Moses Znaimer

Toronto's Prophet Of Local Television

Hill Set For Action On Program Ratings

Hundt Stumps For PSA Quota

Tiger Hits Green For TV
<table>
<thead>
<tr>
<th>Name</th>
<th>Growth</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jenny Jones</td>
<td>+36%</td>
<td>+36%</td>
</tr>
<tr>
<td>Sally Jessy Raphael</td>
<td>+19/</td>
<td>+17</td>
</tr>
<tr>
<td>Ricki Lake</td>
<td>+18/</td>
<td>+27</td>
</tr>
<tr>
<td>Jerry Springer</td>
<td>+18/</td>
<td>+6</td>
</tr>
<tr>
<td>Montel Williams</td>
<td>+4/</td>
<td>+6</td>
</tr>
<tr>
<td>Maury Povich</td>
<td>FLAT/</td>
<td>+12</td>
</tr>
<tr>
<td>Oprah</td>
<td>-12/-9</td>
<td></td>
</tr>
<tr>
<td>Regis &amp; Kathie Lee</td>
<td>-17/</td>
<td>-14</td>
</tr>
<tr>
<td>Geraldo</td>
<td>-36/-20</td>
<td></td>
</tr>
</tbody>
</table>

Source: NSI SNAP (WTD. RATING), ALL RETURNING TALK SHOWS
MORE PROOF THAT NO ONE IS KEEPING UP WITH THE JONESES.

"The Jenny Jones Show" is the #1 growing talk show of the February sweeps!
In the February ’97 sweeps, “The Jenny Jones Show” was #1 in time period gains all across the country.
A minute a night is what he asks  FCC Chairman Reed Hundt asks each TV network to provide a minute every night for prime time PSAs. The networks think they do plenty already. / 4

The McCain scrutiny  Senate Commerce Committee Chairman John McCain is increasing the pressure on the TV industry to alter its three-month old program ratings system. / 6

Hicks passes 300-station mark  With last week’s acquisition of 53 radio stations, Thomas O. Hicks controls more than 300 and plans to take another portion of his broadcast empire public. / 7

MLB puts play on for 'Netcasts  Major League Baseball has asked teams and radio stations to stop broadcasting games over the Internet, as it seeks a national Internet partner—possibly CBS SportsLine. / 12

TV still less than intoxicated by distilled liquor ads  The liquor industry has taken a beating in Washington since it lifted its decades-old ban on TV and radio advertising last year, but new advertising data show those ads so far equal only about 0.1% of beer and wine advertising on the airwaves in 1996. / 14

King World reviving ‘Rascals’  King World Productions is returning to its roots with plans to produce a contemporary version of The Little Rascals comedies, which laid the foundation for King World’s syndication empire back in 1964. / 35

Local news makes money  A Radio-Television News Directors Association—Ball State University study found that 62% of local TV news operations make money, with Northeast stations and highly rated NBC stations doing especially well. / 35

MIP-TV: BBC plans fall launch of U.S. cable channel  The BBC plans to make its long-awaited debut as a channel operator in the U.S. in fall 1997 with the launch of a general entertainment channel, BBC Americas. / 41

COVER STORY  Citytv develops an original local recipe  News, pets, cars, local bands and furniture are all part of the wake-up call at Toronto’s premier independent, fiercely local TV station that calls itself Citytv. / 26

Cable follows cable with rate hikes  DBS must confront rate hikes and the likelihood that its competitive advantage in that area may be waning. For the first time, cable can point to a competitor that’s raising rates too. / 49

TCI reorganizes under Hindery  Tele-Communications Inc.’s reshaping at the hands of new president Leo Hindery hit warp speed last week with the reorganization of cable operations. / 50

Cable seeks advertising equity  Cable executives decry the gap between spending on broadcast advertising and cable. Cable’s ratings may be lower, they say, but the demographics are better. / 56

Websites: The next generation  The relaunch of Fox News’s Website next month is part of a wave of next-generation TV-based sites. Surfers saw three major cyberspace relaunches last week: The Weather Channel, Comedy Central and NBC’s Tonight Show online. / 60

NAB ’97 offers myriad DTV possibilities  A wealth of DTV equipment choices were presented on the NAB show floor, leaving broadcasters with tough decisions to make on production and transmission formats. / 63

Closing

http://www.broadcastingcable.com

Must Reading from
Broadcasting & Cable
April 21, 1997
Got a Minute?

Hundt wants 60 seconds of PSAs a night from each network

By Chris McConnell
WASHINGTON

Television networks should set aside 60 prime time seconds each night for public service announcements (PSAs). Reed Hundt says. And good advice from the network stars doesn't count.

The FCC chairman took aim at the state of PSAs last week during a closed-door speech to the Association of National Advertisers. Echoing earlier remarks, Hundt criticized declines in the time that networks devote to promoting good causes.

But this time he suggested that the networks adopt a proposal by Ad Council Chairman Alex Kroll to devote one prime time second a night for every million children in the U.S. That adds up to 60 seconds per night.

"Wouldn't that be a small price to pay for the use of the public spectrum?" - Reed Hundt

Scrap program ratings, Diller says

WASHINGTON—Barry Diller says the television industry's three-month-old TV ratings system doesn't work and should be scrapped.

But a content-based system like those advocated by the current system's critics, he said, is "loony" because it would be riddled with inconsistencies, and impossible to implement because of the volume of programming.

Speaking at a National Press Club luncheon in Washington, the head of the Silver King station group faulted the industry for agreeing to the current system. Instead, Diller suggested that the industry "limit the scope of our goals or broaden our range of solutions."

One solution he proposed was an "E-chip," or enabling chip. Under such a system, all shows that were acceptable for "family" viewing would be given a rating. All other programs could be blocked out.

Diller also called on broadcasters to give free airtime to federal candidates, thereby renewing their social contract with the public in a "very generous" way.
"Rosie" Rocks... "n" rolls a Seven

Nominations
Outstanding Talk Show
Outstanding Talk Show Host
Outstanding Directing In A Talk Show
Outstanding Technical Direction/Electronic Camera/Video Control
Outstanding Lighting Direction
Outstanding Makeup
Outstanding Hairstyling

Congratulations To All!

WARNE BIRKEN REO
DOMESTIC TELEVISION
HISTRIBUION

www.americanradiohistory.com
Commerce Committee to look at ‘safe harbor’

Bill would force broadcasters to adopt content-based TV ratings or move objectionable shows to late night

By Heather Fleming

WASHINGTON

Increasing the pressure on the TV industry to alter its three-month-old program ratings system, Senate Commerce Committee Chairman John McCain (R-Ariz.) is giving thumbs-up to committee consideration of the so-called safe-harbor bill.

The legislation, sponsored by senators Ernest Hollings (D-S.C.) and Byron Dorgan (D-N.D.), would give the TV industry a choice either of adopting a content-based ratings system that labels the level of sex, violence and "objectionable" language in a program, or of moving shows with that content to times when children are less likely to be watching TV.

Broadcasters are opposed to a safe-harbor concept on the grounds that it "ultimately dictates to us what we can and can’t show," explained one broadcast industry lobbyist.

In the last Congress, McCain cast the sole dissenting vote in the Commerce Committee against an earlier version of Hollings’ safe-harbor bill, which would have simply restricted the hours of violent programming. Following committee passage, Hollings requested Senate floor time several times, but was told that anonymous holds had been placed on the legislation. Even if the bill passes the Senate this time around, Hill sources say it’s unlikely that the Republican House leadership would schedule a floor vote.

"In a perfect world, broadcasters would come back...with a content-based ratings system that we could all live with," McCain said.

Regardless, McCain said Hollings—the ranking member of the Commerce Committee—should be granted the “courtesy” of having his bill considered by the committee on May 1.

If the industry agrees to a content-based system in the meantime, “some pressures toward passage of the bill would be relieved,” he said. Still, McCain speculated that perhaps there are ways the committee could “make [the safe-harbor bill] more palatable.”

National Association of Broadcasters spokesman Dennis Wharton said it is "unfortunate that Chairman McCain has decided to move new legislation. We were under the impression that he preferred a voluntary industry-adopted TV program-rating system, which we were committed to improving."

Last month, McCain received assurances from NAB President Eddie Fritts and National Cable Television Association President Decker Anstrom that they would meet with children’s and parental advocacy groups and medical groups to discuss suggestions for improving the ratings system. Meetings are set to begin the second week of May.

"Believe me, an ongoing discussion began prior to the [Senate Commerce Committee] hearing [last month on TV ratings] and accelerated after the hearing," one broadcast industry source said. "This is a huge ship in a harbor and it takes some time to move. It can’t happen overnight."

McCain wants to lock-in channel give-back in 2006

Senate Commerce Committee Chairman John McCain (R-Ariz.) told reporters last week that he is considering legislation which would codify the FCC’s digital TV rules and would require that broadcasters give back their analog channels by 2006.

McCain and other budget-conscious lawmakers are counting on an auction of the analog channels to raise money to balance the federal budget.

In awarding second channels for digital broadcasting to TV stations earlier this month, the FCC set 2006 as the target for the return of the stations’ existing analog channels. But they allowed that the give-back date could be delayed if a case were made for doing it.

McCain’s legislation would dovetail with President Clinton’s budget proposal, which also would write into law a requirement that broadcasters complete their transition to digital by 2006.

Responding to questions from Senator Pete Domenici (R-N.M.), FCC Chairman Reed Hundt said a statutory give-back date might not be a bad idea. It “would strengthen significantly the commission efforts to insure a timely buildout” of DTV stations.

NAB President Eddie Fritts sent a letter to Domenici and other congressional leaders warning that “setting that 2006 date in stone is not prudent, given the hundreds of stations and the vagaries of tower construction, zoning approvals, FAA clearance and many other issues."

In addition, Fritts said, “It is unclear that penetration of new digital TV sets will be high enough to allow the government to take this action in 2006."

Under Clinton’s proposal, if the analog spectrum auction did not meet the administration’s projection ($14.8 billion), broadcasters would be forced to make up the difference through spectrum fees. The Congressional Budget Office predicts that the auction would raise only $5.4 billion.

In his letter, Fritts said spectrum fees imposed on broadcasters to cover an auction shortfall “will simply delay our rollout of new technology and reduce our ability to provide the local news, weather bulletins, sports and public affairs programming that makes up our public interest obligation.”

—HF
Mega-week for Thomas Hicks

Radio station portfolio hits 320 after last week’s $348 million purchases

By Elizabeth A. Rathbun
WASHINGTON

With last week’s acquisition of 53 radio stations, Thomas O. Hicks controls more than 300 and plans to take another portion of his broadcast empire public.

Hicks’s Capstar Broadcasting Partners Inc. is shelling out some $348 million for the new stations, boosting Hicks’s portfolio to 320 stations, more than any other broadcaster. Including the week’s biggest deal—$215 million for Patterson Broadcasting Inc.’s 36 radio stations—Hicks would control radio revenue of $920.8 million, second only to CBS Radio’s $1.02 billion, according to BIA Research Inc.

“We are very proud that less than one year after we formed Capstar, [it] is now the largest radio group in the country based on station count. bar none.” Hicks said last Wednesday in a news release.

Although backed by private investment firm Hicks, Muse, Tate & Furst Inc., Capstar last Wednesday said it plans to make an initial public offering of about $90 million worth of stock. The proceeds will be used to help repay the $173 million purchase of Benchmark Communications in January.

Here are the other radio deals Capstar made last week:

- Paid $70 million to Knight Quality Stations for eight stations in Massachusetts, New Hampshire and Vermont.
- Paid $60 million to SFX Broadcasting Inc. for eight Mississippi stations. In a separate deal, Capstar will trade WESC/AM-FM and WENG(FM) Greenville/Spartanburg, S.C.—which it is buying—for SFX’s WGNE-FM Titusville/Daytona Beach, Fla., KKRQ(FM) Wichita, Kans., and KRRZ-FM Derby/Wichita.

- Paid $3.1 million for WRIS Inc. for WJHL(FM) Salem/Roanoke/Lynchburg, Va.

All the deals are subject to approval by the FCC and, except for WRIS, the Justice Department.

As first reported in Broadcasting & Cable, Patterson last November hired an investment banker to explore a possible merger and other options (for a complete list of Patterson’s stations, see “Changing Hands,” page 44), Patterson President James W. Wesley Jr. will become chairman of Capstar. Hicks’s brother, R. Steven Hicks, is president of Capstar.

TV networks, O&Os circle wagons over Sky

By Cynthia Littleton and Price Colman
HOLLYWOOD, DENVER

The affiliate boards of the Big Three networks have indicated they want to see “regulatory parity” between satellite TV providers and cable operators before endorsing Sky’s proposal for DBS retransmission of local TV stations.

Meanwhile, there’s talk in cable circles about broadcast networks and their own station groups shutting out Sky, the DBS partnership of News Corp. and EchoStar Communications, in exchange for advantageous carriage deals with cable MSOs.

The Network Affiliated Station Alliance (NASA) is preparing to file comments with the U.S. Copyright Office later this month regarding Sky’s efforts to modify copyright laws to allow for DBS retransmission of local stations on a market-by-market basis.

NASA is a coalition of the ABC, CBS and NBC affiliate boards that represents affiliate interests on certain legislative issues.

“There is considerable concern about whether there should be regulatory parity between [satellite and cable operators],” says Wade Hargrove, counsel for the ABC affiliates association. “We are analyzing the issues to determine whether rules applied to cable to insure a competitive marketplace for broadcasters should be applied to any other multichannel video provider.”

The copyright office has set an April 28 filing deadline for public comment on its ongoing hearings on the issue (B&C, April 14).

Another source familiar with NASA members’ discussions says the chief concerns include Sky’s compliance with must-carry and crossownership rules. The most difficult issue facing the NASA coalition, however, is “how to reconcile the have-and-have-nots,” said the source, referring to the markets below the top 50 that are unlikely to be carried by Sky because of capacity limitations. “It’s virtually impossible for us to endorse a proposal that will never benefit two-thirds of our membership.”

Broadcasters also are concerned about competitive fallout if News Corp. is allowed to do what cable companies by law cannot—own a subscription TV service and a broadcast outlet in the same market. Some fear that could open the door to a merger between a broadcast network and a cable MSO.

ABC and NBC, meanwhile, are said to be ready to talk with cable giants about deals that could frustrate Sky’s local retrans plan. “It’s no secret there are people having conversations about that throughout the industry,” says a high-ranking cable programming executive, who cautioned that the talk may simply be posturing for future negotiations with Sky.

The Senate Commerce Committee will hold hearings this summer on the Satellite Home Viewer Act, including Sky’s plans, with the goal of introducing legislation.
The National Association of Broadcasters
would like to thank the 100,245 participants at NAB97 —
the most successful NAB event on record!

With special thanks to the 1,244 exhibitors and the 263 advertisers and sponsors who supported NAB97.
And mark your calendar NOW for

**NAB98** and **THE NAB RADIO SHOW**

April 6-9, 1998 in Las Vegas

September 17-20, 1997 in New Orleans

For more information on upcoming events call (800) 342-2460 or (202) 775-4970 or check www.nab.org
ABC takes 'Shining' to sweeps

NBC looks good in 3-D; ABC could be knocking on CBS's door with box of chocolates

By Lynette Rice
HOLLYWOOD

ABC will make a strong play for its 10th consecutive sweeps win with original series like The Odyssey and a 3-D episode of Third Rock from the Sun. But ABC is assailing perennial secondplace finisher CBS with the help of the coming-out story line on Ellen and a TV take on a Stephen King classic.

"Since February sweeps was sort of dull, I would expect May sweeps to be Shining, pun intended," says media buyer Paul Schulman. "ABC will likely finish second in both adults 18 to 49 and households, the result of The Shining and Forrest Gump and Ellen's coming-out party."

The three-part Stephen King's The Shining starring Rebecca De Mornay and Steven Weber on April 27, 28 and May 1—coupled with the much-ballyhooed Ellen episode April 30—will face virtually no competition from NBC, CBS and Fox. And ABC is likely to maintain its momentum with the network premiere of Forrest Gump on May 4.

"Obviously we want to be able to rely on our regular schedule, but we're in a rebuilding period right now," says Jeff Badger, ABC's vice president, scheduling. Whether ABC's performance in May can keep CBS and Fox at bay for the season in households and adults 18-49, respectively, is another matter.

Through Week 30, NBC continued to dominate both in households (10.5/18) and in adults 18-49 (6.7), while CBS held its second-place finish in households (9.6/16) but was fourth in adults 18-49 (4.3). ABC remained third in households (9.3/16) and barely outranked Fox (7.8/13 HH) in 18-49 (5.5 versus 5.4).

"The saddest part is, even if ABC beat CBS for the year in households, it doesn't mean much," says Schulman. "They will not have beaten them with regular series. It's a camouflaged win."

NBC is expected to generate as many viewers for its regular series as it will for May specials. The massive publicity campaign for the 3-D finale of Third Rock on May 18 has already begun, while the May 20 birthing episode of Mad About You—with guest star Bruce Willis—could put a damper on the finale of Roseanne if ABC schedules it that night.

CBS has an ace in the hole with the miniseries Maria Puzo's The Last Don, starring Danny Aiello, but reunion flicks for The Dukes of Hazzard and Knots Landing could be risky, says media buyer Bill Croasdale.

Still, Croasdale says, "I think CBS has had a solid season to date. Even though they may slip behind ABC in the sweeps, I don't think that will be any bad mark against them."

Stunt casting in the regular series is sure to boost CBS with Colin Powell and Bill Cosby appearing on Touch in an Angel April 27 and May 11, respectively, while former TV doctors Chad Everett, Jack Klugman and Wayne Rogers will appear in the April 24 episode of Diagnosis: Murder. Bette Midler will appear on The Nanny April 30.

Fox will once again roll out a hodgepodge of specials that rely on video-cameras in unlikely places, including Busted in the Job! on May 18 and Video Justice: Crime Caught on Tape May 12. Topping the theatrical lineup will be The Mask on April 29.

---

NETWORK SWEEPINGS

**ABC**

April 24  "The Specialist"
April 26  "U2: A Year In Pop"
April 27,28;  Stephen King's The Shining
May 1  Ellen (hour-long episode)
May 4  Forrest Gump
May 5  Tidal Wave: No Escape
May 8  "Lethal Weapon 3"
May 11  "Angels in the Outfield"
May 11,12  20,000 Leagues Under the Sea
May 15  Columbo: A Trace of Murder
May 16  All-Star T.G.I.F. Magic
May 18  "Disclosure"
May 19  David Blaine: Street Magic
May 19  Detention: Siege at Johnson High
May 21  The 24th Annual Daytime Emmy Awards
May 21  Barbara Walters Presents: 6 to Watch

**CBS**

April 25  Dukes of Hazzard: Reunion!
April 29  Too Close to Home
April 30  The Absolute Truth
May 2  Candid Camera—Across America, Ordinary—Extraordinary
May 6  Sisters and Other Strangers
May 7-9  Knots Landing: Back to the Cul-de-Sac
May 9  All-Star Moms
May 11, 13,14  Mario Puzo's The Last Don
May 16  Kids Say the Darnedest Things
May 16  Miss Universe Pageant

**Fox**

April 27  World's Scariest Police Chases: The Mask
April 29  World's Greatest Animal Outtakes: Unleashed 2
May 4  Mrs. Doubtfire
May 6  The World's Funniest Kids Outtakes: 2
May 12  Video Justice: Crime Caught on Tape!
May 13  Quicksilver Highway
May 15  World's Scariest Police Shootouts!
May 18  Busted on the Job!

**NBC**

April 26  World's Wildest Magic
April 29  "Interview with the Vampire"
April 30  Robin Cook's "Invasion"
May 11  "Timecop"
May 12  All-New—All-Star Censored Show Me theBlooper
May 12  Survival on the Mountain
May 17  All-Star TV Censored Mega-Bloopers
May 18  Third Rock from the Sun in 3-D
May 18,19  The Odyssey
May 19  National Geographic's Volcano
May 24  "Star Trek VI: The Undiscovered Country"
May 25  "Mr. Saturday Night"
May 26  Abducted: A Father's Love
May 31  "Body Snatchers"
TBS to go basic, Braves or no
Levin says network will have sufficient programming; Parsons suggests bidding war is on for movies

By Steve McClellan
NEW YORK

Time Warner officials said last week that WBTV Atlanta will switch from superstation to basic cable network on Jan. 1, 1998, with or without the Atlanta Braves.

TW Chairman Gerald Levin, in a briefing with reporters after the company released its first-quarter earnings, said the company has an abundance of programming to replace Braves telecasts if Time Warner can’t get ESPN and Fox-owned News Corp, to agree to let WBTS air the Braves as a basic network.

Under the current Major League Baseball rights agreements, ESPN and Fox/Liberty Sports own basic cable rights, writers have been paying into the league’s superstation compensation pool for the right to air the Braves games.

“If someone is foolish enough not to go along with the baseball deal, which is incremental revenue for everyone, we have the programming to replace the Braves schedule,” Levin said. The January 1998 conversion date will give cable operators enough time to budget for the network as a basic cable service, he said.

Levin stressed, however, that company executives are strongly optimistic that an agreement will be reached with ESPN and Fox/Liberty.

Separately, Levin also confirmed that WBTS and TNT will, as an ongoing policy, pay what it takes to acquire the broadcast network window for theatrical movie rights. The networks have announced the purchase of the rights to 55 films, including a mix of Warner-owned titles and films from outside the Time Warner companies.

The company has acquired other titles, but declined to say how many. “It’s a structural change in the business,” said Time Warner President Richard Parsons, that “probably will” drive up the prices for theatrical movies on television.

Time Warner reported record first-quarter earnings of $1.144 billion, up 27%, on revenue of $5.636 billion, up 24%, before interest, taxes, depreciation and amortization (EBITDA).

Time Warner reported record first-quarter earnings of $1.144 billion, up 27%, on revenue of $5.636 billion, up 24%, before interest, taxes, depreciation and amortization (EBITDA).

The cable networks within the TBS division generated EBITDA of $135 million, up 13%, on revenue of $594 million. Home Box Office reported EBITDA of $96 million on a 15% revenue gain, to $483 million.

Combined cable system earnings (for both TW’s corporate holdings and the systems within the Time Warner Entertainment joint venture with US West) totaled $567 million, up 18%, on an 8% revenue gain, to $1.26 billion.

The WB Network reported a loss of $20 million for the quarter, compared with a loss of $24 million a year ago. Time Warner said Tribune’s recent decision to increase its ownership stake in the network helped to curb its own losses in the venture.

“Time Warner is on a very focused, disciplined program to deliver accelerated returns, and the proof is in the pudding,” said Levin. At the same time, the company is determined to control costs and reduce debt. The company’s debt-to-cash flow ratio will drop from 4.1:1 at the end of 1996 to 3.7:1 by the end of 1997, added company chief financial officer Richard Bressler.

Company executives said there was “no news” to report concerning ongoing talks with US West Media toward untying their interests in the Time Warner Entertainment joint venture, which includes most of Time Warner’s cable system holdings. Warner Bros., HBO and the WB Network.
Tiger, TV go for the green

Woods’s record performance at the Masters sets ratings record too

By Lynette Rice

HOLLYWOOD

F orget the Nike catchphrase “I am Tiger Woods.” The next slogan could be “I am Tiger Woods’s network.”

The record 14.1 Nielsen rating/31 share generated from CBS’s telecast of the Masters golf tournament April 13—when Woods donned the traditional green jacket after an impressive 12-stroke victory—has sparked optimism for televised golf.

“I think the [PGA] Tour is probably in a stronger position from a consumer advertising and sponsorship position than it has ever been,” says Donna Orender, senior vice president of television production and new media, the PGA Tour.

She continued: “Overall, in terms of general ratings, we’re certainly maintaining our audience [even] when there’s an overall decline in the audience for the broadcast networks. While a 14.1/31 doesn’t come by that often, I do think it bodes well for us. We’re broadening our base.”

“The PGA Tour has a lot of leverage right now,” says Sean McManus, president, CBS Sports. “The golf advertising marketplace is so strong. There are three networks bidding for packages. All three networks would like to maintain or increase the golf they cover. [As] with any business, this is a business of supply and demand. There is more demand than there is supply. With Tiger in the equation, the Tour certainly has more leverage.”

More than 50 million viewers watched all or part of the Masters on Saturday and Sunday. The final round of the tournament—up 53 percent from last year’s 9.2/21—was the highest-rated golf broadcast on any network since January 1976, when the Phoenix Open on CBS earned a 16.5/31—and that

MLB puts play on for ’Netcasts

NEW YORK—Major League Baseball is seeking a national Internet partner to carry Webcasts of games and has asked teams and radio stations to stop the practice locally—for now.

CBS SportsLine is in “serious” discussions with MLB executives about carrying audio of games online, according to Ross Levinsohn, SportsLine vice president of programing and enterprises. An ESPN spokesper-
son declined comment on any negotiations about audio carriage of MLB games on its ESPNNet SportsZone, which currently carries audio of NBA games.

Michael Bernstein, MLB vice president of business development and new ventures, says MLB is seeking to establish a relationship with a Webcaster that will be “much broader than distributing broadcasts” via the World Wide Web, possibly meaning a marketing deal with minimal cash involved. Bernstein declined to say who is involved in the discussions.

Last year, clubs that were allowing online audio of their games were asked to stop. Some didn’t and were asked again this season. The Baltimore Orioles are ignoring MLB, continuing to offer games on the Internet over WBAL(AM) Baltimore’s site. “We’re taking our marching orders from the Orioles, not Major League Baseball,” a station source says. Orioles renegade owner Peter Angelos instructed the station to ignore MLB’s request last season, according to the source.

Meanwhile, MLB is formulating a policy that will permit teams and their local radio stations to carry audio Webcasts. Language will be added to existing contracts as soon as MLB owners arrive at a policy, according to Bernstein, who says additional rights fees from stations won’t be sought. “The agree-ments need to be modified because Internet broad-
casts exceed the geographical boundaries [of cover-
age],” he says.

Bernstein says MLB’s objective simply is to set a policy and then let clubs proceed to Webcast games, which also will be carried on the MLB Websites.

MLB executives hope to soon hammer out a deal with a third-party Webcaster for this season as new club policies are put in place.

—RT
was with a Super Bowl lead-in.

The ratings only improved at the end of Woods's final round, when CBS garnered an impressive 20.2/39—ratings normally reserved for NBC's ER or Seinfeld—from 7 p.m. to 7:25 p.m. The network hasn't enjoyed such ratings in that half-hour time slot in more than 23 years.

On cable, Woods led USA Network to its highest ratings in 16 years of covering the first two rounds. USA averaged a 3 rating (2,133,000 homes), up 36% over last year.

With 16 regular PGA Tour events, CBS has the largest golf package through 1998, but expects aggressive competition from ABC, NBC and Fox. (The Masters deal between CBS and Augusta National Golf Club is separate and dates back more than 40 years.)

"There is an obligation to our current partners to pursue their options," says Orender. "But with bringing new properties to the table, there is probably a place for a network like Fox. We're looking at different ways to package our sports for television."

Networks are especially optimistic about golf's popularity this year: men's golf, for example, is on television for 43 consecutive weeks and can be found either on the Big Three or on such basic cable networks as USA, ESPN or The Golf Channel.

Even the LPGA is enjoying its best year ever for TV coverage, with 31 of its 43 tournaments scheduled to air on broadcast or basic cable this year.

