households compared with a 30.9 share in 18.6 million households during the same week a year ago, according to Nielsen Media Research.

**Errata:** In the Jan. 13 issue of Broadcasting & Cable, the Fifth Estate profile mistakenly credited Universal’s Jim McNaMarra with negotiating a major international output agreement with Germany’s Kirch Group. The deal was negotiated by Blair Westlake, Universal Home Entertainment’s president of pay TV and business development.
Less is more

The National Association of Broadcasters TV board, meeting this week in Naples, Fla., has a formidable policy question before it: Should the NAB support initiatives to relax the TV duopoly rules while tightening the rules on LMAs (local marketing agreements)? The effect, should the FCC eventually adopt that course, would be to heighten the already dramatic upswing in TV consolidation across the country. And the further question is, is that good or bad?

Broadcasters who are for it argue that over-the-air TV is being subjected to ever-greater competitive pressure from cable, DBS, MMDS and other alternative delivery systems and that they need the extra muscle and economies of scale to hold their own. Broadcasters in opposition, generally those who fear being outgunned by competitors with two or more stations to their one, feel any further expansion of ownership would be counterproductive.

The duopoly rules have historically limited a broadcaster to one station of each service in a market: AM, FM or TV. (The on-to-a-market rule is still in effect, but is so riddled by waivers as to be not worth reciting.) Even the most optimistic of TV petitioners believe the FCC will not go beyond granting UHF/UFH duopolies, although VHF/UFH combinations are under consideration.

But even VHF/VHF combinations can occur through the LMA route. As the table on page 6 describes, there are already 40 LMAs in the top 100 markets—effectively, unattributed stations operating in tandem with an existing station in that market, by the same owner. There’s the rub. The FCC allowed all these LMAs into being essentially without rules; now it faces the awkward proposition of turning back the clock or of legitimizing these bastard operations.

(The way things stand now, even if the FCC forced LMAs to be attributed—that is, to be counted against an owner’s allowable string—existing LMAs would be grandfathered for the lengths of their contracts.)

Some among those who’ve taken the LMA route and favor duopoly say the combinations saved stations that otherwise would have gone off the air. Anticipating Supreme Court disavowal of the must-carry laws, they expect a further wave of failing stations weakened by non-cable carriage. We hear an echo of the failing-newspaper act, which allows joint operating agreements when one is going under. That sauce could fit this gender as well.

What has yet to be developed is a public interest rationale for continuing to raise the bar of broadcast ownership opportunity. (Those who hold on to an LMA today, or convert a duopoly, will end up tomorrow with two LMAs—one analog and one digital. An owner with an original facility, an LMA and a duopoly U would have six hits at the spectrum.) The Justice Department has already begun blowing the whistle in radio. Can the FCC be far behind in demanding program diversity in TV?

Absent the aforementioned economic distress, we’d have a market’s broadcasters continue to stand alone. LMAs should be retired from the lexicon of broadcast language, and the duopoly rules should remain the law of the land. Such autonomy as remains when a Fox has 40% of the broadcast audience, its own broadcast and cable networks, a major share of syndication and (presumptively) 50% of DBS should be held on to for dear life.

When he’s right, he’s right

Congressman Billy Tauzin, chairman of the House Telecommunications Subcommittee, is on the right track regarding liquor advertising. He’s suggesting that the government stay out of it while the distillers and broadcasters work out a voluntary code. That presumably would require an antitrust exemption and would be well worth it. Without objection, so ordered.
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