"Tiger doesn't play on our tour, but until I'm proven otherwise, I see the glass as always half full," says Ty Votaw, special assistant to the LPGA commissioner. "I subscribe to the theory that a rising tide lifts all ships."

"Golf has been on the upswing for the last five to six years. What Tiger has been able to do is a significant element of this," McManus says. "He's been able to get people who have never been interested in golf to watch golf. We think probably 40 or 45 percent of the people who watched the Masters on Sunday almost never watched golf tournaments on TV. [Woods] is broadening the appeal of golf outside golf and outside the sports audience."

"What remains to be seen is how much that can continue. Will that attract enough viewers to golf week after week?" McManus asked. "It's not outside the realm of possibility."
Hard-liquor ads: A mere drop in the keg

Not much impact from liquor companies’ lifting of self-imposed ban

By Heather Fleming
WASHINGTON

T he liquor industry has taken a beating in Washington since it lifted its decades-old ban on TV and radio advertising last year, but new advertising data show those ads so far equal only about 1% of total beer and wine advertising on the airwaves.

The alcoholic beverage industry spent $664,745,000 on TV advertising in 1996, national spot radio ads. An additional $343,000 in spot TV ads and $1.1 million in cable ads for alcohol could not be traced to particular advertisers.

Following Seagram’s decision last summer to begin advertising its products over the airwaves, the Distilled Spirits Council of the United States (DISCUS) lifted its decades-old ban on TV ads. President Clinton, FCC Chairman Reed Hundt and a handful of lawmakers have blasted the decision as public issues. “As long as [broadcasters] are threatened by the FCC, I don’t see how you can expect someone who has to go through the license renewal process to challenge him.”

Beyond “threats” from the FCC, broadcasters fear a debate over alcoholic beverage advertising that encompasses beer and wine could lead to the loss of a half-billion dollars in beer advertising. Those ads are heavily concentrated in sports programming, where they account for as much as 25% of overall advertising.

“If alcoholic beverage advertising goes off the air, it would have a very significant impact on the broadcast world as we know it,” says Daniel Jaffe, Association of National Advertisers executive vice president, government relations.

“If the ads were banned or significantly reduced, it would have a very substantial impact on what we see on TV today. It would not at all be unlikely that sports would go off the air entirely or go to paid systems.”

But the distilled spirits industry is focusing on the issue of fairness.

“Clearly our critics who keep saying the airwaves would be awash with spirits ads have never looked at our advertising budget,” said DISCUS’s Board. Citing advertising data from 1995, which shows that the beer industry spent $746 million to advertise its products on TV and in print, the distilled spirits industry spent $227 million and the wine industry spent $59 million, Board says that “even if a healthy portion moved into broadcast, there is not going to be a zillion ads...on TV.”

House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) is calling for the beer, wine and spirits industries to come together on an advertising code of conduct on their own, before pressure mounts to regulate the advertising practices of the industry. “I’m not surprised beer and wine are not anxious to change the status quo—they’re the incumbents on TV,” said Tauzin. “But another reality is that their advertising is working. Over the years they’ve gained a larger share of alcoholic beverage sales.”

Tauzin predicted that the only way beer and wine will come to the bargaining table is if “they feel some jeopardy in not doing it.”

Top 10 beer and wine advertisers on TV and radio

**Anheuser-Busch** — $258.8 million (network TV: $179.8 million; spot TV: $52.5 million; syndicated TV: $172,200; cable TV: $25.5 million; national spot radio: $649,800)

**Philip Morris (Miller)** — $209.4 million (network TV: $125.5 million; spot TV: $52.7 million; syndicated TV: $5.2 million; cable TV: $23.4 million; network radio: $203,000; national spot radio: $2.4 million)

**Adolph Coors** — $114.3 million (network TV: $68.4 million; spot TV: $24.4 million; syndicated TV: $595,200; cable TV: $18.3 million; national spot radio: $2.53 million)

**Brown-Forman Corp. (Fetzer, Bolka, Korbel)** — $23.5 million (network TV: $9 million; spot TV: $3.4 million; syndicated TV: $291,800; cable TV: $7.5 million; network radio: $2.9 million; national spot radio: $383,000)

**Heineken** — $16.7 million (network TV: $2.4 million; spot TV: $4.95 million; cable TV: $1.62 million; national spot radio: $7.72 million)

**Ernest & Julio Gallo Winery** — $15.5 million (network TV: $10.9 million; spot TV: $246,300; cable TV: $1.15 million; network radio: $1.17 million; national spot radio: $2.07 million)

**Stroh** — $7 million (network TV: $3.44 million; spot TV: $893,000; cable TV: $1.4 million; national spot radio: $1.3 million)

**Beck Brauerei** — $7.8 million (network TV: $2.85 million; spot TV: $2.2 million; syndicated TV: $162,000; cable TV: $1.9 million; national spot radio: $640,000)

**Sebastiani** — $4.8 million (spot TV: $3.1 million; national spot radio: $1.7 million)

**Boston Beer** — $4.8 million (network TV: $1.7 million; spot TV: $838,000; network radio: $980,000; national spot radio: $1.5 million)

Source: Competitive Media Reporting and Publishers Information Bureau

while distilled spirits advertising—mostly from Joseph E. Seagram Co.—accounted for $678,700, a Broadcasting & Cable analysis of Competitive Media Reporting (CMR) advertising data shows. CMR uses satellite technology to track the occurrence and expenditure data of advertisers on the airwaves.

TV ad spending by the top beer advertisers—Anheuser-Busch, Miller Brewery and Adolph Coors Co.—totaled $576,801,400. Network TV, spot, syndicated and cable ads are represented in that total. In comparison, Seagram spent $677,600 on TV ads last year—$652,400 on spot TV and $25,200 on cable. Seagram also spent $600,000 on "irresponsible," and the liquor industry has suffered the consequences. Clinton and Hundt are targeting liquor instead of beer and wine because, they say, it is important that there is no "backsliding."

As a consequence, the four major broadcast networks and their affiliates, major station group owners and most cable operators have rejected the ads.

In January of this year, with Seagram and other distilled spirits companies looking for advertising outlets, only $1,900 was spent on TV ads, and just $27,600 on radio.

"Reed Hundt has scored the broadcasters and has threatened them," says Elizabeth Board, DISCUS director of
One Access
Comedy
Franchise
Leads
to Another...
<table>
<thead>
<tr>
<th>Rank</th>
<th>Show</th>
<th>Adults 18-34</th>
<th>Adults 18-49</th>
<th>Adults 25-54</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Seinfeld</td>
<td>7.7</td>
<td>7.3</td>
<td>7.1</td>
</tr>
<tr>
<td>#2</td>
<td>Home Improvement</td>
<td>6.1</td>
<td>6.3</td>
<td>6.3</td>
</tr>
<tr>
<td>#3</td>
<td>The Simpsons</td>
<td>5.4</td>
<td>4.2</td>
<td>3.6</td>
</tr>
<tr>
<td>#4</td>
<td>Mad About You</td>
<td>4.1</td>
<td>3.8</td>
<td>3.7</td>
</tr>
<tr>
<td>#5</td>
<td>Jeopardy!</td>
<td>4.0</td>
<td>5.1</td>
<td>6.0</td>
</tr>
<tr>
<td>#6</td>
<td>Wheel Of Fortune</td>
<td>3.8</td>
<td>4.9</td>
<td>5.9</td>
</tr>
<tr>
<td>#7</td>
<td>Ent. Tonight</td>
<td>3.0</td>
<td>3.7</td>
<td>4.3</td>
</tr>
</tbody>
</table>

Source: NSI. FEB’97 Weighted RTG; 75+ Access Clearances Only. Ranked by Adults 18-34
©1997 Columbia TriStar Television Distribution. All Rights Reserved.
Seinfeld

The Leader In Young Adult Programming.

www.americanradiohistory.com
<table>
<thead>
<tr>
<th>Rank</th>
<th>Show</th>
<th>HH RTG.</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Mad About You</td>
<td>5.2</td>
</tr>
<tr>
<td>#2</td>
<td>Martin</td>
<td>3.8</td>
</tr>
<tr>
<td>#3</td>
<td>Real TV</td>
<td>3.5</td>
</tr>
<tr>
<td>#4</td>
<td>Access Hollywood</td>
<td>3.1</td>
</tr>
<tr>
<td>#5</td>
<td>Hangin’ With Mr. Cooper</td>
<td>2.1</td>
</tr>
</tbody>
</table>

Source: NSS, FEB 1997
©1997 TriStar Television, Inc. All Rights Reserved.
Mad About You
• #1 CBS comedy among adults 18-49!

• #1 CBS Wednesday night program!

• #1 Wednesday 8pm. First time period win for CBS in 25 years!

The Next Access Comedy Franchise!

Source: NTI, FEB '97 Adults 18-49 Shr
NTI season to date (September '96-April '97), HH TP
©1997 TriStar Television, Inc. All Rights Reserved.
Comedy!

The Nanny

www.americanradiohistory.com
Sky’s modest proposal
Its draft law includes retransmission, excludes must carry

By Heather Fleming
WASHINGTON

Sky executives are circulating draft legislation on Capitol Hill that would allow satellite carriers to retransmit local broadcast signals within a designated marketing area without requiring them to carry every local broadcaster.

The draft bill specifies that a satellite carrier may retransmit “without liability for copyright infringement and without the obligation to pay any royalty, the signal of any television broadcast station within such station’s local commercial television market.” The “corresponding obligations” imposed on satellite carriers would be “no greater or lesser” than those imposed on cable concerning sports exclusivity, network nonduplication, and syndicated exclusivity.

But the draft does not impose corresponding must-carry obligations on satellite carriers. Under the 1992 Cable Act, upheld in March by the Supreme Court, cable operators are required to set aside one-third of their channel capacity for local broadcast stations. News Corp. Chairman Rupert Murdoch assured the Senate Commerce Committee in a recent hearing that Sky would carry the four major broadcast networks as well as WB, UPN, one major PBS station and major independents in most markets, totaling more than one-third of Sky’s capacity.

The Senate Judiciary Committee rejected Hutch’s proposal that the Senate Commerce Committee would consider an amendment to Sky’s draft legislation that would require the satellite and cable services to Congress this summer. The final report is not due until Aug. 1, but a draft is expected by mid-June.

On another front, Sky executive Preston Padden presented his case last week to a U.S. Copyright Office Copyright Arbitration Royalty Panel (CARP) as to why Sky should pay a zero royalty rate for the right to retransmit local signals, based on the zero rate paid by cable systems.

Padden said Sky hopes to convince local broadcasters that “free retransmission now is an investment in correcting the monopoly system we have today.”

TV debate moving beyond ratings
Senators pushing for a code of conduct

By Heather Fleming
WASHINGTON

Lawmakers and other critics of TV violence have called for a “refocusing” of the debate, from ratings to the content itself.

The three-month-old TV ratings system has taken a beating on Capitol Hill and in the press for being “vague” and “inconsistent,” but the debate last week at a Senate Oversight of Government Management Subcommittee hearing went beyond ratings.

“The bottom line that I hear...is the public is crying out for more than good labels on bad programs,” said Senator Joseph Lieberman (D-Conn.).

“What we’re after here is better programming,” echoed Senator Sam Brownback (R-Kan.), who with Lieberman introduced legislation that would give broadcasters an antitrust exemption to develop a code of conduct for TV programming.

University of California–Santa Barbara researcher Dale Kunkel pointed out that former senator Paul Simon (D-Ill.)—the father of legislation granting broadcasters a limited three-year anti-trust exemption (1990-93) to address TV content—said it is “far more important to reduce the level of harmful violence on television than it is to argue about V-chip ratings, because many families will simply never use the V-chip technology.”

Kunkel continued: “Indeed, it is precisely those children from families with less attentive parents that are at greatest risk from being harmed by TV violence, because their parents may not be present to moderate TV’s influence.”

Senator Mike DeWine (R-Ohio) testified that the most troublesome feature of television today is not the level of sex or violence on TV but that “TV holds up certain things as the norm in society.” The “reality” or “norm” that TV portrays is “a different America than I accept, I see...and I know,” he said.

Although Brownback, Lieberman and DeWine want the industry to take voluntary steps to clean up TV, others say it had its chance under the Simon bill and did nothing.

Helen Liebowitz of the National PTA said her organization “has vivid recollections of how the industry failed to take advantage of the last antitrust exemption they received as a result of the Children’s Violence Act of 1990.” Broadcasters had three years under the Simon bill “to meet and agree on a national code, but they never did,” Liebowitz warned.

The need for an antitrust exemption is unclear, according to a 1993 Justice Department letter. Before Simon’s “Television Program Improvement Act” expired, Simon requested Justice Department comment on the antitrust implications of the TV industry’s efforts to address violence on TV. Former assistant attorney general Sheila Anthony responded in a November 1993 letter that “activities covered by the exemption were not likely to be anticompetitive...the legislation was intended more to address antitrust uncertainty voiced by the industry than a belief that such activi-
Advisors is free

The White House last week launched an effort to assemble an advisory panel on broadcast public interest obligations in the digital age. The Clinton administration asked for nominees for the group, to be called the "Advisory Committee on Public Interest Obligations of Digital Television Broadcasters." The administration in February said it planned to convene the committee to recommend digital public interest obligations.

The ACPIDOTB will have up to 15 members "who represent diverse views from the commercial and non-commercial broadcasting industry, computing industries, producers, academic institutions, public interest organizations and the advertising community," the White House said in the invitation for nominees.

Sources have said that former FCC chairman Newton Minow is among those the administration is considering to head the committee. The group is expected to issue its recommendations by mid-1998.

Companies or groups interested in offering a nominee can do so by filling out a Commerce Department form or by sending an e-mail to pwashington@ntia.doc.gov. The administration is accepting nominations until April 29.

...but perhaps unnecessary

While the Clinton administration was preparing its request for public interest advisory committee nominations last week, Representative Billy Tauzin (R-La.) was asking whether the government should impose "public broadcasting-type mandates" on commercial broadcasters. "I question whether that makes sense," the House Telecommunications Subcommittee chairman said during a speech to an America's Public Television Stations conference. Tauzin said Congress will be holding hearings of its own on the public interest issue. He also criticized the FCC's ongoing implementation of the 1996 Telecommunications Act, saying the commission "still wants to tell the world how to communicate."

Radio sound without government static?

Internet-delivered audio programming may sound the same as radio, but regulating it the same way could produce strange results. That's one of the comments offered in a recent FCC report on the Internet. The paper, "Digital Tornado: The Internet and Telecommunications Policy," offers an overview of legal, economic and public policy issues arising from the Internet. Written by the FCC Counsel for New Technology, Kevin Werbach, the report includes a review of broadcasting and cable-related Internet issues. It cites the proliferation of "Internet radio" services and notes that the FCC has never considered whether any of its existing radio rules will need to apply to such services or any future Internet video services.

The paper also sounds a cautionary note on any rule the FCC might apply to Internet audio and video. "Existing regulations for broadcasters and cable operators were never designed with Internet services in mind, and could produce strange results if applied blindly to companies that enable streaming audio or video transmissions over the Internet," the report says.

It also takes a skeptical view of regulating the content of Internet-delivered programming. "The legal rationales for FCC regulation in other media—such as scarcity of transmission capacity and invasiveness—do not necessarily apply to the Internet," the report says. The paper, which does not represent any official FCC position, is aimed at prompting discussion.

PanAmSat takeover by Hughes approved

The FCC this month OK'd Hughes Electronics' $3 billion acquisition of international satellite carrier PanAmSat. Approving the deal, the FCC rejected calls by Comcast to impose new common carrier rules on the combined Hughes/PanAmSat company.

FCC fines

Two more TV stations this month received FCC fines for violating limits on commercials during children's programming. The FCC sent 10,000 notices of apparent liability to WBFY-TV Miami and WNTN-TV Jacksonville, Fla. The FCC also has fined a group of Illinois radio stations $8,000 for equal employment opportunity violations. The FCC issued the notice of apparent liability against Central States Network LP as part of a decision to renew the licenses of WTV(Am)-WDR(FM) Springfield and WTV(Am)-WXY(FM) Lincoln.

The FCC also issued an $11,000 notice of apparent liability against KRDO-TV Colorado Springs for violations of the FCC's EEO policies. The commission issued the notice as part of a decision to renew the broadcaster's license. In another action, the FCC fined WNEA(Am)-WGRV-FM Toledo, Ohio, $8,000 for EEO violations.
Leeza
Outstanding Talk Show
Outstanding Talk Show Host
Outstanding Directing in a Talk Show
Outstanding Makeup
Outstanding Hairstyling
Outstanding Multiple Camera Editing
Outstanding Special Class Writing

Maury
Outstanding Lighting Direction
Congratulations to Our Daytime Emmy Nominees.

Montel
Outstanding Talk Show Host
The TV Gospel
According to Moses Znaimer

His Citytv in Toronto has developed an original recipe for local programming

By Donna Petrozzello

It's 7 a.m. and dozens of dogs wag around the airy taping room of CITY-TV Toronto's weekday morning show Breakfast Television.

BT host Ann Rohmer fawns over the pooches before she breezes outside to host a segment on car care from the station's parking lot; a perky weather reporter delivers time and temperature updates from the building's front stoop. On some days, local bands perform the show's theme.

Once the dogs are cleared out, crews set up for CityLine, an interactive mid-morning show that discusses everything from home decorating to child rearing. The audience chimes in with feedback and answers to questions via polling devices rigged to their seats.

Pets, cars, local bands and furniture. It's all part of the wake-up call at Toronto's premier independent, fervently local TV station that calls itself Citytv and will celebrate 25 years on air this September. As the self-styled televised tour guide to Toronto's entertainment, news, lifestyle, arts and people, Citytv goes about its business in a decidedly original manner.

Moses Znaimer, Citytv co-founder, president and executive producer, would not have it any other way. From his perch overlooking Citytv, Znaimer watches his vision of television "as a living movie" unfold.

"The true nature of television is flow, not show," he contends. "It's about process, not conclusion." Citytv aspires to the constant unraveling of a plot that isn't told in 30-minute blocks.

The story line is the lifestyle and events of Toronto. The city's residents and Citytv's reporters and show hosts make up the cast.
‘A very different kind of television’

Starting with Citytv’s launch in September 1972, Znaimer says he and co-founders strove to “escape the studio system,” in which “programs are invented in little boxes called offices and executed in big expensive boxes called studios.”

That approach leads to a “sameness in television,” says Znaimer, “and it was clear that nobody needed us to do more of the same thing. We have written the script for a very different kind of television operation.”

Citytv first emerged as an alternative to Canada’s mainstream TV with its local newscasts, called CityPulse. Rather than sitting behind a desk, CityPulse anchors glide around the set amid working reporters. Sports reports are delivered from a corner of the newroom decorated with lockers. Traffic reports are given in front of a bank of monitors relaying images from fixed, remote-site cameras that watch Toronto 24 hours a day.

Rather than send a three-person crew out to cover news, CityPulse typically sends out “videographers,” one person with portable video equipment that allows the reporter to host and tape simultaneously. Its reporters are by design not veteran news chasers, but experts in their fields. For example, Robert Hunter, one of the founders of Greenpeace, is Citytv’s environmental reporter.

The focus of everything is “Toronto first,” says Stephen Hurbut, the station’s news director. Stories fall in descending order of importance from “what’s happening in my home, on my street, in my city, in Canada and then in the rest of the world.”

In Znaimer’s words, “The best TV tells me what happened to me, today.”

From the ground up

After four years of working to develop Citytv with a disparate and diffuse band of partners and being on shaky financial ground, Znaimer approached Canadian broadcasting behemoth Chum Ltd., proposing a purchase (see box, page 30).

After Chum purchased Citytv in 1978, Znaimer rolled his minority interest into the publicly traded Chum and set out to expand his vision. In 1984, ChumTV rolled out MuchMusic, Canada’s first national music video network. Chum also exports programming to the U.S., particularly FT: Fashion Television, a staple of VH1.

In 1986, Chum introduced MusiquePlus, the French-language equivalent of MuchMusic, and in 1995 debuted Bravo!, a “new-style arts” specialty channel focused on the fine and performing arts. Znaimer is president and executive producer of Bravo!, MuchMusic, and MusiquePlus.

More recently, Znaimer launched MuchaMusica, a Spanish-language version in Argentina, as a joint venture of ChunCity International and Canal Joven. He also led a bid to privatize Alberta’s public educational TV service, Access, of which he is chairman.

Znaimer also took over creative management of CKVR-TV Barrie, Ont., a former Canadian Broadcasting Corp. affiliate. CKVR-TV is being transformed into a news, entertainment and sports-oriented independent station serving Toronto and central Ontario as “The New VR.”

The building that shoots itself

Citytv, MuchMusic and Bravo! are housed in the ChunCity Building, a landmark owned by Citytv’s corporate entity, Chun Ltd., and located in Toronto’s trendy Queen Street West quarter.

At ChunCity, sets are located on street level, with their walls consisting of floor-to-ceiling plate glass windows that swing open to allow pedestrians access.

Hosts of Citytv’s Electric Circus dance show routinely step onto the street to interview onlookers and welcome dancers. MuchMusic tapes interviews with musicians in view of passers-by and hosts live performances with the windows open.

Meanwhile, almost every foot of the ChunCity Building is accessible to cameras. Thirty-five “hydrants,” or exposed connections to audio, video and lighting systems, are installed throughout the building, allowing crews to shoot from any exterior or interior site, including Znaimer’s office.

Citytv tries to make every corner of Toronto and its environs accessible too. The station has 100 remote-controlled cameras—the “Eyes of Toronto”—at key locations, including City Hall and police headquarters.

The cornerstone of ChunCity is dedicated to Speakers’ Corner, a video booth open 24 hours every day, in which passers-by pay $1 to record whatever they like on two minutes of videotape. The segments air twice weekly on half-hour Speakers’ Corner weekend shows on Citytv.

“I favor a certain kind of immediacy—in fact, an intense kind of immediacy,” says Znaimer. “The objective of media is to get closer and closer to the real thing.”

Stephen Tapp, vice president and general manager of ChunCity International, the international marketing and distribution arm, says of Znaimer’s methods: “You either get what we do and think it’s important, or you don’t.”

It seems that enough people in Toronto get it. Ratings for many of Citytv’s local programs beat out Znaimer’s mantras.

According to A.C. Nielsen ratings for Jan. 20 through March 30, Breakfast Television ranked first with adults 25-54 with a 1.4 rating and second with adults 18-plus with a 1.0 rating. Rankings for Citytv were based against nine competitors. CityLine tied for third place in the 10 a.m. weekday timeslot, earning a 0.7 with adults 25-54 and a 0.6 with viewers 18 and older.

Citytv’s 6 p.m. weeknight CityPulse news ranked fourth, earning a 2.6 with adults 25-54 and a 2.3 with viewers 18-plus. Citytv’s 11 p.m. newcast CityPulse Tinite, ranked fourth with a 1.9 among adults 25-54 and a 1.7 with adults 18-plus.

Citytv devotes a good part of its program day to movies and syndicated strips and sitcoms from the U.S., including Star Trek.
These Stations Have Guaranteed Their Future!

<table>
<thead>
<tr>
<th>Market</th>
<th>Station</th>
<th>Market</th>
<th>Station</th>
<th>Market</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>WABC</td>
<td>San Diego</td>
<td>KNSD</td>
<td>Las Vegas</td>
<td>KVBC</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KABC</td>
<td>Hartford/New Haven</td>
<td>WTNH</td>
<td>Wichita</td>
<td>KSNW</td>
</tr>
<tr>
<td>Chicago</td>
<td>WLS</td>
<td>Raleigh/Durham</td>
<td>WTVD</td>
<td>Toledo</td>
<td>WTLV</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WPVI</td>
<td>Cincinnati</td>
<td>WCPO</td>
<td>Roanoke/Lynchburg</td>
<td>WSET</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KGO</td>
<td>Milwaukee</td>
<td>WTMJ</td>
<td>Honolulu</td>
<td>KHON</td>
</tr>
<tr>
<td>Boston</td>
<td>WHDH</td>
<td>Kansas City</td>
<td>KCTV</td>
<td>Green Bay</td>
<td>WFRV</td>
</tr>
<tr>
<td>Washington, DC</td>
<td>WJLA</td>
<td>Columbus, OH</td>
<td>WBNV</td>
<td>Spokane</td>
<td>KHQ</td>
</tr>
<tr>
<td>Dallas/Ft. Worth</td>
<td>WFAA</td>
<td>Grand Rapids</td>
<td>WWMT</td>
<td>Spokane</td>
<td>WTMW</td>
</tr>
<tr>
<td>Detroit</td>
<td>WDIV</td>
<td>Buffalo</td>
<td>WKBW</td>
<td>Springfield, MO</td>
<td>WAND</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WXIA</td>
<td>Norfolk</td>
<td>WVEC</td>
<td>Portland, ME</td>
<td>WBBH</td>
</tr>
<tr>
<td>Houston</td>
<td>KHOU</td>
<td>New Orleans</td>
<td>WWL</td>
<td>Springfield/Decatur</td>
<td>WTVC</td>
</tr>
<tr>
<td>Seattle</td>
<td>KOMO</td>
<td>Harrisburg</td>
<td>WHP</td>
<td>Ft. Myers</td>
<td>WOLO</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WEWS</td>
<td>Greensboro/W. Salem</td>
<td>WFMY</td>
<td>Chattanooga</td>
<td>WATM</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>WCCO</td>
<td>Providence</td>
<td>WPRI</td>
<td>Columbia, SC</td>
<td>WFI</td>
</tr>
<tr>
<td>Tampa</td>
<td>WTSJ</td>
<td>Albuquerque</td>
<td>KRQE</td>
<td>Johnstown/Altoona</td>
<td>KLV</td>
</tr>
<tr>
<td>Miami</td>
<td>WPBL</td>
<td>Wilkes Barre/Scranton</td>
<td>WBRCE</td>
<td>Evansville</td>
<td>WRO</td>
</tr>
<tr>
<td>Phoenix</td>
<td>KTVK</td>
<td>Birmingham</td>
<td>WBRC</td>
<td>Tyler/Longview</td>
<td>KSBY</td>
</tr>
<tr>
<td>Denver</td>
<td>WPLS</td>
<td>Dayton</td>
<td>WHTV</td>
<td>Augusta</td>
<td>KERO</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>KMGH</td>
<td>Jacksonville</td>
<td>WHIO*</td>
<td>Santa Barbara</td>
<td>KLB</td>
</tr>
<tr>
<td>Sacramento</td>
<td>WPXI</td>
<td>Fresno</td>
<td>KFSN</td>
<td>Macon</td>
<td>WMAZ</td>
</tr>
<tr>
<td>St. Louis</td>
<td>NXTV</td>
<td>Little Rock</td>
<td>KATV</td>
<td>Bakersfield</td>
<td>KCCO</td>
</tr>
<tr>
<td>Orlando</td>
<td>KSDK</td>
<td>Tulsa</td>
<td>KTUL</td>
<td>Lubbock</td>
<td>KLS</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WFTV</td>
<td>Mobile</td>
<td>WALA</td>
<td>Salisbury</td>
<td>WMED</td>
</tr>
<tr>
<td>Portland, OR</td>
<td>WMAR</td>
<td>Flint</td>
<td>WNEM</td>
<td>Eureka</td>
<td>KIEM</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>KATU</td>
<td>Austin</td>
<td>KXAN</td>
<td>Alexandria, MN</td>
<td>KCCO</td>
</tr>
</tbody>
</table>

WHEEL OF FORTUNE®

JEOPARDY!
An alternative for advertisers

Although born as the “little UHF station that could,” says Znaimer, Citytv has matured into a station appealing to advertisers from Wal-Mart to local jewelers without losing its alternative-programming appeal.

“Citytv is very current, very consistent and now,” says Joy McNevin, director of broadcast buying for SMW Advertising Ltd. in Toronto, who buys Citytv and other Toronto outlets for Wal-Mart. “It think it’s appealing to advertisers because it differentiates them from the rest of the pack. Other stations have more of a corporate environment.”

McNevin says Citytv is also able to work Wal-Mart into its local programming, something that mainstream Toronto stations can’t do. “Citytv is the best choice for city-intensive reach.”

Toronto jewelry buyer Russell Oliver says Citytv gives him “the best cross section of people in Toronto and brings in a lot of traffic.”

A heavy Citytv advertiser and also a user of Toronto’s mainstream stations, Oliver says Citytv’s rates are comparable and often about 10% less than those of other broadcasters. A 30-second spot on CityPulse’s evening news sells for about C$1,800, one of Citytv’s most expensive slots. A 30-second spot on a late-night movie costs about C$250, he says. Much of Citytv’s inventory sells out, adds Oliver, who buys up to two seasons in advance: “Citytv is my home base.”

A Chum Compendium

B
t
d

ehind the alternative, free-spirited atmosphere that is Citytv (city-tv Toronto) is its owner, Chum Ltd. of Toronto. A broadcast behemoth, Chum’s holdings include six TV stations (Citytv; ckwv-tv Barrie, Ont.; cchh-tv Halifax, N.S.; ccb-tv Sydney, N.S.; ccbw-tv Moncton/Charlottetown, Prince Edward Island, and cklv-tv Saint John/Fredericton, N.B.); 24 radio stations, MuchMusic, MusiquePlus and Bravo!; the Chum Radio Network, Chum Satellite Business Network; the Atlantic Satellite Network, Much U.S.A., Canal Joven S.A., and ChumCity Productions. Publicly traded Chum stock posted a 52-week high of C$23.25 per share and a low of C$17. Last week it was trading at an average C$22.50.

While Znaimer and Chum President Allan Waters are an unlikely pair, Znaimer says he approached Waters and Chum about buying Citytv in 1976, when the station was floundering financially. In the late 1970s, Chum was largely recognized for its vast radio holdings and was just emerging as a TV player.

“It was really hard for the first four or five years, including close calls with payroll,” Znaimer says, “And to me, that’s the ultimate test of a business—if you can match payroll.”

In 1978, Chum Ltd. purchased Citytv for just over C$4 million. Chum Ltd. financial records last fall estimated the station’s worth at C$200 million. Znaimer rolled his minority interest in Citytv into Chum in 1981.

Since then, Chum has steadily expanded, particularly in TV station ownership and as a TV specialty channel operator. According to the company’s 1996 annual report, revenue totaled C$239,232,000, a 10% increase over 1995. Chum’s 1996 net income reached C$10,251,000, up 1.7% over 1995.

While Chum Ltd. doesn’t break out revenue performance for its individual properties, Citytv is estimated to generate about C$50 million annually.

More expansion is in Chum’s future. Last September, it won approval to add six additional TV specialty channels, including three it will control 100%: MuchMoreMusic, an adult music channel; Space: The Imagination Station, a science-fiction channel, and Star, an all-entertainment news channel.

Chum will own the remaining three channels—Canadian Learning Television, aimed at adults; Pulse 24, 24-hour Toronto news, and MusiMax, a French-language music channel—in partnership with other Canadian interests.

ChumCity International, the distribution and development arm of Chum Television, is responsible for international and Canadian distribution of Citytv, MuchMusic and Bravo! programming.

In Argentina, Chum formed a partnership with Canal Joven S.A. to export MuchaMusica, a Spanish-language version of MuchMusic. In the U.S., Chum’s partnership with Rainbow Programming is responsible for MuchMusic U.S.A. via cable and DirecTV.

In radio, Chum hopes to become the first Canadian broadcaster to win a license to construct and operate a digital radio station from Toronto’s CN Tower. The company also is scheduled to purchase the outstanding shares of St. Lawrence Broadcasting Ltd., which owns four radio stations serving the Kingston and Brockville markets in Ontario.

—DP
While Imitation = Flattery, Cash Would Be Nice

By Donna Petrozzello

Citytv's open-door attitude toward its community, its presence at international trade shows and its leader's charisma have attracted significant attention from fellow broadcasters, most notably, Barry Diller's Silver King Broadcasting.

Diller has been most vocal in his praise and admiration of the vision of Moses Znaimer, Citytv co-founder, president and executive producer, and has urged broadcasters to "suck in the environment" of Citytv as a model.

Citytv executives suspect that Diller will move from flattery to outright imitation as Silver King prepares a slate of local programming for its Channel 69 (WYNB-TV) Hollywood, Fla./Miami next year.

According to Silver King, the station will set up as a storefront studio in a heavily trafficked area of Miami and will also operate a battery of stationary cameras around the city. It plans to use "a guerrilla band of really curious people to go out and find great stories," says Bill Knoedelseder, Silver King's news vice president.

Adam Ware, Silver King executive vice president, contends that the only thing Channel 69 will have in common with Citytv is a sensibility that says you need to be local and you need to target certain people in the community. What Citytv has done is brilliant."

Silver King has discussed its plans to introduce its local programming concept in Miami with 10-12 hours of local material. If the venture works, Silver King may turn some or all of its 10 former Home Shopping Network affiliates into local enclaves.

And then there's Time Warner.

Five years ago, Znaimer says, Time Warner executives visited Citytv and examined its videography technique. But he says that "what they cared about were the economic aspects of videography," and they "paid very little attention, if any, to what a videographer needs to work."


Richard Aurelio, founder and president of New York 1 and senior adviser to Time Warner, says that Citytv's videography "was certainly a concept that they introduced, at least partially" to Time Warner executives when they visited the Citytv site. "But we went hog wild with it," Aurelio says.

Aurelio argues that New York 1 News blends elements of Citytv's style—giving viewers the feeling they are in the newsroom—with elements of News 12 Long Island, a more conventional regional newcast for Long Island cable subscribers.

"I think you can argue that we took something from News 12 and something from Citytv, and we put it together in our own New York style," says Aurelio.

It's clear this type of flattery is not so pleasantly received by Znaimer. In fact, it's just the kind of thing that prompts Znaimer to discuss how out-of-town guest broadcasters have "disappointed" him by what he perceives as the subtle lifting of Citytv creations: "It represents to us a lost opportunity. This is intellectual property that we've developed over many years and at some cost, and we're entitled to some return on it. But I don't want to sound carping about it."

It also illustrates an attitude, arguably more prominent among U.S. broadcasters than within the global industry, that disgusts Znaimer. "There's a certain arrogance when you come from the world's center, or what you think is the world's center, to what you think is a more provincial place," he says. "I think broadcasters think that because it's Canada they can take something away and not have to acknowledge that."

Znaimer holds up the model of admiring Finnish broadcasters behave like those who sought Citytv's guidance in establishing Jyrki, a 90-minute block on Finnish Channel 3 of fast-paced, youth-targeted news, music and entertainment that launched in September 1995.

Citytv staff lent training in on-air techniques, production, lighting and sales management to Jyrki. In return, the Finns pay Citytv a format licensing fee that Znaimer calls "reasonable." After 12 months, Jyrki increased viewing among young adults by 50%. The Finnish broadcasters have renewed a five-year contract with Citytv for Jyrki.
THE NEW VIBE OF LATENIGHT TELEVISION!

Executive Producers:
Quincy Jones & David Salzman

95% sold!
186 Stations!
On June 30, Broadcasting & Cable profiles the 1997 $250,000 Radio-Mercury Awards, which honor the year's best radio commercials in the categories of humor, music and sound design, station produced, non-humor, Hispanic and public service excellence. Winners are selected by The Radio Creative Fund's panel of judges — an elite group representing the advertising agency and radio station communities.

Radio-Mercury Award finalists will be announced in mid-May, with winners announced on June 11 at the Radio-Mercury Awards sixth annual gala at New York's Waldorf-Astoria Hotel.

Broadcasting & Cable's special look at the Radio-Mercury Awards is the perfect opportunity to congratulate advertising agencies, clients, and radio stations for outstanding radio advertising creative. Your message in this must-read Radio Mercury Issue will congratulate the nominees, the winners and the radio industry at large, as well as reach 35,000 leading decisionmakers in the advertising and broadcasting community.

Place your advertisement in the perfect spot. Call your sales representative to reserve your ad space today.

Special Report: 1997 Radio Mercury Awards
Issue Date: June 30 • Ad Close: June 20
KW casts another vote for Alfalfa

King World may be searchin’ for urchins in updated ‘Rascals’; company approves special dividend, plans stock buyback

By Cynthia Littleton

The He-Man Woman Hater’s Club may soon be looking for new recruits.

King World Productions is returning to its roots with plans to produce a contemporary version of The Little Rascals comedies that laid the foundation for King World’s syndication empire back in 1964.

The revival of The Little Rascals is the first project in the works from King World’s new children’s programming division. The company unveiled the division last week with the news that it has signed an exclusive development deal with noted children’s TV producers Vanessa Coffey and Jim Ballantine.

The 1990s take on the enduring “Our Gang” franchise will mix the live-action adventures of a new cast of kids with clips from the original classics, according to Andy Friendly, King World’s executive vice president, programming and production.

Also in the works is a prime time special celebrating the 75th anniversary this year of the pint-size comedy troupe created by producer Hal Roach in the early 1920s.

The Little Rascals were most recently revisited in a 1994 theatrical release that did brisk business around the world, proving that Alfalfa, Spanky (both charter members of the He-Man Woman Hater’s Club), Darla and the rest of the gang are among the most recognized children’s characters in the world. King World’s international arm recently licensed a package of Little Rascals shorts for broadcast for the first time in China.

Syndication is an option for the new series, but the project has garnered interest from network and cable outlets as well. The range of opportunities and demand for children’s programming—at a time when shelf space for other first-run programming has become increasingly dear—is what prompted King World to create a separate children’s division, Friendly said.

“We’ve wanted to get into the children’s programming business for a long time, and it all just came together after we met with [Coffey and Ballantine],” said Friendly.

Coffey was instrumental in developing successful animation projects for Nickelodeon, where she had been executive producer, vice president of animation, since 1988. Ballantine worked as producer on Disney feature “The Little Mermaid” before going on to produce three seasons of

Northeast is biggest news money-maker

In a comprehensive survey of local broadcast news profitability, the Radio-Television News Directors Association and Ball State University found that 62% of local TV news operations make money, 8% lose money and 6% break even. For radio, 23% of the respondents reported profits, 6% reported a loss and 20% reported breaking even. (Some of those questioned said they didn’t know.)

By region, the northeast was the most lucrative for TV outlets, with 70% of the stations reporting a profit. The West showed the smallest percentage of profitable TV stations at 48%.

Not surprisingly, more affiliates of top-rated NBC television showed a news profit than any other single affiliate group (72%), the survey found. Sixty-seven percent of ABC affiliates reported profits, as did 66% of CBS affiliates and 52% of Fox affiliates.

On average, 35% of television station revenue is generated from news programs. The average climbed to a high of 41% in the Northeast and dropped to a low of 33% in the South. CBS affiliates reported an average 42% of revenue came from news. For NBC, the average was 41%; ABC, 37%, and Fox, 33%.

For radio, 33% of the major-market outlets showed a profit, although only 14% of large markets reported a profit. By region, the South was the most lucrative, with 29% reporting a profit, compared with only 10% of the stations in the West.

Combination AM-FM outlets reported a profit most often (28%), while 19% of both stand-alone AM and FM stations reported news profits.

The survey, conducted in fourth quarter 1996, contacted 1,186 operating commercial TV outlets and came up with usable data from 653 stations. Almost 650 radio stations were contacted, with 351 supplying usable data. The results were published in the April edition of RTNDA’s Communicator magazine.
Nickelodeon’s *The Ren & Stimpy Show*.

**Fiscal vote of confidence**

On the financial front, King World officials reiterated last week that the company is not for sale and backed up that declaration with new dividend and stock buy-back plans.

For the first time in its history, the King World board approved a special $2 dividend to investors. The company also said it planned to buy as many as 5 million shares, or about 13½ of its outstanding stock, in a bid to boost its share price.

Until last year, the company had been on the block, and almost struck deals with both Turner Broadcasting System and New World Communications Group, only to have those deals fall apart when both would-be acquirers were themselves acquired.

But since early this year, the company has been telling the investment community and reporters that it is not for sale. Analysts say one ongoing issue for the company is uncertainty about how long Oprah Winfrey will continue her KWP-distributed talk show. Later this year, she will decide whether to continue it past the 1997-98 season.

The company had been in talks with Sony Entertainment concerning the development of a new version of *Hollywood Squares* it wanted to distribute, but those talks have apparently broken off. KWP filed suit in a Los Angeles court last week seeking the right to produce *Hollywood Squares* and other game shows and license them to third-party distributors (see “In Brief”).

---

**Imagine there’s a new TV division**

No lie, company co-chairman Tony Krantz says they won’t play it safe

By Lynette Rice

Imagine Entertainment—the company responsible for such theatrical hits as “Ransom” and “Liar, Liar”—has recruited Creative Artists Agency’s Tony Krantz as an equal partner and co-chairman of its new television division.

Krantz, who recently headed CAA’s prime time television department, will share a stake in Imagine with founders Brian Grazer and Ron Howard while overseeing the TV division’s day-to-day operations.

The fledgling company already has a comedy in development at ABC that will be executive-produced by Lowell Ganz and Babaloo Mandel, and an Eddie Murphy-created comedy for Fox called *The P.J.s.*

“Our responsibility is to not play it safe. We need to take chances. We should really be willing to follow our creative instincts and heart because the American public is really smart,” says Krantz. “The TV industry is desperately in need of new hits, and I think they will come from creative ideas like *The Simpsons*, or from breaking form like *ER.*”

“Tony coming on board will go a long way toward helping us realize the potential of our television relationship with Disney,” says co-chair Howard. “He has taste and a passion for the medium, and he shares our desire to do excellent work by putting memorable shows on the air.”

Krantz, who started his 15-year career at CAA in the mail room, was responsible for packaging *ER* for NBC during his tenure, along with *Beverly Hills, 90210* and *Melrose Place* for Fox. Krantz’s clients over the years included John Wells, Michael Crichton, David Lynch and Oliver Stone.

Imagine has an exclusive partner in Walt Disney—the result of a multi-year deal with the company to develop and produce sitcoms, dramas, mini-series and telefilsms. Yet provisions exist—especially in the case of spin-offs of Imagine films—that allow the TV division to take its product elsewhere.

Krantz, who says Imagine TV’s mantra will be “qualitative, not quantitative,” believes that strategic alliances

*Today* shines on

The *Today* show has not skipped a beat with the replacement of veteran newsmen Bryant Gumbel by Matt Lauer. The NBC morning program has become the first on any network to earn a 5.0 Nielsen rating or better for 15 weeks in a row.

No other morning program has achieved a winning streak of more than two weeks in a row since peoplemeters were first used in 1987, the network says. During the week of April 7, *Today* earned a 5.0—easily surpassing ABC’s *Good Morning America* (2.2/10) for the 70th week in a row. *Today* has surpassed *Good Morning America* by a full rating point for more than 14 out of the last 18 weeks.

“Certainly Matt Lauer is a terrific addition. He’s one of the factors in the show’s success,” said Jeff Zucker, *Today* executive producer. “I don’t think we can shy away from it or should we. At the same time, the show has really been doing great for the last year and a half.”

The network said viewership for *Today* is up 11% over the same period last year. The morning program has remained in first place over the last 12 quarters—the longest winning streak in *Today*’s history.

—LR
Nielsen’s digital display

Rating service is testing its new active/passive meter for rating compressed programming

By Steve McClellan

Nielsen Media Research is planning a regional test, starting early next year, of the audience measurement meter it has developed to monitor household viewing in the digital age.

The so-called active/passive meter has patented technology that allows it to read codes embedded in programs and advertising spots even when signals are digitally compressed. Nielsen plans to have the technology in place by the time broadcasters convert to digital TV.

Under the FCC’s just-released timetable, stations covering 43% of U.S. households are expected to convert within two years, and stations covering 50% of U.S. homes should be transmitting digital signals in two and a half years.

Nielsen has selected the Southwest for the test, but a company spokesperson says clients are now being asked for their views on whether that region makes the most sense.

The one-year or longer test will include at least 500 homes. For the purposes of comparing data, some of the test homes will have the current set meter used for measuring household viewers, some will have the active/passive meters, and some will have both. Nielsen will continue to use the peoplemeter for measuring demographic data.

Signal sources for the test will depend on the region that is chosen. Nielsen also is talking with cable systems that have digital capability, and it’s possible that some broadcast sta-

‘Coach’ retires

ABC’s Coach will retire after nine seasons later this month. The three-part season finale will begin April 30—the same day as the much-ballyhooed coming-out episode of Ellen on the same network. The Coach finale will extend through May 7 and 14 in the 8:30-9 p.m. time slot.

‘Coach’ is heading for the showers.

‘Coach’ will air in November 1999, under the umbrella title The Millennium Project. Tapped to create the original works are Larry Gelbart, David Mamet, Steve Martin, Terrence McNally, Arthur Miller, Neil Simon, Wendy Wasserstein, August Wilson, Elaine May and John Guare. “Each playwright we approached has embraced the opportunity to use the coming of the year 2000 to explore themes and issues they find of particular relevance,” said David Picker of Hallmark.

‘Our responsibility is to not play it safe.... We should really be willing to follow our creative instincts and heart because the American public is really smart.’

Tony Krantz, Imagine Television

with larger studios are important in remaining competitive in the future. But don’t expect Imagine TV to become another hybrid production company, Krantz says.

“The design of Imagine TV is to create a sort of small company that stands for something rather than try to emulate major studios that, by definition, are more oriented toward volume than not,” he says. “We are extending the brand image of the motion picture [division] into TV in whatever form, in the same way that MTM, Carsey-Werner, Spelling and Boocher stand for something. They say a particular kind of quality product you immediately know. I’d love Imagine TV to have a similar point of view.”

Nielsen Media Research is planning a regional test, starting early next year, of the audience measurement meter it has developed to monitor household viewing in the digital age.

The so-called active/passive meter has patented technology that allows it to read codes embedded in programs and advertising spots even when signals are digitally compressed. Nielsen plans to have the technology in place by the time broadcasters convert to digital TV.

Under the FCC’s just-released timetable, stations covering 43% of U.S. households are expected to convert within two years, and stations covering 50% of U.S. homes should be transmitting digital signals in two and a half years.

Nielsen has selected the Southwest for the test, but a company spokesperson says clients are now being asked for their views on whether that region makes the most sense.

The one-year or longer test will include at least 500 homes. For the purposes of comparing data, some of the test homes will have the current set meter used for measuring household viewers, some will have the active/passive meters, and some will have both. Nielsen will continue to use the peoplemeter for measuring demographic data.

Signal sources for the test will depend on the region that is chosen. Nielsen also is talking with cable systems that have digital capability, and it’s possible that some broadcast sta-

CBS on thick ice

ABC Sports and the U.S. Figure Skating Championship have reached an agreement to extend their partnership through 2007. The partnership includes worldwide TV market and sponsorship rights. ABC’s relationship with U.S. Figure Skating dates back to the network’s first telecast of a skating event in 1964.

Millennium

ABC will showcase original works by 10 leading playwrights who will explore the dawning of the new millennium. The Hallmark Entertainment-produced teleplays will air in November 1999, under the umbrella title The Millennium Project. Tapped to create the original works are Larry Gelbart, David Mamet, Steve Martin, Terrence McNally, Arthur Miller, Neil Simon, Wendy Wasserstein, August Wilson, Elaine May and John Guare. “Each playwright we approached has embraced the opportunity to use the coming of the year 2000 to explore themes and issues they find of particular relevance,” said David Picker of Hallmark.

‘Coach’ retires

ABC’s Coach will retire after nine seasons later this month. The three-part season finale will begin April 30—the same day as the much-ballyhooed coming-out episode of Ellen on the same network. The Coach finale will extend through May 7 and 14 in the 8:30-9 p.m. time slot.
tions which convert early could be involved.

Although the new meter will be able to read layers of codes, Nielsen has designed it primarily to read specific program codes. The meter also can identify the network, local station and cable system transmitting a given show. It’s unclear whether producers and distributors would cooperate in embedding the program and commercial codes that the A/P meter reads to determine household ratings. But Nielsen says it doesn’t matter, because it has developed a patented backup system that will take the “signature” of uncoded programs and spots that could be matched to a library of such signatures.

**SYNDICATION MARKETPLACE**

**Magic welcomes competition**

Budding late-night star Earvin "Magic" Johnson said last week that he’s happy for Keenen Ivory Wayans, who recently sold his late-night strip to the 22-station Fox/New World group. Johnson told an MSNBC correspondent at a Lakers game in L.A. that Wayans is "joining the Fox family. I was already there. I think we will both do well on Fox together." Twentieth TV is developing Johnson’s late-night project for potential January launch on Fox O&Os. His views on John Salley, potential late-night competitor from Buena Vista TV? "Basketball is competition just like this. TV is no different," Johnson said. "I’ve had competition my whole life, so this doesn’t change anything."

**Marinelli upped at Disney**

Disney veteran Janice Marinelli has been named to the newly created post of executive vice president, sales, for Buena Vista Television, making her one of the studio’s highest-ranking female executives. Marinelli, who has been BVT’s senior vice president since 1992, joined BVT in 1985 as an account executive.

**Have sword, must travel**

Wanted: Fit, feisty and fun-loving actress familiar with sorcery, swordplay and sailing; must be willing to work in South Africa eight months of the year. All American Television has launched a worldwide talent search for a new female addition to the cast of its fantasy/ action hour The Adventures of Sinbad. Jacqueline Colleen, who played Maeve the sorceress in the series’ debut season, is leaving the show to spend more time with her son. Production on season two of the swashbuckling Sinbad is set to begin next month in Cape Town.

**Games viewers play**

King World Productions has renewed its powerhouse game show block in all top 25 markets, covering more than 70% of the country, through the 2001-2002 season. Among the stations recently re-upping with Wheel of Fortune and Jeopardy! were WHDH-TV Boston, WMAR-TV Baltimore and KSDK-TV St. Louis.

**Touched by a Guardian Angel**

Abrams/Gentile Entertainment has joined forces with the founder of the Guardian Angels to develop a TV series based on the volunteer patrol organization. No distributor has been attached to the show, described as a "dramatic new action series in the tradition of 21 Jump Street and Beverly Hills, 90210."

**‘Two’ down**

Twentieth Television will not renew Two, Stephen J. Cunnell’s first-run weekly that Twentieth inherited from New World Entertainment last year. The dark drama, centering on a college professor’s search for his long-lost evil twin brother, has averaged a 2.6 Nielsen meter in its debut season.

**Oprah tees up a Tiger**

Oprah Winfrey has snagged Masters champ Tiger Woods for his first in-depth TV interview. Woods and his father, Earl, will appear on the King World talk show April 24.—CI

Honors for ‘Inside Edition’

Inside Edition has scored another first for a syndicated news magazine, nabbing an Investigative Reporters & Editors award for the best investigative news report on broadcast TV last year. The King World Productions show won the honor for its expose on door-to-door insurance scams in Arkansas, produced by staffers Tim Peek and Miguel Sancho and reported by Matt Meagher. In announcing the award, IR&E judges weighed in on the controversy stirred up by a jury’s recent $5.5 million judgment against ABC News over investigative tactics used for a Prime-Time Live story on the Food Lion supermarket chain. The Inside Edition report, which used hidden cameras to catch the insurance salesmen committing fraud and forgery, "is a terrific piece of TV journalism that helps justify the use of hidden cameras," the judges said.

Nonetheless, the ABC/Food Lion verdict has forced Inside Edition producers to reconsider plans to use undercover investigative techniques on future stories. "It’s doubtful we would do [the insurance story] today," said Andy Friendly, King World’s executive vice president, programming and production.

The ABC/Food Lion case "has had a chilling effect on the whole process," he said. "Our lawyers are rightfully concerned and say no to lots of our ideas. We’re going to try our best to remain as aggressive and as committed to this form of journalism and hope that the legal climate will change."

IR&E, a nonprofit group based at the Missouri School of Journalism, will hand out the honors during its national conference in Phoenix in June. Last month, the same expose helped Inside Edition become the first syndicated news magazine to win journalism’s prestigious George Polk Award.
It's not just another day in paradise at FOX's #1 News Station in the country.

FOX congratulates KHON for being the station Hawaii viewers turn to most.

KHON FOX 2
Hawaii's #1 Television Station, Sign-on to Sign-off

#1 Early Morning News, Mon-Fri, 6-8am
#1 Early Fringe, Mon-Fri, 4-5:30pm
#1 Early News, Mon-Sun, 6-6:30pm
#1 Access, Mon-Fri, 6:30-7pm
#1 Common Prime, Mon-Fri, 7-9pm
#1 Late News, Mon-Sun, 10-10:30pm

Source: NSI Feb '97
Expansion plans revealed at MIP-TV

By Michael Katz

Attendees at this year’s MIP-TV show in Cannes, France, witnessed the unveiling of global expansion plans by several leading international players in Europe, Latin America and Asia, as well as several channel-launching announcements.

Poland’s lone pay-TV service, Canal+ Polska—which now offers a single channel—detailed plans to add a package of DTH channels. Lew Rywin, president of Canal+ Polska’s board of directors, said the Disney Channel has expressed interest in being among those offerings.

Canal+ Polska also is negotiating to take two or three channels from French channel group Multithematique, a joint venture of Canal+, Compagnie Generale des Eaux and TC1 International. The channels could include a premium movie channel and a film library channel.

Rywin also revealed that Poland’s largest daily newspaper, Gazeta Wyborcza, will buy a 20% stake in Canal+ Polska. Commercial bank Handlowy also will take a 13% stake in the service. This will reduce to 36% the 67% share held by Rywin-controlled Polcom Invest. Canal+ France will retain its 33% stake.

In Poland’s neighbor Hungary, UK media group Pearson TV surprised everyone by joining a consortium led by Luxembourg’s CLT/Ufa to bid for the country’s second terrestrial TV frequency, which covers 86% of the country. Other members of the consortium include teleco Matav and bank Unic, both Hungarian-based. Pearson said its decision to enter the consortium’s race against Central European Media Enterprises (CME) was “last minute,” but it refused to disclose its stake in the group. CME and its Hungarian partners, film distributor InterCom, media/telecom group Media Com and TV producer DDTV, also have bid for the country’s first frequency, which has an 87% reach. In the battle for the first frequency, CME is up against a Scandinavian Broadcasting System (SBS)—led group, which includes German producer/distributor Tele-Munchen (12.5%) and local Hungarian producer MTM (38.5%). SBS has a 49% stake in the consortium and estimates that the group, if successful, could face at least $30 million in upfront costs during the first year.

Once again at this year’s MIP, millions of dollars changed hands in output and programing deals. Here are some highlights.

- Warner Bros. International TV secured the international distribution rights for three new Turner Original Production documentaries. The Jeremy Isaacs-produced Cold War series will be made in association with the BBC, which will air 24 one-hours starting in fall 1998. UK’s Channel 5 owns the second window to Cold War, which has also been presold to ARD in Germany. This is Warner’s first major foray into documentary distribution.

- NBC Asia reached an agreement with Japanese digital DTH service Direct TV International last week to launch an NBC channel in fourth quarter 1997. The channel, which will combine programing from NBC, CNBC and MSNBC, will be dubbed and subtitled in Japanese.

- France-based Canal+’s documentary production unit, Doestar, will invest $25 million in new productions and acquisitions during the next three years. Doestar has 250 library titles and says it needs to add at least 50 titles annually to expand beyond France. Doestar is seeking co-production partners in the U.S., Germany and the UK.

- Disney has agreed to renew its exclusive four-year free-TV output deal with Italian public broadcaster RAI. Disney also confirmed plans to launch The Disney Channel on Italian...
digital DTH platform Telepiù by year’s end.

- UK distributor Brite has sold HBO Olé a package of drama series that includes Moll Flanders, Inquest, Reckless and Jane Eyre. Brite also has sold 52 hour-long current affairs shows from its Network First strand to Mexican terrestrial broadcaster Canal 40.

- UK’s Pearson TV International, which distributes ACI’s 15,000-hour library of Grundy and Thames fare, closed a three-year TV movie output deal worth at least $1.5 million with China State broadcaster CCTV. Pearson also is close to picking up international distribution rights from an undisclosed U.S. film producer.

- U.S.-based, European-owned TV movie distributor Hamdon Entertainment has sold pay-TV rights for seven TV movies, including the three-hour drama After the Silence, to South Africa’s M-Net group. Hamdon also signed long-term output deals for upcoming TV films with PolyGram TV and French digital DTH group ABSat.

- The Fox Kids Network revealed some of its international plans during the MIP-TV convention. The News Corp./Saban joint venture has signed a cable carriage deal in Brazil with Globo’s Net Brasil and a carriage deal with French digital DTH provider Canalsatellite, says Ynon Kreiz, managing director of Fox Kids Europe. Kreiz says that Fox Kids Network is in advanced talks in a carriage deal with Italy’s Telepiù. The network also hopes to begin programming a 12-hour block by the end of this month on Dutch Cable channel TV 10, in which Saban purchased an 85% stake earlier this year.

The British are coming

BBC plans fall launch of U.S. cable channel: Animal Planet launches July 1 in UK

By Michael Katz

The BBC plans to make its long-awaited debut as a channel operator in the U.S. in fall 1997 with the launch of a general entertainment channel, BBC Americas. That information comes from Fabiola Arredondo, the BBC’s newly appointed director of international distribution.

The channel will be a joint venture with TCI’s programming subsidiary, Liberty Media, and will be carried on TCI’s cable systems. But Arredondo emphasizes that the BBC will not launch the channel until carriage deals with those systems have been locked up.

The BBC also will be partnering with Discovery Communications in an open-ended international joint venture that will include channel launches and co-productions. The joint venture will begin with the launch of wildlife channel Animal Planet in the UK July 1. The channel also is slated to launch in Northern Europe and Scandinavia this summer.

The BBC/Discovery partnership also plans to launch an international “factual/cultural channel” similar to The Learning Channel sometime in 1998. “Atlas” is one of the possible names for the channel, although there is a potential conflict with International Family Entertainment, which reportedly is planning to launch a channel of the same name.

The BBC says it will co-produce 80 hours with Discovery in the first year of their agreement, increasing that output to 100 hours by the fifth year. Under the agreement, Discovery will provide the bulk of the funding (“hundreds of millions of dollars,” according to Arredondo) for the productions, which will premiere on the joint venture’s channels.

The shows will be distributed internationally by the BBC, says Arredondo. The BBC will take a fee for international distribution and will split the revenue 50-50 with Discovery.

Animal Planet will face some stiff competition in the UK. News Corp.-owned DTH provider BSkyB will launch rival network National Geographic channel in the UK and Ireland, probably in August (see box).

Geo on BSkyB

National Geographic will debut an international channel on BSkyB in Europe, probably in August, says Sandy McGovern, head of National Geographic’s new global network initiative. The channel’s British debut will be the first international foray for the National Geographic/NBC joint venture, which was formed in December. The channel will air six hours per day (7 a.m.–1 p.m.) on its analog service, and later will air 12 hours per day on its digital service.

BSkyB is a 50% partner in the venture. The service will reach the entire DTH universe of about 4 million homes. Another announcement is expected in May, probably concerning a launch in either Latin America or Scandinavia.
<table>
<thead>
<tr>
<th>Week</th>
<th>5.9/10</th>
<th>10.4/17</th>
<th>9.5/18</th>
<th>5.9/10</th>
<th>3.1/5</th>
<th>2.3/4</th>
</tr>
</thead>
<tbody>
<tr>
<td>MONDAY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td>95 Relativity</td>
<td>4.2/7</td>
<td>57. Jeff Foxworthy</td>
<td>7.3/13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:30</td>
<td></td>
<td></td>
<td></td>
<td>55. Melrose Place</td>
<td>7.4/13</td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>56. ABC Monday Night Movie—Major League II</td>
<td>6.8/11</td>
<td></td>
<td>104. Sparks</td>
<td>3.0/5</td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td></td>
<td></td>
<td>13. Cybill</td>
<td>11.3/18</td>
<td></td>
<td>113. 7th Heaven</td>
</tr>
<tr>
<td>10:00</td>
<td></td>
<td></td>
<td>22. Ink</td>
<td>9.9/16</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td></td>
<td></td>
<td>16. Chicago Hope</td>
<td>10.9/18</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TUESDAY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td>27 Home Imprvmt</td>
<td>9.3/16</td>
<td>43. Mad About You</td>
<td>8.1/14</td>
<td></td>
<td>106. Monsha</td>
</tr>
<tr>
<td>8:30</td>
<td></td>
<td></td>
<td>66. Promised Land</td>
<td>8.6/12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>32. Ellen</td>
<td>8.8/15</td>
<td>55. Smthg So Right</td>
<td>7.4/12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td>29. Spin City</td>
<td>9.0/14</td>
<td>24. Caroline in/City</td>
<td>9.8/16</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td>32. The Practice</td>
<td>8.8/15</td>
<td></td>
<td>8.3/14</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WEDNESDAY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td>58. Grace Under Fire</td>
<td>7.2/13</td>
<td>79. NewsRadio</td>
<td>5.8/10</td>
<td></td>
<td>103. The Sentinel</td>
</tr>
<tr>
<td>8:30</td>
<td></td>
<td></td>
<td>34. The Nanny</td>
<td>8.7/16</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>54. Coach</td>
<td>7.5/13</td>
<td>75. The Single Guy</td>
<td>6.1/10</td>
<td></td>
<td>92. Smart Guy</td>
</tr>
<tr>
<td>9:30</td>
<td>19. Drew Carey</td>
<td>10.0/16</td>
<td></td>
<td>59. Pacific Palisades</td>
<td>7.0/11</td>
<td></td>
</tr>
<tr>
<td>9:45</td>
<td>46. Arsenio</td>
<td>8.0/13</td>
<td>51. Wings</td>
<td>7.6/12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td></td>
<td></td>
<td></td>
<td>31. Men Bvng Badly</td>
<td>8.9/14</td>
<td></td>
</tr>
<tr>
<td>10:15</td>
<td></td>
<td></td>
<td></td>
<td>8. PrimeTime Live 12.9/23</td>
<td>7.8/10</td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td>78. Walker, Texas Ranger</td>
<td>5.8/10</td>
<td></td>
<td>25. Law &amp; Order</td>
<td>8.7/17</td>
<td></td>
</tr>
<tr>
<td>THURSDAY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td>83. High Incident</td>
<td>5.5/9</td>
<td>4. Friends</td>
<td>16.3/23</td>
<td></td>
<td>101. Sister, Sist</td>
</tr>
<tr>
<td>8:30</td>
<td></td>
<td></td>
<td>34. Diagnosis Murder</td>
<td>8.7/15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>83. Vital Signs</td>
<td>5.5/9</td>
<td>5. Suddenly Susan</td>
<td>15.7/26</td>
<td></td>
<td>81. Living Single</td>
</tr>
<tr>
<td>9:30</td>
<td></td>
<td></td>
<td>48. Moloney</td>
<td>7.9/12</td>
<td></td>
<td>88. New York Undercover</td>
</tr>
<tr>
<td>10:00</td>
<td>69. Peter Jennings Reporting</td>
<td>6.4/10</td>
<td></td>
<td>3. Fired Up</td>
<td>18.8/29</td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td></td>
<td></td>
<td>81.48 Hours</td>
<td>5.6/9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FRIDAY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td>51. Family Matters</td>
<td>7.6/15</td>
<td>36. Unsolved Mysteries</td>
<td>8.6/16</td>
<td></td>
<td>92. Sliders</td>
</tr>
<tr>
<td>9:00</td>
<td>34. Sabrina/Witch</td>
<td>8.7/16</td>
<td>77. Orleans</td>
<td>5.9/11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td>38. Step by Step</td>
<td>8.6/15</td>
<td></td>
<td></td>
<td>38. Homicide: Life on the Street</td>
<td>8.6/16</td>
</tr>
<tr>
<td>10:00</td>
<td>12. 20/20</td>
<td>11.6/21</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td>50. Nash Bridges</td>
<td>7.7/14</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.8/9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td>96. Lois &amp; Clark</td>
<td>4.1/8</td>
<td>41. Dr. Quinn Medicine Woman</td>
<td>8.5/17</td>
<td></td>
<td>71. Cops</td>
</tr>
<tr>
<td>8:30</td>
<td></td>
<td></td>
<td>89. Leaving L.A. *</td>
<td>4.8/9</td>
<td></td>
<td>67. Cops</td>
</tr>
<tr>
<td>9:00</td>
<td></td>
<td></td>
<td>34 Early Edition</td>
<td>8.7/16</td>
<td></td>
<td>60. America's Most Wanted: AFB</td>
</tr>
<tr>
<td>9:30</td>
<td>85. Gun*</td>
<td>5.4/10</td>
<td>22. Walker, Texas Ranger</td>
<td>9.9/19</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td></td>
<td></td>
<td></td>
<td>67. Profiler</td>
<td>6.6/13</td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.4/14</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td>89. Am Fun Hm Vid</td>
<td>4.8/9</td>
<td>60. Dateline NBC</td>
<td>6.8/12</td>
<td></td>
<td>93. World's Funniest Outtakes</td>
</tr>
<tr>
<td>8:30</td>
<td></td>
<td></td>
<td>(nu) Masters Golf</td>
<td>20.2/39</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>60. 20/20 Special Edition</td>
<td>6.8/11</td>
<td>46. 3rd Rock fr/Sun</td>
<td>8.0/13</td>
<td></td>
<td>43. The Simpsons</td>
</tr>
<tr>
<td>10:00</td>
<td></td>
<td></td>
<td>46. Touched by an Angel</td>
<td>13.7/22</td>
<td></td>
<td>13. The X-Files</td>
</tr>
<tr>
<td>10:30</td>
<td></td>
<td></td>
<td>15. Early Edition</td>
<td>11.1/17</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9.1/16</td>
<td></td>
<td></td>
<td>19. Chicago Hope</td>
<td>10.0/18</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SATURDAY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15.3/22</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10.5/18</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.8/13</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.2/5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.4/4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**WEEK AVERAGE:** 7.7/13 9.1/16 9.8/17 6.5/11 3.2/5 2.6/4 2.4/4

**STANDARD AVERAGE:** 9.3/16 9.6/16 10.5/18 7.8/13 3.2/5 2.6/4 2.4/4

*April 21, 1997*
**Station, system sales hit $80 billion**

Broadcasting and pay television (primarily cable systems) deals accounted for 71%—or $80 billion—of the publicly announced financial transactions in the communications industry last year, according to a new report issued by Veronis, Suhler & Associates, the New York-based investment banking firm.

Communications industry transactions (including mergers and acquisitions, public offerings, private placements, redemptions and other corporate financings) in 1996 totaled $113 billion, the first year the $100 billion barrier was cracked, VS&A said in its 1997 Communications Industry Transactions Report. Led by Disney’s $19 billion acquisition of Capital Cities/ABC, broadcast transactions reached $47.5 billion, more than three times the value of transactions for the category in 1995.

Pay-TV transactions, led by the $10.8 billion acquisition of Continental Cablevision by US West Media, totaled $32.5 billion, up about $2 billion from the $30.7 billion in transactions recorded for 1995.

Some 84% of the transaction activity was due to mergers and acquisitions. “Continuing deregulation, consolidation in a number of sectors, tremendous market liquidity, and the rising tide of U.S. equity values have brought many previously unavailable media properties to market with no shortage of buyers and sellers,” said VS&A founding partner John Suhler.

---

**Proposed station sales**

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

<table>
<thead>
<tr>
<th>Type</th>
<th>Volume</th>
<th>Change</th>
<th>%</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>TVs</td>
<td>$3,300,000</td>
<td>1</td>
<td></td>
<td>Broadcasting &amp; Cable</td>
</tr>
<tr>
<td>Combos</td>
<td>$200,280,000</td>
<td>2</td>
<td></td>
<td>Broadcasting &amp; Cable</td>
</tr>
<tr>
<td>FMAs</td>
<td>$179,400,002</td>
<td>9</td>
<td></td>
<td>Broadcasting &amp; Cable</td>
</tr>
<tr>
<td>AMs</td>
<td>$1,630,000</td>
<td>4</td>
<td></td>
<td>Broadcasting &amp; Cable</td>
</tr>
<tr>
<td>Total</td>
<td>$384,610,002</td>
<td>16</td>
<td></td>
<td>Broadcasting &amp; Cable</td>
</tr>
</tbody>
</table>

**Combos**

<table>
<thead>
<tr>
<th>Name</th>
<th>Low Price</th>
<th>High Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCBL(AM)</td>
<td>$1,706,724,734</td>
<td>122</td>
</tr>
<tr>
<td>WTM(AM)</td>
<td>$658,564,046</td>
<td>115</td>
</tr>
<tr>
<td>AM544</td>
<td>$38,131,129</td>
<td>61</td>
</tr>
<tr>
<td>Total</td>
<td>$2,951,845,419</td>
<td>318</td>
</tr>
</tbody>
</table>

**COMBOS**

KCBL(AM) (formerly KKTR)-KBOS-FM

**WHO-AM/KLYF-FM**

Des Moines, Iowa

**WMT-AM/FM**

Cedar Rapids, Iowa

**Palmer Broadcasting L.P.**

for 

$52,500,000

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

---

**JACOR COMMUNICATIONS, INC.**

has acquired

**WHO-AM/KLYF-FM**

Des Moines, Iowa

**WMT-AM/FM**

Cedar Rapids, Iowa

**Palmer Broadcasting L.P.**

for 

$52,500,000

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

---

**Broadcasting & Cable** April 21 1997

**JACOR COMMUNICATIONS, INC.**

has acquired

**WHO-AM/KLYF-FM**

Des Moines, Iowa

**WMT-AM/FM**

Cedar Rapids, Iowa

**Palmer Broadcasting L.P.**

for 

$52,500,000

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

---

**JACOR COMMUNICATIONS, INC.**

has acquired

**WHO-AM/KLYF-FM**

Des Moines, Iowa

**WMT-AM/FM**

Cedar Rapids, Iowa

**Palmer Broadcasting L.P.**

for 

$52,500,000

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

---

**JACOR COMMUNICATIONS, INC.**

has acquired

**WHO-AM/KLYF-FM**

Des Moines, Iowa

**WMT-AM/FM**

Cedar Rapids, Iowa

**Palmer Broadcasting L.P.**

for 

$52,500,000

The undersigned acted as the broker for Jacor in this transaction and assisted in the negotiations.
Broadcasting

COOs); is buying kysr(fm) and kibb (FM) (formerly kxex) Los Angeles; W2HF(AM) (formerly w2mzo) Arlington, Va./Washington-wmzq-FM Washington and wexs(AM) Alexandria, Va./Washington; WHT-FM Chicago, and WLPTW(FM) and wwalo(FM) New York. Chancellor will be formed by merger of Chancellor Broadcasting Co. and Evergreen Media Corp. ■ Chancellor owns wgsms(FM), wbig(FM) and WTEM (AM) Washington; Kool-FM, kiso(AM)-KZON (FM) and koy(AM)-Kdoy-FM Phoenix and KMLE-FM Chandler/Phoenix, Ariz.; klac(AM)-KZLA-FM Los Angeles, KBFK(AM)-KGBY-FM and KHYL-FM Sacramento, kmen(AM)-KGGI-FM San Bernardino/Riverside, kksf-FM, kabl(AM), KBBG-FM and KSAN-FM (is selling call letters; see item below) San Francisco and kdfe(AM) Palo Alto/San Francisco—KDCF-FM San Francisco, all Calif.; kxkl-AM-FM, KZDG (FM), kimn(FM) and kalc(FM) Denver; WOCL-FM, WXXL(FM) and WOXM-FM Orlando and WJHM(FM) Daytona Beach/Orlando, Fla.; WFOX-FM Atlanta; KDWB-FM, KC52-FM and KTC(AM) Minneapolis, WOOB(FM) and Kool(FM) Minneapolis/St. Paul and kfan(AM)-Ksky-FM St. Paul/Minneapolis; WHTZ-FM and Walk-AM-FM New York; WUBE-AM-FM and WGGY-FM Cincinnati and WQYN(FM) Florence, Ky./Cincinnati, and WWSW-AM-FM Pittsburgh; is acquiring kste(AM) Rancho Cordova/Sacramento, Calif.; is selling WOKY(AM)-WML-FM Waukesha/Milwaukee; is swapping WFFV-FM Atlantic Beach/Jacksonville and Wape-FM Jacksonville, Fla., for WGBB (AM) Freeport/Long Island-WBMB-FM Babylon/Long Island, WJB(FM) Patchogue/Long Island and WJFM(FM) Southampton/Long Island, all N.Y. ■ Evergreen owns WTOP(AM)-Wash(AM) Washington and WDFN(AM)-Www-FM, WCOI(FM), WNCI(FM) and WDOZ(AM), all Detroit; is buying/acquiring WEVB(AM) and WVRAC(AM) Washington and WXXD (FM) and WJLB(FM) Detroit; is swapping WORS(FM) Detroit. Evergreen also owns KBTB(FM) Los Angeles; KLYD-FM San Mateo/San Francisco (is selling frequency, see item, below) and KQ95 (FM) and KMEL(FM) San Francisco; WDE(FM) and WVCG(AM) Miami; WMPV(AM)-WLUP-FM, WRCX(FM), WVAZ (FM), WNOA-FM and WPTN-FM, all Chicago; WJMK(FM) Boston and WXKS-AM-FM Medford/Boston; WKTU(AM) New York; KTRH(AM)-KLOL(FM) Houston, and KSky (AM) Dallas; is buying/acquiring WDNS-AM-FM, WYKR-FM, WJUZ-FM, WCO-FM and WUSL-FM, all Philadelphia; is selling WJLM(AM) Chicago—WEJU-FM Lansing/Chicago, Ill., and WFWN-FM Philadelphia; is swapping WOAI-FM Framingham/boston, Mass., and WKN5-FM Charlotte, WBAV(AM) Charlotte—WBAV-FM Gastonia/Charlotte, WFNZ(AM) Charlotte—WFX-FM Kannapolis/Charlotte and WPEG(FM) Concord/Charlotte, all N.C.

Facilities: WOZW: 105.9 mhz, 28 kw, ant. 650 ft.; WORQ: 93.1 mhz, 26.5 kw, ant. 669 ft.

Formats: WOZW: smooth jazz; WORQ: AC

Broker: Star Media Group Inc.

Frequency of KYLD(FM) San Mateo/ San Francisco, Calif., and call letters of KSAN-FM San Francisco Price: $44 million

Buyer: Susquehanna Radio Corp., York, Pa. (David E. Kennedy, president/8.7% owner; Susquehanna Plattzgraff Co., ultimate owner); owns KNBR(AM)-KFG—FM San Francisco and KZBG(FM) Los Altos/San Jose, Calif.; is buying KHOT-FM Los Altos, Calif., and KHXT-FM Carson City, Nev. (to be Fair Oaks/Sacramento, Calif.) (for other holdings, see “Changing Hands,” March 17)

Seller: Chancellor Media Corp. (see WOZW and WORQ item, above). Note: Chancellor will move KYLD’s programing to KSAN-FM’s current frequency.

Facilities: KYLD: 107.7 mhz, 8.9 kw, ant. 1,162 ft.; KSAN-FM: 94.9 mhz, 35 kw, ant. 1,290 ft.

Formats: KYLD: CHR; KSAN-FM: country

Broker: Star Media Group Inc.

WNTM(AM)-WMXR(FM) and WRKH (FM) Mobile, WKSJ(AM) Prichard/Mobile—WKSJ-FM Mobile and WDWG(FM) Atmore/Mobile, Ala.

Price: $24 million

Buyer: Clear Channel Communications Inc., San Antonio, Tex., (L. Lowery Mays, president); owns WPMI(FM) Mobile, Ala./Pensacola, Fla. (LMA with WJTC(FM) Pensacola); owns/is buying KTTU-FM Tucson, Ariz.; KLRT(FM) (LMA with KSAN-FM), KMUX(FM) and KDKK(FM) Little Rock, Ark.; KTNQ(AM)-KLOL(FM) Los Angeles, KSCA(FM) Glendale/Los Angeles and KSCF(FM) and KYLZ(AM) San Francisco; WAVZ(AM)-WVCI(FM) and WELI(AM) New Haven, Conn.; WOLZ(FM) Fort Myers, WCTF (FM) Lehigh Acres/Fort Myers, WXXF-FM Naples Park/Fort Myers, WKKI(AM)-WXRM(FM)* (formerly WFSN) Fort Charlotte/Fort Myers, WANS(FM) (LMA with option to buy WTEV(FM)) Jacksonvile, WWHY-FM, WBBG-FM, WRTD(FM), WAGI(AM) and WQBA-FM, all Fort Lauderdale/ Miami and WMTX-AM-FM and WBBQ-AM-FM Tampa, all Fla.; WPAI(AM) and WIND(AM)-WWJO (FM) Chicago; KSAS-TV Wichita, Kan.; WOWR(FM) Jefferson-

SOLD!


Brian E. Cobb
Broker

RANDALL E. JEFFERY
RANDALL E. JEFFERY, JR.
407-295-2572

ELLIOT B. EVERS
415-391-4877

GEORGE I. OTWELL
513-769-4477

BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727

MEDIA VENTURE PARTNERS
WASHINGTON, DC
ORLANDO - CINCINNATI
SAN FRANCISCO

Subject to F.C.C. approval

Radio and television Brokerage • Appraisals

www.americanradiohistory.com
BROADCASTING

valle, Ind./Louisville, Ky.; WHAS(AM)-WAM(FM), WWKY(AM)-WFTX(FM), WHKW (AM) and intellectual rights to WHKW-FM, all Louisville; WOUE-FM, WFLD-FM, WGCQ-FM and KJZ-FM New Orleans and KMOV(FM) Houma/New Orleans, La.; WHYN-AM-FM Springfield, Mass.; WCUZ-AM-FM, WOOD-AM-FM and WBCT-FM Grand Rapids and WXXK(FM) Holland/Grand Rapids, Mich.; WCTV(FM) Minneap-olis; KLSO(AM) and KOWA(AM) Las Vegas; WXXA-TV, WRCM(FM) (80%), WCOJ-AM (80%) and WOUL(AM) (80%), all Albany, and WOLU(AM), WPAT (AM) and WADO(AM), all New York, N.Y.; WXRA(AM) Eden, WMYK(AM) Moy-ock, and WURM-WFXC(FM) Durham, WFXX(FM) Tarboro/Durham, WFOX(AM)* and WNDN-FM* Raleigh/Durham and WSJS(AM)-WTOR Winston-Salem, all N.C.; WERE(AM)-WNXC(FM) and WENZ-FM Cleveland; KXYX-AM-FM, KTST(FM), KTOK (AM)-KJOY(AM) and KEBD(AM) Oklahoma City and KOKI-TV (LMA with option to buy KITF-FM), KOAS-FM, KAKC(AM)-KCHD-FM, KOLL(AM) and KOLL-FM, all Tulsa, Okla.; WHPF(AM) (LMA with WLYH-TV) Harrisburg/Lancaster, WLAM-AM-FM Lancaster and WRAW(AM)-WRFY-FM Reading, Pa.; WPRF-FM (LMA with WAGN-FM) Providence and WXXR-FM Westerly, R.I.; WWDM(FM) Sumter and WAFQ-FM Columbia, S.C.; WPTY-TV (LMA with WLTM-TV), KWTV-FM (AM)-KJMS (FM), WDAH(AM)-WHHR-FM, WREC(AM)-WEGR-FM and WREX-FM, all Memphis; WOWF(AM)* and WJCD(AM)* Norfolk, WSVY-AM-FM* Portsmouth and WTVR-AM-FM, WRVA(AM)-WRFQ(FM) and WRRH(AM)-WRLX(FM) Richmond, all Va.; WOKY(AM) Milwaukee-WMLL(FM) Wauke- sha/Milwaukee and 40% of WKKV(AM) Racine/Milwaukee, Wis., and the following Texas stations: KPEZ(AM) and KFO(AM)-KEYI-FM Austin, KUNO(AM)- KSAB-FM Corpus Christi, KICI(AM)-KICI (FM), KMRD(AM)-KZDR-FM and KESS(AM), all Dallas/Fort Worth, KHEY-AM-FM, KPFR (FM), KBNA-AM-FM and KAMA(AM), El Paso, KCYF-FM Granbury, KRTX-FM*** Galveson, KGBA(AM)-KWW-FM Harlin- gen, KMKJ(AM), KBXK(AM), KPCP(AM), KLAT(AM), KLTN(AM), KMPQ(AM) and KLTG(AM),*** all Houston, KJOJ(AM) Conroe/ Houston-KJJO-FM Freeport/Houston, KSEG(AM) Tomball/Houston, KGOX(AM) McAllen, WCA(AM)-KJAZ(AM), KTRR(AM), KOXT(AM), KCOR(AM), KFDM(AM), KXTN-AM, all San Antonio, and KMA(AM) Winnie; has LMA with KYSF(AM) Fort Arthur/Houston, all Tex. Notes: *LMA with option to buy; **JSA with option to buy; ***TBA Seller: Capitol Broadcasting Co. LLC, Mobile (Kenneth S. Johnson, president/30% owner); no other broad- cast interests Facilities: WXTM: 710 kHz, 1 kw day, 500 w night; wntmx: 99.9/mhz, 94 kw, ant. 1,755 ft.; wntvk: 96.1/mhz, 97 kw, ant. 1,342 ft.; wksf(AM): 1,270 kw, 5 kw day, 103 kw night; wksf-FM: 94.9/mhz, 100 kw, ant. 1,555 ft.; widdo: 104.1/mhz, 100 kw, ant. 1,555 ft. Format: wntm: news/talk; wntmx: AC; wntvk: classic rock hits; wksf(AM): country; wksf-FM: contemporary country; widdo: AOR Broker: Blackburn & Co. WJLM(FM) Salem/Roanoke/ Lynchburg, Va. Price: $3.1 million cash Buyer: Capstar Broadcasting Partners Inc., Austin, Tex. (R. Steven Hicks, CEO/3.2% owner; Thomas O. Hicks, ultimate owner/chairman, Hicks, Muse, Tate & Frust Inc.); is buying Patterson Broadcasting Inc. (see com- bo item, above) and the following Roanoke/Lynchburg, Va.—market stations: WJLV(FM) Appomattox, WYWD(FM) Amherst, WROV(AM)-WROV-FM Martins- ville, WSJS(AM) Vinton, WJUS(AM)-WJUS-FM (FM) and WBRU(FM), and option for WLNI-FM. Capstar owns WBPX(AM) Huntsville, WSOS(AM) WDRM-FM Decatur/ Huntsville, WTXT-FM Fayette/Tusca- loosa and WAXX(AM)-WGEN(FM) Gads- den/Tuscaloosa, all Ala.; WINE(AM)- WRFK(FM) Brookfield, WLKN(AM)-WFEX (FM) Norwalk and WSTC(FM)-WKHL-FM (FM) St. Louis, and the following Greenville/Spartanburg, S.C.—market stations: WESC-AM-FM, WFNQ (FM) and WJMS-FM; WNTW(FM)-WUSQ-FM Winchester and WFOX(FM) Front Royal/ Winchester, Va., and the following Madison, Wis.—market stations: WBAI-AM-FM, WTSO(AM)-WZEE (FM), WML1-FM and WMAF-FM. Note: Application by Capstar's Osborne Communications Corp. to sell WACT-AM-FM Tuscaloosa was dismissed ("For the Record," March 17). Osborne also is selling WSJS-TV Anniston, Ala. (Thomas O. Hicks owns 90.1% of GulfStar Com- munications Inc., and Hicks Muse owns 90% of Chancellor Broadcasting Co. Seller: WRIS Inc. (Lloyd Goencher, president); owns WRIS(AM) Roanoke Facilities: 93.5 mhz, 5.8 kw, ant. 98 ft. Format: Hot country Brokers: Blackburn & Co. (seller) Media Venture Partners (buyer) KZMZ(FM) Alexandria, La. Price: $1.55 million Buyer: Champion Broadcasting Corp., Richmond, Va. (Donald L. Kidwell, president; Southern Capital Acquisi- tion Corp., owner. Southern Capital is owned by Firstmark Corp., Waco- ville, Me. (James A. Vigue, chair- man)); owns KSKT-FM Oakdale/Alex- andria, La.; is buying KBSF(AM)-KRRV (FM) Alexandria. Champion also owns KMRK-FM Odessa, KCCHX-FM Midland and KCDG-FM Monahans, all Tex.; is buying KIXZ(AM)-KGOAC(FM), KMML-FM and KBUY-FM, all Amarillo, Tex. Seller: Stellar Communications, Tyler, Tex. (Don R. Chaney, presi- dent). Chaney owns KKKI(FM) Temple, Tex.; is president/32% owner of company that owns KNRF-FM Harker Heights/Killeen, Tex. Facilities: 96.9 mhz, 100 kw, ant. 1,450 ft. Format: Classic rock Broker: Whitley Media WAPP(FM) Berryville/Winchester and Continues on page 78
Nothing covers the broadcasting industry like Broadcasting & Cable Yearbook 1997

The fact is, you won't find a more comprehensive — or useful — source of information on every aspect of the ever-changing radio, TV and cable industries. Completely updated for 1997, the 15,000 listings in Broadcasting & Cable Yearbook put station call letters ... key staff ... ownership ... addresses, phone and fax numbers ... internet URL's ... station format ... frequency, and more ... right at your fingertips.

This indispensable resource also covers related services, like advertising agencies. Communications law firms. Equipment manufacturers. Production companies. Trade associations, and more. Each detailed entry includes key contact information and other vital data.

Plus, you'll find valuable information on station ownership, revenue and sales statistics, audience rankings, FCC rules, station purchase prices, and much more.

Volume one of the Yearbook is conveniently divided into 11 key sections, to help you quickly locate exactly whatever you're looking for. A "yellow pages" alphabetically lists phone and fax numbers for easy reference.

Now available at a new lower price, Broadcasting & Cable Yearbook is a more outstanding value than ever. Order today — because nothing gives you a better look at what's going on in broadcasting and cable.

March 1997 • 0-8352-3852-0
2 vol. set • c.2150 pp. • now just $159.95

Save an additional 10% with a standing order and pay just $144.00

R.R.BOWKER
Call 1-888-BOWKER2
Shares fall in winter book
Trend is down in New York, Los Angeles, Chicago

By Donna Petrozello

Audience shares for top-ranked stations in the leading radio markets slid in Arbitron’s latest book, the winter 1997 survey.

New York

Evergreen Media’s dance WKTU(FM) dropped from a 6.2 share last fall to a 4.8 in winter, losing its top-ranked position to rival WHTZ(FM), Emmiss Broadcasting’s hip-hop station, which had a 6.1. Viacom Broadcasting’s adult contemporary WLVT(FM) New York ranked second with 5.7, and WKTU ranked third with 4.8. (Shares reported are based on Arbitron’s survey of listening by people 12-plus, Monday-Sunday, 6 a.m. to midnight.)

Elsewhere in New York, all-news WINS(AM) earned a 3.7, up from its 3.4 last fall and just slightly ahead of all-news WCBS(AM), which earned a 3.4 in winter and a 3.0 last fall.

Contemporary hits WHIZ(FM) rose from 2.5 to 3.1, rock WNEW(FM) went from 1.2 to 1.8, and talk WABC(AM) moved from 2.9 to 3.1. Meanwhile, adult contemporary WDBZ(FM) dropped from a 1.9 to a 1.5, sports talk WFAN(AM) dropped from 2.9 to 2.5, and adult contemporary WPLJ(FM) fell from 3.0 to 2.6.

Los Angeles

Heftel Broadcastings’s Spanish KLVE(FM) held on to first place, but slipped from 6.9 last fall to 6.0 in the winter survey. In the same period, Spanish KSAC(FM) jumped from 1.1 to 3.5, landing in sixth place in the market.

Los Angeles’s second-ranked station, Evergreen’s urban KHRT(FM), gained audience share, moving from 4.9 last fall to 5.5. Emmis’s contemporary hits KPWK(FM) maintained third place and an equivalent share, 4.6, in winter as it had last fall.

Around Los Angeles, oldies KCB(AM) jumped from 1.9 to 2.8, rock KROQ-FM went from 2.9 to 3.4, adult contemporary KBB(FM) went from 1.2 to 1.8, and adult contemporary KBIG(FM) rose from 2.5 to 2.7.

Meanwhile, Los Angeles’s Spanish KLAX(FM) dropped from 4.0 to 3.2, alternative talk KLXS(FM) dropped from 2.5 to 1.9, adult contemporary KOST(FM) went from 3.9 to 3.2 and oldies KRTH(FM) went from 3.7 to 3.4.

Chicago

Tribune Broadcasting’s full-service WGN(AM) held on to first place, but dipped from 6.6 last fall to 6.2 in this book.

Gannett Broadcasting’s urban WGGI-FM share of 5.5 in winter was enough to put the station in second, but was a full share point below the 6.5 that WGGI-FM earned last fall. Viacom’s soft adult contemporary WLIT-FM earned 5.1 in winter, up from its 4.2 last fall.

All-news WBBM(AM) improved from 3.5 to 4.1, news/talk WLS(AM) rose from 3.3 to 4.0, urban WVIZ(FM) went from 3.9 to 4.5, and country WUS(AM) rose from 3.0 to 3.7.

Urban WEJM(AM) dipped from 2.5 to 2.0, Spanish WDOO(AM) dropped from 3.2 to 2.7, talk WMAQ(AM) dipped from 2.7 to 2.2, and alternative rock WKQX(FM) went from 3.1 to 2.8.

RIDING GAIN

Newspaper ad rates up, but circulation weak

Ad rates for major daily newspapers increased an average 12%, while circulation for most papers in top 10 markets has suffered, say researchers with the Interpub Radio Store.

Between second quarter 1996 and second quarter 1997, Interpub found that newspaper rates increased 5%-17%, but circulation either remained flat or dropped by up to 4% in seven of the 10 markets surveyed. In New York and Philadelphia, circulation rose by 1% and 6%, respectively. In Houston, rates increased 62% and circulation rose 33%, but most of the improvement stemmed from the closing of the Houston Post in 1995, Interpub says.

During the same period, radio rates on a cost-per-point basis remained flat in the top 10 markets despite steady consolidation, according to Interpub. “Because of consolidation, radio has become an open target for accusations of price hiking that are simply not true,” says Marla Pinter of Interpub. “We will not sit back and accept undue criticism while dollars continue to roll unquestioningly to our competition.”

Stern opening in Minneapolis

Howard Stern announced a new affiliate last week, WBOB-FM Minneapolis-St. Paul. The station changed format from country to “real rock” early last week. The signing marks Stern’s entry into the Minneapolis market, ranked 16th by Arbitron, and brings his station lineup to 39.

Karmazin to chair Mercurys

CBS Radio Chairman Mel Karmazin was named event chairman of the 1997 Radio Mercury Awards, scheduled June 11 at New York City’s Waldorf-Astoria hotel. John Costello, senior executive vice president of marketing for Sears Roebuck & Co., will serve as advertiser chairman. Sponsored by the Radio Creative Fund, this year’s sixth annual Mercury will award $225,000 in recognition of excellence in radio commercials. Some 980 commercials were submitted for consideration this year.

Sonic Boom taps weird, wacky radio

For the inquisitive radio listener, the American Association for the Advancement of Science plans to tackle questions ranging from cloning to bizarre Army testing rituals in its 90-second feature Sonic Boom, scheduled to launch in major markets later this year.

“This is not a show that targets science geeks,” says Sonic Boom’s producer, Bob Hirshon. “We’ll answer questions like how a band makes some new sound on a hit song, or why hair-care products have 1,000 ingredients.”

Sonic Boom will debut on college stations this spring. Full production of the show, targeted for adult contemporary stations in large markets, is expected to start in late summer.—DP

April 21 1997  Broadcasting & Cable
DBS follows cable up rate incline

DIRECTV, USSB repackaging translates to 13.34% rate increases for their program packages

By Price Colman

To the surprise of no one, basic cable rates rose in 1997's first quarter. But for the first time in its history, the cable industry can point to a competitor that's raising rates too.

Cable's rate increases, and the heat they've brought from the federal government, have been a key weapon that for the DBS sector, a weapon DIRECTV/USBB and EchoStar have used effectively in targeting consumers and congressional representatives alike.

But for the first time, DBS is confronting the reality of its own rate hikes and the likelihood that its competitive advantage in that area may be waning.

For the record, basic cable television rates (including enhanced basic) rose 2.6% in the first quarter from December 1996 levels. That compares with a 0.9% increase in the overall Consumer Price Index. In a year-to-year comparison, the average increase for first quarter 1997 was 8.05%, compared with an average increase of 4.3% during the same period in 1996. The biggest monthly bump, on a year-to-year basis, came in February, when rates rose 8.22%. March was second, with a 7.99% increase, and January was third, with a 7.94% increase.

Virtually all MSOs either have hiked or plan to hike rates this year. Among the top five, those increases range from 5% to 10% and all cite rising programming costs as being responsible for as much as 40% of the increases.

Cable rate hikes are hardly new; DBS increases are, and the fledgling industry has seen its first increases.

DIRECTV/USBB, the nation's largest DBS service, raised monthly programming fees anywhere from 1% to 13.3%, while hiking the service charge for additional TV set hookups by 156%. The changes spurred some outcry from customers, if postings in America Online's DBS newsgroup are any measure. Several postings expressed displeasure at losing Encore's themed movie service from DIRECTV's Total Choice package, its most popular service and essentially the equivalent of cable enhanced basic. Encore was bumped to a different tier with a $4 additional charge.

DIRECTV spokesman Jeff Torkelson said the rate increases are the first for DIRECTV since the service launched in 1994. "The good news for consumers is that the increases are in the 4-cent range," he said. "We're not dropping channels, we're trying to choose where we make price increases to make it the least painful for our subscribers."

DIRECTV's change came about the same time Tele-Communications Inc. released details of its previous announced 7% rate hike effective June 1. While TCI's announcement came without fanfare, DIRECTV's was nearly lost in the shuffle. But DBS's grace period may be almost over, some say.

"[DBS companies] are going to have to raise rates and generate more per subscriber, because subscriber growth has slowed," says Chuck Kersch of Neidiger Tucker Bruner, a Denver financial services firm. "Also, they're having to share the market with more players and cut their costs to match the competition."

Better believe that's not lost on the cable industry. "Now, finally, we're in a position where we have like video providers offering like services for similar pricing, so we can do some comparisons," says Anne Cowan of the Cable Telecommunications Association. "That will help customers better understand the value of cable."

With the eventual entry of Sky—the EchoStar/ASkyB partnership—into the DBS field a likely but not foregone conclusion, the upward pressure on DBS subscription rates is likely to increase.

While EchoStar may be able to keep a lid on rates temporarily, thanks to financial support from News Corp., "sooner or later [increases] are going to happen," says Kersch. "In the case of Primestar, it's dependent on how long-term their program contracts are. If programming costs are going to go up, they're going to run into a similar scenario.

"When this is all done, cable is going to be the low-cost provider," predicts Kersch.
TCI regroups under Hindery

Reorganization by geography will make it easier to cluster

By Price Colman

The reshaping of Tele-Communications Inc. at the hands of its new president, Leo Hindery, hit warp speed last week with the most sweeping change yet—reorganization of cable operations.

As expected (“Closed Circuit,” April 14), in an attempt to increase efficiency and put more decision-making power in the hands of local managers, Hindery and Marvin Jones, chief operating officer for TCI Communications (TCIC), have divided cable operations into six geographical divisions.

The restructuring of the systems, encompassing roughly 14 million subscribers, undoes an earlier reorganization enacted by former TCIC president Brendan Clouston last fall. That earlier move divided TCIC’s core cable business into three units based on types of systems.

Despite the rapid pace of change at the nation’s largest MSO, Hindery’s to-do list clearly remains full. Sources close to the company told Broadcasting & Cable that TCIC’s programming unit will be split into an administrative division, and a division oriented toward relationships with programmers. Jedd Palmer, who as senior vice president, programming, now oversees the entire operation, will head the administrative unit, while an as yet unnamed candidate will head what’s essentially the negotiating team, the sources said.

After recently consummating key 10-year carriage deals with The Disney Channel, ESPN, ESPN 2 and ESPNEWS, TCIC is close to similar long-term deals with Viacom and NBC, possibly in the next two weeks, Hindery said.

“We’re hopeful that the relationship between cable and programming industries would establish would be long-term and mutually beneficial,” he said.

Carriage deals with News Corp.’s Fox Network were essentially completed last year, as were deals with Time Warner/Turner.

Hindery has also pushed up projections for roll out of TCIC’s digital cable service ALL TV from 10 million homes passed by year-end 1997/early 1998 to 15 million. The 15 million homes passed triples projections TCI made late last year.

“We’re very optimistic about it,” said Hindery. “This organization is spending all of its waking moments on this.”

For Hindery, the top priority is joint-venture or affiliation deals with other cable operators. Such deals are likely to include selling and/or swapping sizable systems, with TCI maintaining a support relationship with the buyer. That would allow TCI to share some revenue while dramatically reducing operating costs.

“When I prune, I will take a whole limb,” Hindery said.

Although some analysts have speculated that Dallas-based Marcus Cable is a prime candidate for such a deal—Marcus and TCI have large systems in Texas—Hindery denied that, but declined to reveal top candidates.Speculation has also focused on InterMedia, Hindery’s former company, and on Lenfest Group. TCI has affiliation-management agreements and is a substantial stakeholder in Lenfest, the number 11 MSO, and InterMedia, the
ANOTHER BULL MARKET PERFORMANCE
HERE WE GROW AGAIN!

Record Levels For 1st Quarter
CNBC has consistently grown in Households and Adults 25-54.

Source: Nielsen NHI Fastrak, 1Q 94, 95, 96, 97, M-F/5:30A-2:30A & S/S 5P-2:30A. Qualifications furnished upon request.
Number 14.

The reorganization of TCIC’s cable operations could help to propel joint-venture or affiliation agreements because TCIC’s six new divisions, each with 2 million–3 million customers, make clustering possibilities more apparent. Each division is headed by a vice president who will report to Jones. The respective divisions and vice presidents are: Northwest, headed by Joe Bonica; West, headed by Dan McCarty; Central, headed by Dick Franklin; Great Lakes, headed by Steve Bryan; Northeast, headed by Bill Mitchell and Southeast, headed by Tom Barberini. All divisional vice presidents were selected from current TCIC management.

TCI’s three key launch markets—Hartford, Conn.; Arlington Heights, Ill., and Fremont, Calif.—will continue to report to Jones and Larry Romrell, president of TCI Technology Ventures, until product testing is complete. Thereafter, those markets will be part of their respective divisions.

---

**TCI, Liberty likely to keep it in family**

Malone said to be considering buying back stock from Magness estate

By Price Colman

Tele-Communications Inc. and Liberty Media Corp. are likely to buy back significant chunks of their Series A stock from the estate of the late Bob Magness if estate executors decide to sell, one analyst predicts.

There’s rising speculation that TCI Chairman John Malone will acquire as much of the estate’s shares in TCI and Liberty supervoting (10 votes per share) Class B shares as he can afford and the estate is willing to sell, in an effort to consolidate control of the nation’s largest cable MSO.

Under a June 1988 agreement between Malone, Magness and Kearns/Tribune Corp., a major TCI shareholder, Malone has the right of first refusal on Magness’s, and subsequently the estate’s, TCI and Liberty Class B shares (TCOMB, LBTYB).

Chuck Kersch of Neiderer Tucker Bruner, a Denver financial services firm, figures it’s just as likely, if not more likely, that the companies will go after Class A shares (TCMA, LBTYA). The rationale is that buying back shares should increase the value of the stock, making shareholders happy. If the companies buy back shares, they have two options: retire the shares, or put the shares in treasury, which prevents them from being voted unless they’re later sold. Either option should enhance share value.

According to a Jan. 28 proxy, the estate holds roughly 3.5 million TCMA and 880,000 LBTYA shares. New Liberty President Robert “Dob” Bennett raised the buy-back possibility recently when he said the company has about $300 million in cash available and may use it to buy back shares.

The estate, with an estimated value of more than $1 billion, faces a hefty tax bill Aug. 15 unless it files for an extension. By some calculations, that tax bill could exceed $400 million, which means the estate will almost certainly have to sell some assets.

While Malone has the most current right-of-first-refusal agreement with the estate regarding Class B shares, Kearns/Tribune has a similar agreement dating to 1968.

“The estate will sell only an amount of B shares necessary to pay the IRS and it will put that into friendly hands,” Kersch predicts. As a result, it’s unlikely there will be any shift in control of TCI and Liberty. Malone already controls large chunks of Class A and Class B shares in both.

The January proxy shows the estate holding roughly 30.8 million TCOMB and 7.7 million LBTYB shares.

Calculating the estate’s value will remain tricky for the foreseeable future. Contents of the estate are sealed and an Arapahoe County, Colo., judge recently handed the case over to another judge who said he’ll have no decision on unsealing the estate’s contents before June 12.

---

**CBS Eye on Latin America**

Jordan says TeleNoticias will provide model for international expansion

By Joe Schlosser

Westinghouse Chairman Michael Jordan says his company is targeting Latin America for international cable expansion. Jordan, following a speech at the Cable Advertising Bureau’s annual advertising conference in New York, said Westinghouse is looking to complement its Latin American cable news channel, TeleNoticias, with more cable networks there.

“We intend to use [TeleNoticias] as a model for our international expansion,” Jordan said, “applying our branding as well as technical and programming expertise in high-growth areas like Latin America.”

He said Westinghouse is also trying to bring TeleNoticias, which the company acquired 10 months ago, to more American cable homes. TeleNoticias is available domestically only in Miami and parts of South Florida.

Westinghouse is not looking to acquire or start another cable network domestically. Jordan said, Westinghouse just launched CBS Eye on People and recently purchased The Nashville Network and Country Music Television.

In his speech to advertisers, Jordan called on cable and broadcast networks to work together. He pointed to the two sides’ collaboration on national ratings as a good start.

Jordan also touched on the ever-narrowing gap between cable and broadcast networks. “One of my colleagues used to call the [broadcast] network era the era of long lunches and long limou-
sines; now it’s a tough, scrappy business and we are all out there trying to maximize our share of the advertising equation. It’s just getting a lot more competitive, and I think it’s going to sharpen our management focus across the board.”

Jordan continued to call for a better ratings system, following up on his comments on Nielsen Media Research at last week’s NAB conference. Jordan said Nielsen’s current format measures programming in too broad a fashion, but he accepted some of the blame for the situation.

“We the advertising-supported networks, created the standards about 20 years ago and haven’t really updated them since,” he said. “We should have, but we probably haven’t because

Westinghouse’s Jordan has his Eye on Latin America.

Cable

Cable and Internet, a fit for advertisers

CAB hears virtues of Internet extolled; opinions differ on extent of compatibility

By Joe Schlosser

A

vertising executive Steven Dapper spoke with Joe Ostrow, president of the Cabletelevision Advertising Bureau, shortly before Dapper gave a keynote speech at the Cable Advertising Conference in New York last week.

Dapper, the chairman of Rapp Collins Worldwide, felt he should warn Ostrow that he was about to tell a roomful of current and potential cable advertisers that the Internet could well be the ad vehicle of the future.

“I told Joe what I was going to talk about and he said, ‘terrific.’” Dapper said. “He told me to tell them where I think it’s going.”

Dapper did just that. He gave his speech and turned a few heads.

“He was fine,” Ostrow said of Dapper’s presentation. “You don’t draw walls, because no one will allow walls to exist. A good media planner will consider all the options and then look at the one that provides more for their needs.”

Dapper, who comes from a direct marketing background, spoke on the importance of databases and one-on-one advertising. Given that approach, he said, the future of advertising and the Internet are the ideal fit.

“Who are you going to see is a complete implosion and explosion of the Internet business over the next couple of years,” Dapper said afterward. “What we see now on the Net is not what we are going to see in two years. It will be much faster and much easier.

Dapper said ad dollars are going to move to the Internet as advertisers “learn more about where their targets are.”

But the news wasn’t all bad for cable. Dapper said the cable industry has a great opportunity to capitalize on the Internet.

“I think cable is sitting in the exact right place today to be the true interactive provider,” he said. “It has the only potential to be the two-way interactive mass medium in television.”

There were other opinions on cable’s competitive position vis-a-vis computers being voiced in New York last week.

Perianne Grignon, a media director with AT&T, believes cable’s footing is solid. “The big cable networks like ESPN and Discovery don’t have to worry,” she said. “Those strong brand names will continue to be strong with or without the Web.”

NBC Cable President Tom Rogers said the move of advertisers to the Web has been slower than projected, adding that the Internet still has many kinks to work out before it becomes a major player.

“The number of cable modems we are going to see in the next four years will not really make any inroads,” Rogers said. “We are four to five years from seeing [cable modems] as a factor.”

Many of cable’s top programmers at CAB last week said that cable and the Internet are now two separate mediums and will likely remain so in the future.

“I think there is always going to be one and the other,” said Brooke Bailey Johnson, senior VP of programming at A&E. “People have tried interactive mystery shows and they’ve been pretty successful, but they are more like video games. You don’t sit there and say, ‘Boy, what a great performance that was’ or, ‘Boy, was that scary.’”

Jordan said all the networks, both cable and broadcast, have been hurt by alleged defects in Nielsen measurements.

“Nielsen has to get it right because they have a very unsatisfied group of customers,” he added. “We obviously need the service or a similar service, and we’d certainly like it to be as accurate as it can be.” Nielsen last week announced tests of a new meter to help measure TV viewing in the digital age (see story, page 37).

On HDTV, Jordan said CBS is going to start doing some testing in smaller markets. “I’d say you are going to see prime time dominated by digital in five years,” he said. “Especially sports and movie programing.”
In search of advertising equity
Cable demographics beat broadcast numbers, McCormick says

By Joe Schlosser

Lifetime President Doug McCormick closed his speech at last week's Cable Advertising Conference in New York with a familiar video clip from the film "Jerry Maguire." McCormick walked off-stage before a roomful of media planners and advertising executives to the sound of Cuba Gooding Jr. ranting "Show me the money."

Many in attendance got a laugh out of the clip, but McCormick and others in the cable industry mean business: they feel that cable is not getting the respect it deserves from advertisers.

"The reality of this is that cable is not getting its fair share today," McCormick said. "This conference is all about trying to raise that level of awareness and get people to take advantage of the best buy on the planet."

In his presentation to advertisers, McCormick noted that cable advertising sells for just 70% of what broadcast network costs. The advertisers reason that cable reaches only 70% of the broadcast population, and that cable's ratings are far lower than those of NBC, ABC and CBS in prime time.

"I'm here to tell you cable should not be penalized for the 30 percent of the nation it does not deliver," McCormick said. "Cable in fact should be rewarded for delivering the kind of consumers that advertisers are seeking."

According to AT&T Media Director Perianne Grignon, her company does not favor one medium over the other. "We look at [all of] it as television at AT&T."

Networks like Lifetime and ESPN deliver an upscale, focused audience that advertisers need and want, McCormick said. Cable networks have brand identities, he said, like Lifetime's "Television for Women" banner, that bring in a certain demographic day in and day out. Broadcast network ratings are slipping, he said, and the networks are now trying to brand themselves as well. "But they have a tough sell because they grew up trying to be all things to everyone. They never had to build a relationship with their viewers."

Grignon said branding helps everyone involved in television, from advertisers through consumers. "I think it will help consumers in the long run," she said.

McCormick said cable is now beating the networks in such key demographic areas as children's and sports programing. And, he noted, weekends 1 p.m.-7 p.m. are now dominated by cable. But some cable programers say cable is lacking in an important area—original programing.

"We need to be able to compete with networks in programing, and therefore we need to have more original shows," commented Dawn Tarnofsky, Lifetime's senior VP of programing.

Ostrow makes cable's case
In a speech to media planners, CAB President Joe Ostrow tried to dispel the notion that cable is not national.

"There are still people out there who say you only have 70 percent penetration, so you are not a national medium," Ostrow said. "That's baloney. We cross almost every street in the country."

He pointed out that "97 percent of the population hasn't signed on for Newsweek and it is still considered a national magazine. Seventy percent of the nation still doesn't watch Seinfeld every week, but it's a national program."

On the brand wagon
Time Warner Chairman Gerald Levin told a CAB audience that broadcast network attempts to play up their brands is a sign of cable's increasing presence in the marketplace. Levin said: "I'm not putting the networks down for their branding strategy. Like Humpty-Dumpty, they've had a great fall, and though nothing can put their triopoly together again, their branding strategy is a clear sign that they understand and accept the multichannel essence of television." Levin told the audience at the Cable Advertising Conference that over the next 5-10 years "the major share of prime time audiences will be divided among 10 or more branded networks." Levin said TNT and TBS already have reached that point.

Ostrow tells the audience at this year's CAB conference that cable networks are now competing with broadcast networks.

---JS

www.americanradiohistory.com
Nearly 100 new cable networks have been launched in the last year alone. Although limited channel capacity has created an ultra-competitive marketplace, niche networks are fast becoming the cable carriage winners. While the key to carriage is often strong financial backing and connections to cable operators, digital technology and plant upgrades will dramatically open up the new network playing field in the near future.

On May 12, Broadcasting & Cable looks into New Cable Networks. Our bi-annual special report will list the current cable players — and present the hottest new contenders.

If you're looking to do some premium cable networking, you'll want to be part of this issue. Your message will reach a cable-ready audience of 35,000 leading decisionmakers in television, cable, radio, new multimedia and related technology. To reserve own space, contact your advertising sales representative today.

Special Report: New Cable Networks
Issue Date: May 12 • Ad Close: May 2
Price of programing
ESPN will likely have a "considerable bump" in programing costs over the next few years, says ESPN's senior vice president of programing Leonard Deluca. Speaking on a panel at the Cabletelevision Advertising Bureau conference in New York, Deluca said ESPN's costs will rise if the network resigns its current contract with the National Football League. Deluca would not say if the network will go after National Basketball Association broadcast rights.

System swap
TCI Communications (TCIC) and Jones Intercable have completed a swap of Jones's cable systems in Colorado for TCI systems in parts of Maryland. Under a previously announced agreement, TCIC subsidiary United CATV gets Jones systems near Denver encompassing about 26,500 subs, while Jones gets TCIC systems in Maryland with about 25,750 subscribers. In both cases, the swap adds to key clusters for the companies. Financial terms were not disclosed.

By the numbers
- Hughes Electronics, the division of General Motors that owns DIRECTV, attributed its 2% loss in first-quarter profits compared to first quarter 1996 to increasing costs of DIRECTV. It also said declining sales of satellite components and limited profit on sales of automotive electronics systems contributed to slower growth. Operating profits for the telecommunications and space segment were down for the quarter to $7.2 million from $75.4 million in the same period last year. Decline in the segment was related specifically to lower satellite component sales, start-up costs from DIRECTV's Latin American subsidiary and a change in the amortization period for DIRECTV subscriber costs from three years to one. Hughes reported $1.023 billion in first-quarter revenue, an increase of 9.3% from the first quarter last year. Hughes said DIRECTV subscribers from its new subsidiary, Galaxy Latin America, totaled 2,470,000 in the U.S. and 105,000 in Latin America and South America.
- Media General blamed a one-time $63 million charge for its first-quarter loss of $54.8 million, or $2.06 per share. Pre-charge income was $8.2 million, or 31 cents per share. The charge resulted from the acquisition of Park Communications' TV and newspaper properties last year.
- Income in the year-earlier quarter was $15.1 million, or 57 cents per share. First-quarter revenue grew to $216.1 million from $184.8 million last year. Operating cash flow was $48 million, 32% growth from the same period last year. Operating income increased to $24.8 million from $20 million last year. Media General's publishing and cable TV operations "showed particular strength in the quarter," while broadcast TV prices declined, says CEO J. Stewart Bryan III.
- Sprint's first-quarter earnings beat analysts' expectations, mainly because of delays in the cash-intensive Sprint PCS network. The PCS venture, which Sprint operates with TCI, Cox and Comcast, cut into the long-distance company's earnings by 21 cents per share, three times last year's loss. William Esrey, Sprint chairman, says that losses do not worry him. "The long-term shareholder value created by Sprint PCS will far outweigh the initial costs." Out of that 21-cent-per-share loss, 12 cents came from the Sprint PCS venture, 4 cents from Global One losses and the remaining 5 cents from new local phone services, other PCS operations and international operations besides Global One. Sprint's operating cash flow rose to $1.02 billion, up from $966 million in the year-earlier period.
- Ameritech attributed first-quarter double-digit earnings growth to new businesses in cable TV and long-distance sectors. Earnings increased 12.1%, to $536 million, up from $478 million in the first quarter last year. Earnings per share grew 12.8% to 97 cents, up 11 cents. Revenue jumped 8.2% to $3.9 billion, up from $3.6 billion. Ameritech's cable TV business, AmericaTV, has added five cable TV franchises since the first of the year. This brings the total to 34, which comprise more than 1.7 million people in 22 communities in Illinois, Michigan and Ohio.

Credit watch for Lenfest
Duff & Phelps Credit Rating has placed Lenfest Communications, the nation's 11th-biggest MSO, on Rating Watch-Down, meaning that Lenfest is performing below the norm from a credit protection standpoint. Duff's action focuses on the credit rating of Lenfest's BB+ senior unsecured notes and BB+ senior subordinated notes. The Duff report said that 1996 acquisitions significantly increased the debt-to-cash flow ratio—now about 6.5:1 on an annualized basis—and that consolidated debt rose more than $500 million, largely as a result of the Sammons acquisition. The flip side is that the acquisition should help improve 1997 cash flow: and, while Lenfest's credit quality is weak for its industry segment, Duff sees the picture improving markedly in 1997.

JVC markets
EchoStar hardware
EchoStar announced plans last Monday to ally with JVC of America for distribution of EchoStar hardware. The plan calls for JVC to distribute three of EchoStar's DISH satellite systems under its own label. Financial terms were not disclosed.

Primestar promotion
Primestar is launching a two-day promotion with RadioShack to coincide with Primestar's upgrade to 160 channels. Called "The Big Switch," the promotion offers consumers who sign up for Primestar at any U.S. RadioShack store Saturday (April 19) or Sunday (April 20) free programming, discounted installation and other gifts worth $220. Sunday marks the day Primestar will add roughly 70 new channels and launch its "Hyper-Surfing" feature, which organizes programming into 10 categories. With nearly 1.8 million subscribers, Primestar is the nation's
second-largest DBS service behind DIRECTV.

**Your Choice chooses new digs**

Your Choice TV is relocating its corporate headquarters from Bethesda, Md., to Denver. Programming and advertising units will move to New York City, says company president Nancy Stover. Stover says Your Choice TV chose to move because "Denver is the heart of the advanced digital television business in much the same way that Silicon Valley is the PC capital." Your Choice TV is a subsidiary of Discovery Communications and provides near-on-demand services. The service will roll out to consumers in 1997.

**Change in Weather**

The Weather Channel Latin America has moved operations to a new "completely digital" facility in Atlanta. The sales and marketing divisions will continue to operate out of the original location in Miami.

**Tom Jones on A&E**

A&E and BBC are co-producing a six-hour adaptation of the Henry Fielding classic "Tom Jones". Production is underway in England, and the film will air on A&E in 1998. Max Beesley stars as Tom and Samantha Morton is his wife Sophia.

**Hopkins narrates for CNN**

Anthony Hopkins will narrate CNN's upcoming 24-hour documentary Cold War: A Television History. Composer Carl Davis will produce the musical score for the special, which will air on CNN in September 1998.

---

**Errata**

In the outline for In the Gloaming on HBO (April 14, page 58) the debut date was incorrectly given as April 12. It was scheduled to debut April 20.
TV Websites: The next generation

Fox leads a wave of revamped offerings for ‘Net-surfers

By Richard Tedesco

The relaunch of Fox News’s Website next month is part of a wave of next-generation TV-based sites, demonstrating programmers’ commitment to World Wide Web content.

Amid the recent spate of next-generation sites, including MTV’s two weeks ago, surfers saw three major cyberspace relaunches last week: The Weather Channel, Comedy Central and NBC’s The Tonight Show online.

The Fox News revamp in the sharply contested news-site category has been in the works for two months, but the timing is intended “partly to get the jump on the other [news] redesigns,” says Scott Ehrlich, Fox News director of issues, information and online services. CNN and MSNBC are also planning major overhauls of their Websites.

For Fox (www.foxnews.com), the objective is to draw current users deeper into the site, according to Ehrlich. As many as half a dozen major stories with video clips will be accessible on Fox’s opening page. Live streaming video, using RealVideo, will appear in an upper right window. Eventually, Fox plans to make a video archive available.

The new look conveys a sense of immediacy through a news ticker running across the top of the front page. Advertising spots, including on-air promos, appear nearby. Fox is also “pumping up” its sports section and health news, Ehrlich says, and will set up bulletin boards covering topics on Fox News Sunday and will add weather content—a particularly popular online subject.

The Weather Channel hopes to build on its already substantial online audience with a redesign from site designers Siegel & Gale. The new Weather Channel online (www.weather.com) lets users personalize content by selecting a menu of five U.S. cities for an area called MyWeather.com. Five-day forecasts can be accessed for...

‘Lost’ Smothers Brothers offered as Alternative

The Alternative Entertainment Network moves into a full-scale launch online next week with three “lost” Smothers Brothers episodes.

Undeniably alternative in flavor, AEN started its eclectic content mix several months ago. But this month it started streaming in earnest, featuring Richard Burton’s Hamlet, a film made from his 1964 New York stage performance. AEN (www.aen.com) uses both RealVideo and VDOLive to make its content accessible.

Most of the content will be available on demand, including 17 uncensored Smothers Brothers episodes from the controversial CBS series that ran in the late ’60s and ’80s. Three of those episodes were never aired by the network, which canceled the series twice.

Beginning May 1, AEN will be streaming 15 minutes of live comedy nightly from The Improv in Las Vegas. As reported last week, AEN will present a nightly half-hour talk show with Judy Tenuta starting in June, and an hour-long Tenuta concert special will be available on demand as a warm-up during May. AEN has also archived 800 stand-up performances from The Improv by Bette Midler, Robin Williams, Jerry Seinfeld, Lily Tomlin and others.

Its Hollywood “channel” currently features a Virtual James Dean compilation of movie clips and home movie segments and The Making of the Terminator from a series produced by Cummings Multimedia. Drew Cummings, AEN president, says there’s plenty more content to come: “We’re in an acquisition mode.”

Casino, a co-pro Cummings did with ABC, is now running in episodes on AEN’s drama channel. The ad-supported Net service is adding a business channel and dropping its current sports offering.—RT

The Weather Channel wants to increase its online popularity with personalized content, last week's updates.
major cities and more localized areas within some of those cities. Local radar maps and time-lapsed satellite maps provide updates every 15 minutes.

Increased regionalization carries over into national and regional ads.

Comedy Central (www.comedycentral.com), which has boasted some of the best humor content anywhere online, gets funnier with several new software features. A Daily Show area displays a major new story parody and uses Java for a news ticker. PC users can use Macromedia Shockwave to build Michael Jackson's baby or perform Boris Yeltsin's operation on-screen. The site uses RealAudio for song parodies and RealVideo for clips of Dr. Katz, Comedy Central's resident animated analyst.

A games area offers an opportunity to play liar's poker against some formidable opponents: O.J. Simpson, Dennis Rodman, President Clinton and Newt Gingrich. The liar roster will be restocked regularly.

The Tonight Show, wholly sponsored by Toyota, is actually part of the NBC.com site, but stands alone with archives of Jay Leno's monologue jokes and his Monday night send-ups of news headlines. The Tonight Show Weekly is a mock-tabloid treatment of implausible news items.

A Beyondo Dome area features Beyondo Pong and Steroids, send-ups of the now-ancient Pong and Asteroids arcade video games. Visitors can interact with online versions of some on-air Leno skits, including the presidential home shopping channel. "Entrapment files of Larry the lawyer" shows shots of Leno and guests in compromising positions. And a full perspective on The Tonight Show studio is available at Studio 360, where users get a virtual tour of the set.

---

**Internet**

**Netscape pushes at browser envelope**

*Technology war with Microsoft likely to heat up again*

**By Richard Tedesco**

Netscape Communications Corp. is looking to get the drop on Microsoft Corp. in the ongoing browser war, putting push technology at the heart of its forthcoming Netscape Communicator.

Communicator is set to be the first intelligent generation of the Navigator browser, featuring Netscape Netcaster, a push technology that begins to make the browser part search engine. When the preview release becomes available in the next 30 days, PC users will be able to subscribe and get Web content, defined as "channels," from a broad listing included in Communicator.

The idea, according to Tom Tsao, product manager for Communicator, is to create a cross-platform technology that can deliver content access in a straightforward manner. "It's really leveraging the Web as it is today. It's efficient and it's ubiquitous," Tsao says.

As part of the Communicator package, users will have 10 default channels as part of the content contained in its channel finder. ABC News and CNNfn are the two content providers lined up as part of that 10 thus far, for general news and business news, respectively. Entertainment and sports partnerships to be announced will round out those offerings, Tsao says.

Netscape also has partnerships in place with Yahoo and InfoSeek to aid in automating the process of pushing content to users. Users will be able to use Java apples to establish preferences and to define how deeply they wish to delve into content levels on any site.

A "Webtop" feature will enable the creation of full-screen opening pages from any Website with other content loaded on top of it. Communicator also will make use of Marimba's Castanet technology to enable automatic upgrading of applications. "It can be designed and tailored to users' needs," says Tsao.

A beta version of Communicator will be available in 30 days, with Communicator shipping at a price of $59.95 by the end of June.

Microsoft is not far behind with its imminent release of Internet Explorer 4.0, which will offer its own open-platform version of push technology. But Microsoft is pushing what it claims to be a more open channel-definition format (CDF) standard to optimize automatic delivery of Web site content, according to Kevin Unangst, Microsoft product manager for Explorer.

IE 4.0 will effectively incorporate push technologies now employed by Pointcast, Backweb and Intermedia. IE 4.0's architecture will include their respective protocols. And users will be able to specifically indicate types of content to be downloaded from a given site and how frequently updates are to occur. "Users get their own choice and don't have to work with any client," says Unangst, adding, "We think any Website should be able to be delivered to the user without any changes, any rewriting, any code needing to be redone on that site."

Both companies support Java and Javascript, the universal Internet authoring languages. But Netscape has also cast Castanet into its mix.

A platform preview release of IE 4.0 is available now. There is no schedule for a beta release, according to Unangst, who says a final version will be released sometime this summer.

Still playing catch-up in the browser battle, Microsoft now claims 30% of the market.

---

**'Cold Case': CBS's online sleuthing**

CBS last Friday premiered Cold Case, a real-life mystery series with an interactive edge.

Viewers who tuned in saw a synopsis of three unsolved murder cases in the hour-long prime time special. Then they were invited to go online to look at police files, including crime scene photos, autopsy reports, witness statements and detectives' notes. Viewers could contact detectives on the respective cases through an 800 number or via the 'Net with leads.

The viability of the concept as a series depends on the quality of the content. --RT

---

**Broadcasting & Cable** April 21 1997
Interactive

You too can be a screenwriter

Don’t blame Hollywood if you don’t like interactive Net-films

By Richard Tedesco

The idea was short-lived in movie theaters, but Brilliant Digital Entertainment is now bringing interactive movies to the Internet.

Brilliant Digital plans to produce several animated movies using state-of-the-art animation. A CD-ROM, which will be sold in retail outlets, will contain basic content elements that will interact with Internet sites to receive streamed animation in real time. Packard Bell NEC also will bundle the CD-ROMs with 6 million PCs for at least the next three years to back up the interactive experience.

The first entry, Cyberswine, based on a comic strip of the same name, details the adventures of a cyborg policeman who gets in touch with human emotions. Users can influence the action by selecting a character’s mood as the plot proceeds. The multiple paths of a given plot follow particular branches seamlessly, according to Mark Dyne, Brilliant Digital chairman. “It never stops. It changes on the fly while you’re watching it,” Dyne says. “You’re experiencing the entertainment. You’re not playing a game. You’re drawn into the plot.”

New York City company InterFilm two years ago attempted to produce interactive movies for theatrical release, with negligible results. But Brilliant’s hybrid format positions the user as a character, and eventually will offer multiplayer formats. InterFilm offered audiences a chance to vote on plot direction at intervals of several minutes; Brilliant requires the user to interact every 30-45 seconds.

A second Star Trek–type experience, Gravity Angels, in which the user can assume the viewpoints of different characters, will follow Cyberswine’s fall release. Each movie will be available in 30-minute episodes online, with at least five episodes per title. A third title is on the drawing board.

Brilliant is pursuing deals with Internet service providers to make its online content more available. Dyne envisions the multipath movies becoming group experiences, viewed and played at a distance of 10 feet from a large TV or monitor. Ultimately, he hopes to migrate the content to non-interactive formats for both television and home video release.

Dyne is seeking to develop story lines with the major Hollywood studios and says a two-title deal with Morgan Creek is already in place.

Among the enabling technologies Brilliant has developed is TalkTrack, a tool that automatically synchronizes an animated character’s lip movements with the speech patterns of any language. Cyberswine will initially be released in English and Japanese.

@Home ventures outside for capital

By Paige Albinick

Internet access over cable got a boost last week, when @Home picked up $48 million in capital, equal to a 4.5% interest, from independent investors.

It’s the first time @Home has taken on investors from outside the cable universe, with well-known companies in the Internet and technology arenas—Bay Networks, Sun Microsystems and Motorola—all taking stakes. MSOs TCI, Cox and Comcast and venture capitalist Klein, Perkins, Caufield & Byers founded @Home two years ago.

Two Canadian cable companies, Shaw Communications and Rogers Communications, put money in the Mountain View, Calif.,-based venture as well. Shaw and Rogers also will partner with @Home to provide Internet services to their 5 million-plus customers in Canada, combining their existing service, Wave, with @Home to form Wave@Home.

Motorola’s investment marks one of many for the Schaumberg, Ill.-based technology company, which supports efforts such as @Home through its CyberSeed Venture program. “We wanted to bring in partners to develop the broadband industry,” says Doug Robertson, director of business development and marketing at Motorola. “Everything we do is intended to sell more product.”

Financial analysts have been preaching all year that cable needs to keep its fingers firmly in the advanced technology pie, rewarding Comcast and Cox with strong ratings because of those two companies’ perceived commitments.

Earlier this year, TCI and Time Warner both said they were backing off from their telephony and Internet ventures, but @Home and Time Warner’s Road Runner are proceeding with launches. TCI also is focusing on its digital ALL TV venture to bring digital cable to as many homes as possible as quickly as possible.

Apple takes a bite of DTV

Apple Computer claims that its latest QuickTime video editing software is a near-broadcast-quality product that could bridge the PC/TV-DTV standards gap.

Ellen Hancock, Apple executive vice president and chief technical officer, says QuickTime is at the threshold of broadcast quality, adding that “complete conformance with broadcast standards is within reach.”

As it is, QuickTime 3.0, now being shipped, produces 30 frames per second. This QT generation also is interoperable with any production format and will work with any underlying hardware, making it a prime candidate to be a bridge to digital TV, Apple hopes. “QuickTime can play a decisive role in integrating diverse formats,” Hancock says.

QuickTime now supports all digital video and audio formats, including MPEG-2, HDTV and Dolby, according to Hancock, who predicts the product will have an immediate impact. “In the next several months, we expect it’s going to have a profound effect on digital video,” she says. QuickTime could be a “mediator” in the current DTV standards struggle between the PC and the TV.

Hancock also cites QuickTime’s plug-and-play capability and claims that the MAC PowerPCs with QuickTime now outperform Pentiums, with clock speeds of 300 mhz versus 200 mhz for the Pentiums.—RT

April 21 1997  Broadcasting & Cable

62
DTV: A confusion of riches

NAB '97 offers myriad digital television possibilities

By Glen Dickson

NAB '97 saw a wealth of DTV equipment choices on the show floor, leaving broadcasters with tough decisions to make on production and transmission formats.

Although the ATSC and transmitter manufacturers ITS and Aerodyne showed live HDTV broadcasts using the 1.080-line interface standard, manufacturers of production equipment demonstrated various progressive and interlaced cameras producing widescreen pictures at other levels of resolution.

Down the hall from the ATSC demo was an SDTV demonstration by Japanese broadcaster Nippon Television (NTV) of high-quality widescreen pictures from both a prototype Panasonic 720-line progressive studio camera and a prototype Panasonic 525-line progressive DVCPRO camcorder, which supports the 480 P transmission format. The cameras can also output pictures in the 4:3 aspect ratio.

According to Alec Shapiro, Panasonic vice president of marketing, the 525 P DVCPRO 50 camcorder will sell for about $45,000, with a complementary AJ-D950 VTR costing about $30,000. The tape deck will be able to play back both 525- and 625-line interface pictures as well as 525 P. Both should be available in first quarter 1998.

"For a small-market station with a small budget, 525 P is an acceptable solution," says Shapiro. "The fact is, there's no right choice or wrong choice. It's hard to argue with 1080 I; from an engineering standpoint at this time, it's the ultimate. But it's also the highest price. Broadcasters will need to look at price versus performance."

Panasonic also demonstrated a universal DTV format converter, developed by the Matsushita Applied Research Laboratory in Princeton, N.J. The demonstration showed 480 P, 525 I, 720 P and 1080 I pictures playing from tape footage shot with a 1080 I camera.

According to Kevin Stec, assistant general manager of Panasonic AVC American Laboratories, 480 P pictures "hold up pretty well to the full standard [1080 I] and look great on flat-panel plasma displays, which are progressive scan by nature." For quality transmission, Stec says, 480 P would require a data rate of about 4 mbps for movies and 8 mbps for sports.

Stec notes that the DTV consumer receivers Panasonic will make will have that universal format-conversion capability built in. That echoes CEMA's commitment to support all 18 formats in consumer DTV receivers, and the ATSC's plan to certify all DTV sets for that capability.

Philips BTS showed a commercialized version of the 750-line progressive scan camera that Polaroid and MIT debuted at last year's show, which marries sensor technology from MIT and Polaroid with Philips BTS' LDK-9000 camera body. The camera, the PTC-9000, supports the 720 x 1080 progressive ATSC standard. Thomas Calabro, marketing manager for acquisition systems for Philips, says the 60-frame-per-second camera will ship when Philips "gets its first order."

Dr. Stuart Spitzer, director of Polaroid's image sensor technology, says PTC-9000's picture quality is equivalent to that of photographic cameras, which could make for some interesting consumer applications for 720 P transmission in the future: "You can think of it as a still camera, taking 60 stills in a burst." Spitzer adds that still frames from the camera could be stored on a computer and printed out.

"You could have a printer built into a TV set and make a hard copy of something you like on the screen," says Spitzer. "It's an interesting merger of technology, linking the photographic, TV and computer people."

Sony featured various HDTV and SDTV demonstrations at its event centers at the convention, including its IDS cameras outputting simultaneous 1080 I and 525 I widescreen pictures. According to Larry Kaplan, Sony senior vice president of broadcast and production systems, everyone agrees that progressive scan "is where it's going eventually. But 1080 I is an excellent interim step to 1080 P."

Kaplan dismisses the notion that 720 P pictures are superior to 1080 I, saying that "720 P is an insufficient spatial resolution" compared with 1080 I. As for Sony's progressive camera developments...
Whitehead sues Astra for $1.6 billion

Former head of OTP says European satellite system took his ideas, then fired him

By Chris McConnell

S
atellite pioneer Dr. Clay Whitehead has a $1.6 billion beef with the owner of Europe’s Astra satellite TV system.

In a lawsuit filed this month in an Alexandria, Va., court, the former Hughes Communications president and Office of Telecommunications Policy director charges that Astra’s developers used his ideas for a satellite TV system and then kicked him out of the company. Whitehead’s lawsuit names Astra operator Societe Europeenne des Satellites (SES) as well as the Grand Duchy of Luxembourg as defendants (B&C, April 14).

“One of the defendants began to comprehend the enormous potential of the business, the defendants plotted...to misappropriate Whitehead’s business plan and achievements and to oust him from the venture,” says the lawsuit. The action seeks $600 million in troubled actual damages plus another $1 billion in punitive damages.

An Astra spokesperson in Luxembourg last week said the company was still awaiting a copy of the lawsuit and

Continues on page 80

Tektronix has new way of measuring digital

JND system commercializes Sarnoff’s imaging research

Tektronix has unveiled an MPEG-2 testing product that uses complex image algorithms developed by Sarnoff Corp. at its Princeton, N.J., laboratories.

Tektronix’s new picture quality measurement system uses Sarnoff’s JNDmetrix technology, which creates a computer model of human vision patterns to discern a Just Noticeable Difference (JND) between a reference MPEG-2 picture and an impaired picture and then assigns a number correlating to the level of impairment.

John Edwards, product development program manager for Tektronix’s TV test division, says that as television plants move from analog pictures to compressed digital signals they need new ways to measure picture quality, without resorting to subjective (and expensive) viewer trials.

“This is a direct picture-testing method,” says Edwards. “It’s not like a waveform monitor—it’s directly analyzing the picture. The key result is getting one number to say how good it is.”

The JND testing map visually highlights the differences between a reference image and an impaired image, pulls the differences out, and then comes up with a degradation range from one JND to 40 JND. In its NAB demo, Tektronix showed compressed video clips at different data rates and their corresponding JND numbers.

According to Tektronix product marketing manager Bruce McPherran, 5-10 JND is acceptable, “while above that is cause for concern.” For example, footage of cheerleaders performing a routine scored less than 10 JND at a data rate of 10 mbps, but then degraded to 40 JND at the more compressed rate of 2 mbps.

McPherran says the JND product should go into beta trials in late summer or early fall, and that customer interest is already high: “I could sell them now if I had them.”

---

Tektronix’s JND measurement technology finds image impairments in MPEG-2 pictures.

www.americanradiohistory.com
ports is one of the most exciting, rapidly changing arenas in programming. On the tech side, the move to digital is dramatically changing the face of sports TV, with pumped-up graphics, laserdisc playback, radical POV and robotic cameras now par for the cutting-edge TV course.

On June 23, Broadcasting & Cable explores the business and high-tech fields of Sports Production. If you're in the sports TV picture — or if you manufacture equipment targeted for sports production — you'll want to be part of this issue. Your message will score with 35,000 key players in television, cable, radio and related multimedia and new technology, so call your advertising sales representative to reserve your space today.

Issue Date: June 23 • Ad Close: June 13

Broadcasting & Cable

ONE MARKETPLACE. ONE MAGAZINE.

Advertising Offices: New York 212.337.6940 Los Angeles 213.549.4113
Western Technology/Cable 317.815.0882 Washington D.C. 202.659.2340
Classified Advertising: 212.337.7073

n, pl 4: a special attraction
HELP WANTED MANAGEMENT


Operations Manager: Responsible for the station's daily broadcast operations. Will select, train and schedule announcers and production staff. Responsible for satellite program and message operations (SOS/S scheduling and DAS messages). Responsible for Axis program automation operations and will assist with DARTS traffic system. Minimum requirements are a Bachelor's degree and two years of related experience, or equivalent. Prior radio broadcasting experience required - experience at NPR member station highly desirable. Bachelor's degree in information management or equivalent. Prior radio broadcasting experience in management and general stations preferred. Must be able to perform all essential job functions as identified in position description; copy available to candidates selected for interview. Deadline for receipt of resume/application is May 9, 1997, but may be extended if additional candidates are needed. Submit resume to reference number: S/N/MA-18, Human Resources/Employment, 112 Scowell Hall, Lexington, KY 40506-0004 or Fax (606)323-1075. The University of Kentucky is an Equal Opportunity Employer and encourages applications from minorities and women. Visit UK's website at http://www.uky.edu.

HELP WANTED SALES

Radio Sales Manager. Rockin' Oldies WGRO FM in Fredericksburg is growing fast with strong ratings. We have an immediate opening for proven sales performer with excellent leadership skills who can motivate staff, research and develop sales promotions and sell national and local accounts. Salary, incentives and benefits. Send fax resume to: Telemedia Broadcasting, Inc., 2086 Generals Hwy., Suite 305, Annapolis, MD 21401. Fax 410-573-2057.

HELP WANTED NEWS

HELP WANTED MANAGEMENT

RAYCOM Media

General Manager

Raycom Media, one of the nation's fastest growing broadcast groups, is seeking a seasoned General Manager candidate for 2 of its stations. WPBN TV, the NBC affiliate in Traverse City, Mich., requires proven sales and leadership skills to assume a hands-on role in this high growth market. KSY TV (ARC affiliate in South Falls, South Dakota), needs a similar background individual but with stronger emphasis on high energy and community orientation. Both managers must have at least 10 years of broadcast experience.

Send resume and salary requirements to: Raycom Media, Inc. Attn: Department CB RSA Tower Suite 710 201 Monroe Street Montgomery, Alabama 36104 An Equal Opportunity Employer

HELP WANTED MANUFACTURING

SITUATIONS WANTED MANAGEMENT


HELP WANTED TELEVISION

HELP WANTED MANUFACTURING

Studio Chief: TV Studio needs experienced president general manager. 55K square feet facility has growth potential for motivated individual who can build business, salary, benefits and share of profits. Strictly confidential. Fax or mail resume to: 8033 sunset Blvd., Suite 100, Los Angeles, CA 90046. Fax: 213-650-2493.

Fax your classified ad to Broadcasting & Cable (212) 206-8327
Regional Promotions & Research

Coordinator: Advertising Sales. Growth and expansion has created the opportunity for the following position in Advertising Sales at Century Communications. We offer an excellent employee benefits package and future responsibilities.

Requirements: Bachelor's degree in Business with emphasis in marketing/advertising or equivalent. Experience in the Broadcasting or Cable industry. Excellent telephone and verbal communication skills. Preference given to MS Office (Word, Excel, PowerPoint). Excellent verbal and written communication skills.

Salary: Competitive.

To: Human Resources Director

Address: WBDW-TV, 2212 Wisconsin Avenue, NW Suite 350 Washington DC 20037

Fax: (202) 965-0559

Mail or fax resume to:

Human Resources Director

WBDW-TV

2121 Wisconsin Avenue, NW Suite 350

Washington DC

Fax: (202) 965-0559

WBDW is an Equal Opportunity Employer.

HELP WANTED SALES

WBDC TV-50, Washington DC's WB affiliate, managed by Tribune Broadcasting is building for the future. We are seeking qualified applicants for the following openings:

Research Director: Responsible for collecting and analyzing data, preparing written and graphic presentations and working closely with National Representative. Candidate must be able to work and think independently and should have thorough knowledge of Nielsen, BMP, TV Works, Scarborough, Market Manager, Power Point, Microsoft Office and Lotus.

Mail or fax resume to:

Human Resources Director

WBDCTV

2121 Wisconsin Avenue, NW Suite 350

Washington DC

Fax: (202) 965-0559

WBDC is an Equal Opportunity Employer.

Video production company specializing in lifestyle and consumer news stories is looking for an experienced salesperson. Contact: to join their growing team. Experience selling and servicing VNR clients is necessary. Qualified applicants should fax their resume to 212-489-8011.

National Sales Manager, Central Texas WB affiliate is looking for a National Sales Manager with 3-5 years broadcast sales experience. Individual should have independent or cable experience and a proficiency in negotiating, servicing accounts, inventory management and revenue forecasting/reporting. Send resume to Box 01109 EOE.

National Sales Manager, #1 WB affiliate in the country is looking for an experienced person to head their National Sales effort. Applicant must have at least five years sales experience (major market preferred). Person must be aggressive, creative, and detailed oriented. Must have strong background in research/marketing, and a strong inventory and pricing knowledge. Excellent communication skills a must. If qualified for any open positions please send resume and tape if applicable to: Human Resources Dept., WB361, One Monroe Place, Atlanta, GA 30324 or fax to 404-881-3759. No phone calls please. EOE.

National Sales Manager, WBBM-TV Chicago. CBS O&O is seeking an NSM to handle national sales. Candidate must possess thorough understanding of ratings, research, pricing and inventory management. Ability to develop strong relationships in national markets. Prior NRM experience and/or national sales office management will be helpful. Send letter of introduction and resume to Susan McEldoon, WBBM-DT, 630 North McClurg Court, Chicago, IL 60611. It is the policy of CBS to afford Equal Opportunity to all, to discriminate against none, to take affirmative action to promote employment opportunities, and to advance opportunity regardless of race, color, national origin, religion, sex, age, sexual orientation, disability, veteran's status, marital status or height or weight.

Local/Regional Sales Manager needed. Minimum of 3 years sales experience necessary. This is an opportunity to join WBFX in Greensboro and form your own sales team at a dynamic, growing WB affiliate. Mail or fax resume and salary needs to Jack Moffitt, General Manager, WBFX-TV, 522-G Guilford College Road, Greensboro, NC 27409. Fax resume to 310-547-8144. An EEOC Employer.

General Sales Manager, WDKY TV is seeking an experienced sales executive to lead our sales team. Candidate must possess thorough understanding of ratings, research, pricing, and inventory management. Must be highly motivated, detail-oriented, creative, and have the ability to motivate and lead a sales team. Successful applicant will have at least three years broadcast sales experience including management. Please send resume to Kevin Moyle, GM, WDKY-TV, 836 Euclid Avenue, Lexington, KY 40502 or fax to 606-269-3356. Minorities and women encouraged to apply. EOE. No phone calls.

General Sales Manager: WDFX-FOX Dothan. AL needs a leader for sales. Multi-market experience in 100 plus markets required. Send resume to: Dillard Woods, WCOV-TV, WCOV Avenue, Montgomery, AL 36111. Fax: 334-288-5414. EOE.

General Sales Manager: Market leading NBC affiliate seeking an experienced sales executive for sales and marketing leadership. Candidate should have strong people skills as well as know-how in revenue projection, inventory control and budgeting. Minimum 5 years in TV sales with management experience. Send resumes by April 28th, 1997 to: Larry Manne, Vice-President/General Manager, PO Box 530, Rockford, IL 61105. No phone calls please. We are an Equal Opportunity Employer. Women and minorities are encouraged to apply.

Account Executive: KTVD-TX, a United Paramount Network affiliate and the fastest growing station in the Denver market, is offering an outstanding sales opportunity. Job requirements include two years experience in television, radio or other related media. Working knowledge of Nielsen research and Scarborough required. Concern for customer needs and new business development will also be key. Send resume to Personnel, 11203 E. Peakview Avenue, PO Box 6522, Englewood, CO 80115-6522, or fax resume to 303-790-4633. No phone calls. EOE M/F.

Account Executive: Immediate opening for an experienced AE for top 50 Mid-Atlantic CBS affiliate. Work out of a new facility with this group operator and market leader. The candidate must be skilled, aggressive, motivated and ready to compete and win. If your qualifications match our needs, send your resume to Box 01123 EOE.

Account Executive: KTVD, a Dallas CBS affiliate, is seeking an Account Executive with at least 3 to 5 years television sales experience. Candidates must have excellent communication skills and exceptional presentation skills. Four year degree in a related field is preferred. Please send resume and cover letter to: Christina Medina, 5233 Bridge Street, Fort Worth, TX 76103. No phone calls please. We are an Equal Opportunity Employer.

HELP WANTED TECHNICAL

WE PLACE ENGINEERS

USA & WORLDWIDE

KEystone INT'L., INC.

16 Laflin Road, Suite 900

Pittston, PA 18640, USA

Fax (717) 564-5765 • Phone (717) 565-7143

E-mail: keystone@keystone.microserve.com

Engineer. Roscor Corporation, a world leader in communication systems engineering and integration, has unique opportunities for engineers with a solid background in television systems, transmission systems and satellite communications systems design. Opportunities require applicants to travel and/or live abroad. A minimum of 5 years experience and engineering degree is required. Send resume to Roscor Corp., 1601 Feehanville Drive, Mt. Prospect, IL 60056, or fax them to 847-803-8089, to the attention of V. Schwartz.
A New York-based live, interactive, national television network is expanding to Montgomery, Alabama. We are searching for broadcast professionals who pride themselves on innovation and creativity. If selected, you’ll advance with a network focusing on growth and success.

We are seeking the following positions:

- **Control Room Supervisor**

  This key position will report to the New York-based Production Manager. This post demands a complete working knowledge of the GVG 200-2 production switcher, experience and/or interest in digital video compression and motion capture technologies. You will oversee the control room operation, manage scheduling, conduct training and maintain quality control of the network broadcast. Prior broadcast management experience a must. Communications degree preferred.

- **Control Room Operators**

  6 positions are available in a new, state-of-the-art control room. You will direct and technically-direct national, live programming while working closely with voice-over talent. Ability to adapt to change, attention to detail and a team mentality is mandatory. Must be computer literate. Prior live television experience and a working knowledge of the GVG 200-2 production switcher highly desired.

- **Freelance/Full-Time Broadcast Engineers**

  Qualifications for this position include a certified broadcast license and complete understanding of routine maintenance, repair and system integration of all analog and digital broadcast equipment. GVG, Sony, SGI and Mackie gear familiarity is highly desired.

  For immediate consideration, mail or fax your resume, including position desired and salary expectations to:

  Dan Scott, Executive Producer
  3BTV, Inc.
  153 E. 53rd Street, 59th Floor
  New York, NY 10022
  Fax: 212-644-6450

  No phone calls or personal visits accepted. Videotapes can not be returned. 3BTV is an equal opportunity employer.

To place your classified ad in Broadcasting & Cable, call
Antoinette Fasulo (212) 337-7073 or Sandra Frey (212) 337-6941
Operations Manager, KSWB-TV, the new Tribune Station in San Diego, is seeking a person to manage the daily broadcast operation and master control scheduling of personnel and facilities. Candidate must have a working knowledge of traffic, promotion, programming and marketing and their interaction to the on-air operation. Must know capabilities and operation of equipment, FCC rules and regulations and direct experience required with expansion to new operation. Position reports to Director of Engineering and will be cross-trained in basic equipment maintenance to assure continued on-air operation and understand all on-air equipment to train new personnel in equipment operation. Send resume in confidence to: John Weigand, Director of Engineering, KSWB-TV, PO Box 121569, San Diego, CA 92112. Tribune Broadcasting is an Equal Opportunity Employer. Women and minorities encouraged to apply. No telephone calls please.

Field Service Engineer - Broadcast Service, Odeetics Inc., April 7, 1997 The Truth is Revealed. Join our team and support Roswell and the rest of our fine Broadcast Facility Management products. Immediate openings for Field Service Support Engineers are now available due to the new growth which is a result of our current product introductions and the continuing demand for our existing product lines. Responsibilities include installation, training and field support of Odeetics Facility Management systems at the customers' location, factory based technical Help Desk support and sales technical support. Position requires a strong background in digital and analog electronics, a solid mechanical aptitude, experience with current technology PC based products, and proven experience working with broadcast quality video and audio equipment. A good working knowledge of Novell 2.X,4.X products and Microsoft NT 4.X are highly desirable. Position requires heavy travel, primarily domestic, with occasional international assignments. A minimum educational requirement of a 2 year AAS degree in electronics or equivalent is necessary. We are looking for hard working, results oriented individuals who can work with a minimum of supervision, have the ability to work well with a sophisticated customer base and enjoys a dynamic working environment. If you have these qualifications and want to join a successful team you can be proud to work for then contact us today. Odeetics offers a competitive salary and a comprehensive benefits package. Equal opportunity employer. Resume and salary history to: Linda Krumme, Odeetics Inc., 1515 S. Manchester, Anaheim, CA 92802.

ENG Personnel, ENG field operations with camera (and microwave) experience. Videotape Editors, and ENG Maintenance. Employment for West Coast. Would commence spring/summer 1997. Out-of-town applicants accepted for these positions will be housed for airfare, hotel, and per diem expenses. Send resumes to: MMS, Suite 345, 847A Second Avenue, New York, NY 10017 or Fax: 212-338-0360. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

ENG Engineer, Candidate should have three to five years experience in medium market television news operation. Editing ability on a Sony 800 system and should be proficient with Sony BW 300A camera/deck combination. The ability to work unsupervised is a necessity as well as a validdriver's license. Please send your resume to: Peter Menkes, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls please. We are an Equal Opportunity Employer.

Field Service Engineer - Broadcast Service, Odeetics Inc., April 7, 1997 The Truth is Revealed. Join our team and support Roswell and the rest of our fine Broadcast Facility Management products. Immediate openings for Field Service Support Engineers are now available due to the new growth which is a result of our current product introductions and the continuing demand for our existing product lines. Responsibilities include installation, training and field support of Odeetics Facility Management systems at the customers' location, factory based technical Help Desk support and sales technical support. Position requires a strong background in digital and analog electronics, a solid mechanical aptitude, experience with current technology PC based products, and proven experience working with broadcast quality video and audio equipment. A good working knowledge of Novell 2.X,4.X products and Microsoft NT 4.X are highly desirable. Position requires heavy travel, primarily domestic, with occasional international assignments. A minimum educational requirement of a 2 year AAS degree in electronics or equivalent is necessary. We are looking for hard working, results oriented individuals who can work with a minimum of supervision, have the ability to work well with a sophisticated customer base and enjoys a dynamic working environment. If you have these qualifications and want to join a successful team you can be proud to work for then contact us today. Odeetics offers a competitive salary and a comprehensive benefits package. Equal opportunity employer. Resume and salary history to: Linda Krumme, Odeetics Inc., 1515 S. Manchester, Anaheim, CA 92802.

WAFC TV38, Chicagoland's Christian TV Station has three immediate openings: Art Director coordinates all audio & video input from various sources and delivers their signals to the transmitter. Engineer/ Operator for our existing product and the new product introductions. His primary responsibility is the audio visual switching support of broadcast equipment maintaining to the component level. Must have 8 years experience. AVID Editor on-line editing using Avid Video Composer 1000. Macintosh, Toastster graphics & traditional linear editing a plus. Send resumes and tapes to: WAFC TV38, Human Resources Department. 38 S. Peoria, Chicago, IL 60607. An Equal Opportunity Employer. Women and minorities strongly urged to apply.

WTMJ-TV, Milwaukee has an immediate opening for a broadcast maintenance engineer. Candidate must have solid background in electronics, experience with broadcast analog and digital studio and transmitter equipment and strong computer skills. A minimum of five years experience as a broadcast maintenance engineer in a television station environment required. SBE certification a plus. Send resume to: Randy Price, VP Engineering, Journal Broadcast Group Inc., 720 E. Capitol Drive, Milwaukee, Wisconsin 53212. Fax 414-967-5540 EOFE.

Director, Engineering: Four Media Company Asia, a major production, post-production, and network origination service provider, is seeking an experienced Director of Engineering to be based in Singapore. This individual will be responsible for defining timelines, costs, and project schedules. Will liaise with equipment vendors and contractors for projects: uplink providers and clients for day to day operations. Projects may include network launches, new production and post production facilities, and technology assessment. Fax or send your cover letter and resume to: Dennis Ang, Manager Operations. Four Media Company Asia Pte Ltd., 30 Choon Guan Street #04-00, Singapore 079809, Fax 65-4202732.

Television Engineer: Growing cable network seeks an individual to maintain and build its facilities. Candidate must have a minimum of 3-5 years experience in component-level service on a broad range of television equipment. Send resume to: PJ Estrada, 717 2nd Street, NE, WDC 20002 or fax to: 202-546-0182.

Chief Engineer: NBC affiliate in beautiful Northern California seeks motivated, experienced chief to lead department. Hands on position to handle maintenance and repair for UHF transmitter, studio, microwave and multiple tape formats. Great opportunity to join a growing station and a winning team! Fax resume and cover letter to: Charlie Hogetvedt, WPGM at KCPT-TV, Chico, CA (916) 893-1404. EOE.


HELP WANTED NEWS

Weather Anchor - Reporter - NBC2 in Charleston, SC needs a morning weather anchor who can also report. Background as a morning reporter. We are looking for self-starters who break news, dig for the details others don't have, and tell the story with a focus on the people most directly affected. Candidates should have at least a year of daily reporting experience, strong writing skills, and substantial live experience. Send cover letter, resume with references, and a non-returnable tape to: Bill Burke, News Director, WPBF-TV, 3770 RCA Boulevard, Suite 7007, Palm Beach Gardens, Florida 33410. No phone calls please.

WPBF-TV, the ABC affiliate in West Palm Beach (market #44) has an opening for an anchor-reporter. We are looking for self-starters who break news, dig for the details others don't have, and tell the story with a focus on the people most directly affected. Candidates should have at least a year of daily reporting experience, strong writing skills, and substantial live experience. Send cover letter, resume with references, and a non-returnable tape to: Bill Burke, News Director, WPBF-TV, 3770 RCA Boulevard, Suite 7007, Palm Beach Gardens, Florida 33410. No phone calls please.

WBZ Full-Time News Photographer. Shooting editing events, stories, operating live truck, news room or studio camera, dubbing and fact-gathering. Experience preferred. EOE. Send tape and resume to: Michael O'Neil, WBZ, 329 Mt. Hope Avenue, Bangor, ME 04401. Deadline is Friday, April 25, 1997.

The first Hispanic public television station in the USA is looking for a Traffic Coordinator. Responsibilities for this position include coordinating all daily transmission activities, maintaining the broadcast program inventory and ensuring the availability of scheduled programs. Qualified candidates must have a college degree, and demonstrate skills in organizing and managing information, computer data entry and database operation. Preference is given to the candidate from a broadcast or media environment. Applicants must speak some Spanish. Compensation will be in accordance to experience. Please send your resume to: Traffic Coordinator Position, c/o Personnel Department, 449 Broadway, 3rd Floor, New York, NY 10013 or fax it to: (212)966-5725.

www.americanradiohistory.com
TV News Reporter/Writer: University of Missouri-Columbia seeks TV news reporter with news writing skills and a good on-camera presence. Editing experience a plus. We produce science, health, consumer, and agricultural stories. We are a small, well-equipped shop with broadcast Betacam and Digital Betacam. Requires an appropriate college degree, lifting, travel and a commitment to excellence. Three years full-time experience required. Starting salary $30,000. No calls. Affirmative Action Equal Opportunity Employer. Send resume, 3 references, non-returnable tape, and letter describing your role in each piece on the tape to: Frank Filo, 9 Clark Hall, University of Missouri, Columbia, MO 65211.

TV News Producer, KWTW is seeking newscast producer with BA and 2 years TV news producing or related experience. Good news judgement and writing skills a plus. Send resume and non-returnable tape to Billy Gavitt, KWTW, PO Box 14159, OK City, OK 73113, EOE. M-F.

Sports Reporter/Anchor: Charlotte's #1 News Team is looking for a full-time Sports Reporter/Anchor. WSOC-TV needs a strong number two sports person to back up our main sports anchor. We're looking for a great storyteller who knows how to use air wisely. We want more than highlights and scores. We cover sports. Minimum two years experience preferred. No beginners and no phone calls. Send tape and resume to: Vic Montel, News Director, Dept. WSOC-TV, 1901 North Tryon Street, Charlotte, NC 28206. EOE M-F.

Sports Director/Anchor for Sunbelt medium market. Requires experience covering major sporting events and local sports. Reply to Box 01122 EOE.

Reporters: WSOC-TV is looking for a Reporter, and a Reporter/Anchor. No beginners please. We're looking for that edgy storyteller who knows how to own a story - from the lead to the tag. We're big on live shots and enterprise, and great writing. Send your tape and resume to: Vic Montel, News Director, Dept. WSOC-TV, 1901 North Tryon Street, Charlotte, NC 28206, EOE M-F.

Reporters: WSAZ, a division of LEE Enterprises and #1 NBC affiliate serving viewers in Ohio, West Virginia and Kentucky has an immediate opening for a reporter. Candidate must be an aggressive, enterprising, skilled writer with integrity and strong news judgement who tells stories that make a difference in people's lives. We are looking for someone who possesses & Cable News Director, the person we select will be a leader, aggressive, energetic, and able to handle fast paced news loaded live coverage. Five years experience switching and directing multi-anchor newscasts required. Send resume and non-returnable tape to: Vic Montel, News Director, Dept. WSOC-TV, PO Box 12325, New Bern, NC 28561, EOE.

News Director, ABC affiliate in the growing market of Bowling Green, Kentucky, needs energetic, hands-on news manager with good organizational skills. Will consider applicants from assistant news directors wanting to move up. Great opportunity to join a 22 station group. Benedek Broadcasting, and live in the beautiful Blue Grass State. Please send resume immediately to: General Manager, WBKO, Box 13000, Bowling Green, KY 42102, EOE.

Director: WTVQ-TV has an opening for a Newscast Director, the person we seek will be a leader, aggressive, energetic, and able to handle fast paced news loaded with "live" coverage. Five years experience switching and directing multi-anchor newscasts required. Send resume and non-returnable VHS tape to: Human Resources, WTVQ-TV, PO Box 55590, Lexington, KY 40555-5590, EEO, M-F. Pre-employment drug testing required.

Consumer Reporter: NBC2 in Charleston, SC needs someone who can investigate consumer issues. Candidate must be willing to keep digging until they get to the bottom of the situation. Broadcast degree or equivalent required. Send resume, references, and VHS tape to: Consumer Reporter Search, WCBD-TV, 210 W. Coleman Blvd., Mt. Pleasant, SC 29464, EOE, M-F. Final applicants drug screened.

Assignment Editor needed for group-owned medium-market station. Strong editorial judgement, full knowledge of ENG and SNG, exceptional logistical skills, the ability to calmly lead under pressure, and a wealth of good story ideas. If you have at least one year's TV/BSN experience, a Bachelor's degree, strong people management and time-management skills and an interest in joining an outstanding broadcast news organization, rush a list of your greatest accomplishments on the desk. Resume and reference to Box 01121 EOE.

HELP WANTED PROMOTION

Promotion Writer/Producer, KOTV in Tulsa is looking for an enthusiastic writer/producer to join our Emmy award winning promotion department at the station named Oklahoma's Outstanding Television Station of the Year. Honored with a regional RTNDA award for Overall Excellence, the AP, the OAB, Promax and most recently by the SPLK, KOTV is a station of distinction. We need a strong writer who is visually creative and enjoys building news, image and community involvement promotion. We prefer two years of television promotion experience, with emphasis on news. Our digital Betacam suite, 3 channels of K-scope, top-notch editors and graphic designers are here to help you do great work at a Great Place to Work. If you have the skills, a positive attitude and are a team player, send resume and non-returnable demo reel (beta preferred) to: Human Resource, KOTV, PO Box 6, Tulsa, OK 74101, EOE. M-F.

Promotion Director: Northern California NBC affiliate seeks energetic team player to lead all activities of the promotions department. Will create and execute all on-air and external media plans, organize special events and enhance station community involvement in the DMA. Extensive involvement with NBC and all facets of the station. Fax resume and cover letter to: Charlie Hogetvedt, VP/GM at KCPM-TV, Chico, CA (916) 893-2424, EOE.

Fax your classified ad to Broadcasting & Cable (212) 206-8327
HELP WANTED RESEARCH

A Time Warner Company


Research Project Manager

Responsible for the design, execution, analysis, and communication of primary and secondary research projects; evaluation of programming, advertising and promotion; concept testing; program scheduling and estimates. Bachelor's degree and 1+ years experience in television, advertising or media research with extensive ratings analysis required. Some working knowledge of Nielsen ratings data and on-line systems (NTI, NHI, SRI, CODE, Cume. or NAD) and/or other syndicated media tools (MRI, SMRB, Claritas) a must. Some custom research experience, including focus group and survey design and implementation preferred. Experience in media buying/planning or a news production and/or news research background a plus.

Research Analyst

Responsibilities for analysis and communication of audience measurement, viewer attitude, and marketing research information. The analyst works with Nielsen and other research providers to acquire, organize, and summarize ratings and other data used in evaluation, problem solving and decision making. Bachelor's degree and 2+ years professional media programming, marketing research experience. Computer experience (PC/Windows environment preferred: NIS Word, Excel required).

For consideration, please send resume and salary requirements to:

Hiring Manager
CNN Audience Research
One CNN Center
Atlanta, GA 30324-5366

Equal Opportunity Employer
Minorities encouraged to apply.

HELP WANTED PRODUCTION

TRIBUNE BROADCASTING
HAS OPENINGS FOR TALENTED PRODUCERS.

TRIBUNE BROADCASTING

Attn: Jim Ellis
435 N. Michigan Ave., Suite 1900
Chicago, IL 60611

Equal Opportunity Employer

TRIBUNE BROADCASTING

Attn: Jim Ellis
435 N. Michigan Ave., Suite 1900
Chicago, IL 60611

Equal Opportunity Employer

WPBF-TV, the ABC affiliate in West Palm Beach (market #44) has an opening for a line producer. Candidates should have strong writing skills, editorial judgement and have a creative approach and viewer oriented approach to producing. Send non-returnable tape and resume with references to Bill Burke, News Director, WPBF-TV, 3970 RCA Blvd., Suite 7007, Palm Beach Gardens, FL 33410.

Creative Services Director, The Granite Broad- casting Corporation station in Fresno, CA is looking for aggressive, creative services director to lead its program and news promotion efforts in the 55th market. This marketing specialist needs hands-on leadership skills in planning strategic on-air promotion and outside media buying and application. Management experience with people skills and news promotion success are a must to continue station's new leadership role as #1. Send resume and tape to: KSEE 24, 5035 E. McKinley Avenue, Fresno, CA 93727-1964. Attn: Personnel. Women and minorities are encouraged to apply. Final candidates will be re- quired to undergo drug screening. Granite Broadcast- ing Corp. is an Equal Opportunity Employer.

Newscast Director: KMVT, a drug-free workplace, is seeking a take-charge person to direct our local newscasts. Bachelor degree in communications required and experience de- sired. Applicant will also perform master control and limited production duties. Must handle deadline pressures and supervise operations crew. Send resume/tape to Jon Stoltz, KMVT, 1100 Blue Lakes Blvd., Twin Falls, Idaho 83301, EEO.

Broadcast Personnel Needed, ENG Field Op- erations with Camera and Microwave experience. Videotape Editors. Studio Operators. and Mainte- nance. For the Midwest. Would commence Spr- ing/Summer 1997. Out-of-town applicants ac- cepted for these positions will be reimbursed for airfare, hotel and per diem expenses. Send re- sumes to: MMS, Suite 345, 847A Second Avenue, New York, NY 10017 or fax: 212-338-0360. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Op- portunity Employer.

Broadcast Personnel: Technical Directors (GV- GVG) Switchers with Kaleidoscope, Audio (mixing for live studio and news broadcasts), Studio Camerapersons (studio productions and news broadcasts), Chyron Operators (Infini), Store Operators. Tape Operators (Beta), Maintenance (plant systems experience - distribution and patching), Lighting Director Engineer, Employ- ment would commence spring/summer 1997. Out of town applicants accepted for these positions will be reimbursed for airfare, hotel and per diem expenses. Send resumes to: MMS, Suite 345, 847A Second Avenue, New York, NY 10017 or fax 212-338-0360. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

ENG Personnel For A Major Broadcast Facility in NYC. ENG field operations with camera (and microwave) experience, video tape editors, and ENG maintenance, employment would commence spring/summer 1997. Out-of-town appli- cants accepted for these positions will be reim- bursed for airfare, hotel and per diem expenses. Send resumes to: Media Management Services, Suite 345, 847A Second Avenue, New York, NY 10017 or fax 212-338-0360. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.
HELP WANTED
FINANCIAL & ACCOUNTING

**CHIEF FINANCIAL OFFICER**

Television group operator seeks experienced CFO to be integral part of management team. Prior media group and acquisition experience essential. Send resume and salary history to:

Mike Harding, President & CEO
Millennium Media, Inc.
P. O. Box 1742
Panama City, FL 32402-1742

MMI is an Equal Opportunity Employer.

HELP WANTED PROGRAMMING

Television Programming Operations Assistant, Wisconsin Public TV. Support operations and programming in the daily preparation and presentation of programs, promotions and underwriting. Switch programs, monitor signal, record dub tapes, compose program logs. Job involves non-traditional hours. Salary $21,129 plus fringes. Requires Bachelor’s degree, basic knowledge of broadcast delivery. Deadline: 5/14/97. Request application: Betsy Bendrick, 821 University Avenue, Madison, WI 53706. 608-262-5221. EOE.

HELP WANTED MARKETING

WTMJ-TV, Milwaukee has an immediate opening for a broadcast maintenance engineer. Candidate must have solid background in electronics, experience with broadcast analog and digital studio and transmitter equipment and strong computer skills. A minimum of five years experience as a broadcast maintenance engineer in a television station environment required. SBE certification a plus. Send or Fax resumes to Randy PRice, VP Engineering, Journal Broadcast Group Inc., 720 E. Capitol Drive, Milwaukee, Wisconsin 53212. Fax 414-967-5540 EOE.

Fax your classified ad to Broadcasting & Cable
(212) 206-8327

**Director of Marketing & Communications**

NBC, a dynamic multinational media corporation with a strong presence in Asia, is presently seeking a top notch candidate for an exciting and challenging senior level management position, to be based at our office in Hong Kong. You will develop and implement Marketing strategy through high impact advertising and promotions aimed at three customer bases: TV Operators, Advertisers and Viewers. This will encompass on-air and off-air advertising and promotions, including the production of video tapes for sales and distribution marketing presentations, as well as print and outdoor advertising. You will also oversee all affiliated marketing support and services in addition to press, publicity and creative design direction.

With a proven track record of success in a marketing and corporate communications environment, you should have established experience with supervising a diverse, professional team. Previous exposure to the TV industry is necessary.

*Please forward full resume and salary requirements, to: BHA Box # 064, 555 Madison Avenue, New York, NY 10022.*

CREATIVE SERVICES

**Paramount Stations Group**

*Seeks Creative Talent Pool*

Do you want to work for a dynamic station group backed by Viacom, one of the world’s largest media companies? Do you want to work for the company that owns 11 stations in the country’s top markets, as well as MTV, Nickelodeon, Paramount Pictures, and many other media properties? Then read on.

We have an ongoing need for talented, creative individuals who wish to grow along with us. If you’re an on-air producer, a designer or a creative manager, send us your best work. As our numerous opportunities arise, we’ll be in touch. We offer an extremely competitive salary and benefits package and are an equal opportunity employer. All replies will be held in strict confidence.

*Send non-returnable materials to:
BOX 01120
EOE*
SITUATIONS WANTED NEWS

T.V. Sports or General Assignment Reporter
Will go anywhere. 1 year editing sports highlights for Washington, D.C. area cable station. Hands-on education and internships. Broadcast journalism graduate. This catch-22 thing getting old. One shot is all I need! Tape, resume, and references available. Contact: Peter M. Adesosn, 7620 Willow Point Dr., Falls Church, VA 22042, 703-698-1196.

TV SALES TRAINING

LEARN TO SELL TV TIME
Call for FREE Info Packet
ANTONELLI MEDIA TRAINING CENTER
(212) 206-6063
Over 25 years in the TV industry

VOICE OVER


TV RESUME TAPES

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free stock. Great track record. 647-272-2917.

WANT TO RESPOND TO A BROADCASTING & CABLE
BLIND BOX?
Send resume/tape to:
Box 245 West 17th St., New York, New York 10011

PROGRAMMING SERVICES

ENIGMA THEATER
Enigma Theater - 52 reel films via satellite. A hosted series of mystery, art-film, horror and suspense films via satellite and distributed weekly via satellite in spring of '97.
Call for details: 1-800-353-9177.

CABLE

HELP WANTED RESEARCH

LIFETIME TELEVISION
Human Resources Department
309 West 49th St., NY, NY 10019

HELP WANTED PROGRAMMING

Director of Programming: America's Health Network, broadcasting live, twelve hours a day from sunny Orlando, has immediate opening for Director of Programming. Ideal candidate will be strong team player responsible for day-to-day operation of on-air programming, including management of professional staff, goal setting, creative direction for programs, coaching and training of talent and producers. This key management position requires a degree professional with strong leadership abilities, at least five years management, programming and production experience. Fax resume with salary history to 407-324-6858 or mail to Human Resources, America's Health Network, 1000 Universal Studios Plaza, Bldg. 22A, Orlando, FL 32819. EOE and Drug Free Workplace.

HELP WANTED TECHNICAL

Uplink Engineer, TCI's Broadcast Satellite Uplink Center is growing from 275 uplinked services to 400. We need technicians to construct and operate this state of the art facility. Several positions available with responsibilities and compensation dependent on qualifications. Experience with digital video, computer based control systems, RF and broadcast operations desired. DBE, SCTE certification preferred. Drug and background check will be required for employment. Send resume with salary requirements to: TCI National Digital Television Center, Attn: Office 105, 4100 E. Dry Creek Rd., Littleton, CO 80122, or fax to 303-486-3891. EOE.

HELP WANTED SALES

National Sales Manager - One of America's leading regional sports networks is looking for an experienced, energetic, driven and enthusiastic National Sales Manager in our Southeastern U.S. location. This individual will be responsible for setting and exceeding all national sales goals and coordination of national sales efforts, including working with our national rep firm. Substantial experience and contacts in the national marketplace, knowledge of audience research techniques and extraordinary motivational skills are necessary qualifications. Familiarity with the sales and marketing of NBA, NHL, MLB, AFL, IHL and major collegiate sports properties is a plus. With frequent travel being the norm. If you are the person to lead our national sales efforts to the next level, please send your resume and reference to: Box 01117 EOE.

BUSINESS OPPORTUNITIES

TV Production Facility 28,000 sq ft.
Two studios Live and Ultraviolet/Virtual
Six Digital Beta Component
AVID and Inter-format Edit Suites
Atlanta, GA

Senior Research Analyst
Lifetime Television, the dynamic cable network, seeks a Senior Research Analyst to join the Research Department staff and provide analyses of a variety of research materials to our Programming and Affiliate Relations Departments. This position will provide materials to support the Programming Department's strategic planning for scheduling and acquisition decisions as well as provide special analysis of primary and secondary research data for use by various departments throughout the company. You will analyze Lifetime's competitive advantage utilizing local ratings, MRI, etc. You will also produce analyst of A.C. Nielsen C.O.D.E system, NITI software/publication and NSI local market ratings.

POSITIONS AVAILABLE:
- Requires 3-5 years in TV/Cable research.
- Must have strong written and analytical skills, and knowledge of A.C. Nielsen; familiarity with MRI/similar database, computer software packages i.e. Windows based Excel, Microsoft Word, etc. Powerpoint, a plus.

Lifetimen offers a competitive salary and an excellent benefit package. For immediate consideration, please forward your salary requirements and resume to:

Lifetime
Television for Women
309 West 49th St., NY, NY 10019

EOE M/F

Advertisements

Graphic Designer: Degree in graphic design or equivalent. 3-years experience. Working knowledge of all phases of print design. Macintosh, Freehand, QuarkExpress, Pagemaker required. Photoshop a plus. Union position: DOE. Resume to: KCPG-TV, Attn: GDPR, PO Box 98828, Tacoma, WA 98498. Please, no calls. Closing date: Friday, 5/9/97, EOE.

Art Director: KTRK-TV, an ABC owned station has an exceptional opportunity for a talented and experienced graphic designer. If you are ready to move up, we offer the tools, the resources and a great working environment. Quantum Paintbox Express experience a plus. Send resume to: Tcm Ash, Creative Services Director, KTRK-TV, 3310 Bissonnet, Houston, TX 77005. EOE.
HELP WANTED TECHNICAL

MAINTENANCE ENGINEERS

QVC, Inc., the nation’s preeminent electronic retailer, is looking for talented television broadcast engineers to maintain and support our fast-paced technical facility.

QVC has excellent opportunities available for Maintenance Engineers with 2-3 years experience repairing Sony and Grass Valley Broadcast equipment. Detailed knowledge of serial digital systems, Digital Betacam, Graphics generators, Non Linear Editors and Satellite Uplink systems is a plus. Duties also include technical Support in a live show environment. FCC license and/or SBE certification preferred.

QVC has initiated one of the most ambitious expansions in our history. If you fit the above description and are a self-starter, you owe it to yourself to contact us.

We offer a compensation plan befitting a company of our stature by including a very competitive salary and comprehensive benefits package. To apply, please forward your resume and salary requirements to: QVC, Inc., Human Resources - AMS/BE/BE, 1365 Enterprise Drive, West Chester, PA 19380-0844. Fax: (610) 701-1368


QVC

HELP WANTED PRODUCTION

E! Entertainment Television, an international cable network dedicated to the world of entertainment, is interviewing for the following positions in New York and Los Angeles:

Supervising Producer/Live Events

The Supervising Producer will supervise show staff and oversee the day-to-day details of production for live shows and taped specials. Minimum five years experience in live and taped television production with two years supervisory experience required. Previous line producing experience and knowledge of the technical aspects of production required. Strong leadership and people skills are essential. Experience in the entertainment industry a plus. LA only.

Field and Show Producers

The Field Producers and Show Producers will conceptualize, shoot, write, and cut original shows. The selected candidates will have a minimum of three years experience in writing and producing for broadcast and must possess excellent interviewing and field producing skills including experience in supervising edit sessions. Candidate must demonstrate skill in all aspects of show production and possess the ability to generate ideas and take a show from original concept to air. Experience in interviewing Talent is essential. Ability to self-motivate, work under intense deadline pressure, and work cooperatively with other departments including Talent, Rights & Clearances, Promotion and Operations is required. LA only.

News Producers

The News Producers will verify, write, and edit assigned entertainment news stories on a daily basis. The selected candidates will have a minimum of three years experience in producing television news with experience in writing day-of-air stories as assigned. Must have a proven track record in interviewing, field production, exercising strong news judgment and contributing story ideas. Ability to work under intense deadline pressure a must. NY and LA.

Associate Producers

The Associate Producers will work closely with Producers in all aspects of production and have a minimum of two years broadcast production experience in any of the following areas: news, specials, field, segment or live television. Excellent writing, editing, and producing skills essential. NY and LA.

Assignment Editor

The Assignment Editor will monitor and coordinate the daily news gathering operation for a daily half-hour newscast, reporting both scheduling and breaking entertainment news. The selected candidate will have a minimum of three years experience in a similar position in broadcast news, proven sound news judgment, good administrative skills, knowledge of ENG and satellite technical operations, and ability to work under pressure in an extremely fast-paced environment. NY and LA.

Excellent benefits and 401(k) Savings Plan.
Please send resume with salary history to:
E! Entertainment Television
Attn: Human Resources-PROD
5670 Wilshire Blvd.
Los Angeles, CA 90036
E-Mail: hr@eentertainment.com
(please send all documents in MS for Mac 5.0).
NO PHONE CALLS PLEASE.
Equal Opportunity Employer

To place your CABLE classified ad in Broadcasting & Cable, call Sandra Frey (212) 337-6941

April 21 1997 Broadcasting & Cable
HELP WANTED INSTRUCTION

Video Production Associate/Lecturer: M.A. or Radio TV Video or related discipline: experience in production, non-linear and tape editing, lighting, directing. Send letter, resume, three references, and teaching evaluations to Video Search Committee, School of Communication, University of Idaho, Moscow, ID 83844-1072 or e-mail comm@uidaho.edu for info. EOE/AA.

Radio Station Manager, university student FM. Bachelor's degree and college radio background required. Experience in managing student-run radio and professional radio employment preferred. Full time, 12 month contract, no classroom teaching responsibility. Benefits: $20,000. Send resume and statement of station management objectives by May 15 to Dr. Paul Prince, KSDB, Kansas State University, 105 Kedzie Hall, Manhattan, KS 66506-1501. Contract begins June 1. An equal opportunity employer.

HELP WANTED ADMINISTRATION

Home Typists. PC users needed $45,000 income potential. Call 1-800-513-4343 Ext. B-7833.

FINANCIAL SERVICES

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

EMPLOYMENT SERVICES

PROFESSIONAL JOBS WITH ENTERTAINMENT COMPANIES

BROADCAST & CABLE TELEVISION, DISTRIBUTORS, MOTION PICTURE, POST PRODUCTION & MORE

Entry to senior level jobs nationwide in all fields (news, sales, production, management, etc.). Published biweekly. For subscription information: (800) 355-4335 In CA, (818) 901-6330. Entertainment Employment Journal

FREE PROFESSIONAL JOBS

RTNDA (904) 40-RTNDA
RTNDA Job Line
Updated daily 85 cents per minute. To place a free listing call (202) 951-6510. To (202) 233-4007, e-mail rnda@rtnda.org, mail to RTNDA, 1000 Connecticut Ave. NW, Suite 615, Washington, DC 20036-5302.


Entry Level Only! Seeking your first job in TV News? It's our specialty. MCS 760-788-1082 Also professional demo tape services.

Agent/Attorney with clientele in top 10 market seeking tapes of anchors, reporters and producers for representation. Send VHS tape to: G. Matiere, 11 E. Adams #1500, Chicago, IL 60603.

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.

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 1-800-800-9581.

FOR SALE STATIONS

ALA - FLA - TENNESSEE
FM C2 50kW Knox/Chatt. Market $795K
FM & 2 AM's with cash flow Nash Market $800K
FM & 2 AM's resort market near Knoxville $1.9M
AM Small Mkt. near Birmingham $295K
AM Near Tampa & Gulf Coast $295K

HADDEN & ASSOC,
PH 407-365-7832 FAX 407-366-8801


FOR SALE EQUIPMENT

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

Classifieds

SMART TAPES.

For video duplication, demos, audition reels, work tapes, our recycled tapes are technically up to any task and down-time guaranteed. All formats, fully guaranteed. To order call: (800)238-4300


COLLECTION AGENCY

MEDIA COLLECTION DREAM TEAM

CCR

Attorney (former broadcast/cable ad sales manager NBC-RTNDA cable. Petry, Lifetime) and staff handle the USA's top media firm's collection accounts offering:
1. Unequalled knowledge of media business.
2. Ten years of unequalled/documentable recovery rates.
3. Customized reporting.
5. References available.

Call/Write:

CCR
George Stella
1025 Old Country Road
Suite 303
Westbury, NY 11590
Tel: (516) 997-2000/(212) 766-0851
Fax: (516) 997-2071
E-Mail: CCRcollect@AOL.com

Call

Sandra Frey
at
(212) 337-6941

ALLIED FIELD ADVERTISERS!

Call

Sandra Frey
at
(212) 337-6941

www.americanradiohistory.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: $2.50, Expanded Type: $3.20 Bold, Screened. Expanded Type: $3.65 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 %, $/mm, C/D, 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.

---

ORDER BLANK (Fax or Mail)

CLASSIFIED RATES

Display rate: Display ads are $187 per column inch. Greater frequency rates are available in units of 1 inch or larger.

Non-Display rates: Non-Display classified rates (straights) are $2.10 per word with a minimum charge of $42 per advertisement. Situations Wanted rates are $1.15 per word with a minimum charge of $23 per advertisement.

Blind Boxes: Add $30.00 per advertisement

Deadlines: Copy must be in typewritten form by the Monday prior to publishing date.

Category: Line ad □ Display □

Ad Copy:

Date(s) of insertion:

Amount enclosed: $____

Name:

Company:

Address:

City: State: Zip:

Authorized Signature:

Payment:

Check □ Visa □ MasterCard □ Amex □

Credit Card #: □

Exp. Date: Phone:

Clip and Fax or Mail this form to:

B & C
245 W. 17 Street ▲ NYC 10011 • Attention: Antoinette Fasulo or Sandra Frey
FAX NUMBER: 212-206-8327
"For the Record" compiles applications filed with and acting 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.

Abbreviations: AAR—Assignment of license; ant.—antenna; ch.—channel; CP—Construction permit; EIRP—Effective isotropic radiated power; kW—kilocowatts; km—kilometers; kHz—kilohertz; m.—meters; MHz—megahertz; mi.—miles; TL—Transmitter location; w—watts. One inch equals 3.26 feet.

NEW STATIONS

Filed

Horseshoe Bend, Ark. (BPH-9703)—WRD Entertainment Inc. (Preston W. Grace Jr., president/86.2% owner, 720 Ramsey St., Batesville, Ark. 72503) for FM at 106.5 MHz, 6 kW, ant. 100 m, 3.1 km NE of Agnos. Ark. WRD owns KBTA(FM), KABD(FM) and KZLE-FM Batesville and KVWX(FM) Mountain View, Ark. April 4

Craig, Colo. (BPH-970404MH)—Ebbill LLC (Charles B. Moss Jr., manager/member/51% owner, 225 N Mill St., Aspen, Colo. 81611) for FM at 100 kW, 450 m, 6 km W of SR 13, 14 km NE of Meeker. Ebbill has applied to build FM in Billings. Mont. Moss owns KSAM-FM Aspen, Colo. April 4

Panama City, Fla. (BPD-970402M)—All His Children Inc. (Charles K. Winstanley, member, 6901 N Lagoon Drive No. 2, Panama City Beach, Fla. 32408) for FM at 91.7 MHz, 1 kw, ant. 93 m, 111 Laurie Ave. Winstanley owns 76% of WDLW(FM) Panama City Beach and 51% of WPCF-FM Panama City and WYFL-FM Folsom and WFLA-FM Lacombe. La. April 2

Bolingbrooke, Ga. (BPH-970404MB)—Leslie E. Gracik (32 Saddle Mtn. Rd., Rome, Ga. 30161) for FM at 102.1 MHz, 3 kw, ant. 100 m, 3193 Maynard Mill Rd. April 3

Bolingbrooke, Ga. (BPH-970404MD)—New Broadcast Investment Properties Inc. (owners Paul C. Stone, Charles E. Giddens, 1137 Cedar Shoals Dr., Athens, Ga. 30605) for FM at 102.1 MHz, 3 kw, ant. 100 m, 1.4 km NW of SHI Rd. W of Maynard Hill Rd. New Broadcasting owns WOGI(FM), Rome and Giddens each own 50% of WTSK(AL) Rome- WTSK-FM Rockmart/Rome and WZKT(AL) Rockmart. Ga., and 33.3% of WRCF(AL) Athens. WBCB(AL)-WUPF(FM) Royston and WKLZ(AL) Westfall Toccoa. Ga. Stone also owns 24.5% of WTLS-TV Tallahassee. Fla., and 5% of WMCN(FM) Bossickville, Ga. April 4


Mount Vernon, Ga. (BPH-970407M)—TBC Broadcasting Inc. (Raymond H. Bilberry, president/33.3% owner, PO Box 1280, Hinesville, Ga. 31313) for FM at 101.7 MHz. April 7

Peachtree City, Ga.; Nashville, Ind., and Hesperia, Mich. (BPH-970407/1A: 03/MJ: 04/MJ:—American Family Association (Don E. Wildmon, president, 1208 Zentwood. Tupelo, Miss. 38801) for noncommercial FMs at 91.7 MHz, 6 kw, ant. 97 m, 6.5 mi. S of Peachtree City, then 2 mi. S of Senoia and SR 16 on W side of SH 85; at 90.3 MHz, 8 kw, ant. 120 m, 1.1 mi. on 135 S from its intersection with 4 E to to rarch on right; and at 91.7 MHz, 35 kw, ant. 71 m, 6 w. Of Hesperia. Association owns KAIT(FM) Carrolton, WAOQ(FM) Ozark and WAKX(FM) Sheffield. Ala. KVUA-FM Apache Junction, Ariz.; KWAH(FM) Fort Smith and KAXX(FM) Pine Bluff, Ark.; KBZU(FM) Topeka and KCKI(FM) Wichita Kan.; WAPD(FM) Campbellsville, Ky.; KAPI(FM) Alexandria and KAPI (FM) Ruston, La.; WDFC(FM) Cleveland, WOST-AM-FM Forest, WAOQ(WMC) McComb, WYAO(FM) Saline and WAPD(FM) Tupelo, all Miss.; KAKU (FM) Springfield, Mo., and WAMF(FM) Jackson, Tenn.; is buying CP for FM at Ottawa. Kan.; is selling FM in Mount Morris, Ill.; has CP to build FMs in Selma and Ozark, Ala., and Lake City, Tenn.; El Dorado, Ark.; Vincennes, Ind.; St. Martinville, La.; Hattiesburg and Natchez, Miss.; Hubbard, Neb.; Strongsville, Ohio; and Sunrise, N.C.; and Poteau, Okla.; Reedsport, Ore.; Huntsville, Tex., and Culpeper, Va. has applied to build FMs in Troy, Ala.; Bentonville, Bluffdale. Des Arc, Fayetteville, Forrest City, Nashville and Springfield, all Ark.; Panama City, Fla.; Amer- ica's, Cairo, Dublin, Savannah and Waycross, all Ga.; Flora, Kankakee, Kewanee, Pana and Peoria, Ill.; Franklin, Ind.; Fairfield, Marion, Ottumwa and Waverly, all Iowa, all City, Manhattan, Salina and Independence, all Kan.; Bastrop, Jonesboro, Kinder, Many, Natchitoches and Westwaco, all La.; Muskegon, Mich.; Corinthe, Duck Hill, Indiana, Laurel and Port Gibson, all Miss.; Benton, Hannibal, High Point. Kennett, Kirksville and St. Joseph, all Mo.; Ashokio, Fayetteville and Mount Airy, N.C.; Shelby and Steubenville, Ohio; Ada, Armonde, Chickasha, Durant, El Reno, Seminole and Stillwater, all Okla.; Franklin, Pa.; Dillon, S.C., Clarksville, Hope and Shreveport, all Tenn.; Crockett, Del Rio, Fannett, Gatesville, Kerrville, Lamesa, Mart, Nacogdoches, Odessa, Pampa, Plainview and Victoria, all Tex.; Charles and Danville. Va.; Cuba City, Wis., and Gillette. Wyo. April 7, 3, 4

Agana, Guam (BPH-970404ME)—Inter-Island Communications Inc. (Edward H. and Frances W. Poppe, joint 92.3% owners. PO Box 20249, Guam Main Facility, Agana, Guam 96921) for FM at 101.9 MHz, 25 kw, ant. 162.5 m., Inter-Island owns KCMN(AL)-KCMN (FM) Saipan. CM. and KSOF(FM) Agana. April 4

Agana, Guam, and Earlville and Fairbury, Ill. (BPH-970404MF. G.—KM Communications Inc. (Myong Hwa Bae, president/ owner, 19 Rolling Ridge Rd., Northfield, Ill. 60093) for FMs at 101.9 MHz. 26 kw, ant. 161 m., atop Mt. Barrigada (Agana); 102.9 MHz. 2 kw, ant. 173 m., on 4th Rd. 1 km N of intersection with 47th Rd., Mendota Township, Ill. (Earville), and 107.7 MHz, 10 kw, ant. 157 m. NE quarter of Sec. 13, 7.3 NE of Collins. Ill. (Fairbury). KM has CPs to build TVs in Flagstaff and Sierra Vista, Ariz., and Iowa City, Iowa; FM in Pearson, Ga.; has applied to build FMs in Viola and St. John's, Ariz.; Merced, Calif., and Breese, Ill.; Parkersburg, W.Va.; Fairbault, Minn.; Mesquite, Nev.; Willard, Ohio: Bringham City, Utah and New Holstein, Wis.; has applied to build TVs in Selma, Ala.; Holbrook, Ariz.; El Dorado and Gosnell, Ark.; Marriana. Fla.; Boise and Pocatello, Idaho; Ames, Iowa; Jackson, Miss.; Albuqueque and Rosewell, N.M.; Arcade and Syracuse, N.Y.; Greenville, N.C.; Bismarck and Minot, N.D.; Muskogee, Okla.; Salt Lake City and Provo, Utah; Virginia Beach, Va.; Spokane and Walla Walla. Wash.; Crandon, Wis., and Jackson, Wyo. Myong Hwa Bae owns 50% of company building Kaos(TV) Shawnee. Okla. April 4

Fairbury, Ill. (BPH-970404M)—GMA Broadcast- ing Corp. (Richard H. Heibel, president/ owner, 12 Glennmore Place, Hilton Head, S.C.,
Continued from page 46

**WBPP(FM)** Strasburg/Winchester, Va.
Price: $850,000 cash
Buyer: Mid Atlantic Network Inc., Winchester (John Lewis, president);
owns WING-AM-FM Winchester, WKCY-AM-FM Harrisonburg and WFMV-AM-FM Frederickburg, both Va.
Seller: Signal Knob Radio Partners, Washington (Leverrier Broadcasting Co. Inc., managing general partner/60% owner [Jeffrey D. Southmeyd, joint 85% owner]); Southmeyd is 33.3% partner in application to build FM in Robbins, N.C. (see “For the Record”).
Facilities: WAPP: 105.5 mhz, 3 kw, ant. 300 ft.; WBPP: 104.9 mhz, 3 kw, ant. 220 ft.
Format: Oldies
Broker: Media Services Group Inc. (seller)

**KLOZ(FM)** Eldon, Mo.
Price: $750,000
Buyer: Benne Broadcasting Co. LLC, Eldon (Dennis F. Benne, member/75% owner)
Seller: Capital Media Inc., Eldon; no other broadcast interests
Facilities: 92.7 mhz, 31 kw, ant. 620 ft.
Format: Adult contemporary

**WKRF(FM)** Tobyhanna, Pa.
Price: $150,000
Buyer: Sinclair Broadcast Group Inc., Baltimore (David D. Smith, president/28.1% owner); owns WPJH-TV (LMA with WPTT-TV) Pittsburgh, WKRF-FM, WGGY-FM, WIKQ-AM and WGBI-AM, all Wilkes-Barre/Scranton and WLP(AM) West Hazleton/Wikess-Barre and WWRF(AM) Freeland/Wilkess-Barre, all Pa.; has applied to build TVs in Geistow and Hollidaysburg, Pa. (for other holdings, see “Changing Hands,” Feb. 10)

**Errata**
A deal was reported for a second time in the April 14 “Changing Hands.” It had already been reported March 10 that WEJL-FM Lansing/Chicago, Ill., was being sold to Crawford Broadcasting Co. K by Evergreen Media Corp. for $14.8 million.

**Facilities:**
- **WBPP(FM)**: Strasburg/Winchester, Va.
- **KLOZ(FM)**: Eldon, Mo.
- **WKRF(FM)**: Tobyhanna, Pa.
- **Errata**: Details of a deal involving WEJL-FM Lansing/Chicago, Ill.

---

**Radio AM**

**KLVL(AM)** Pasadena, Tex.
Price: $1.25 million
Buyer: SIGA Broadcasting Corp., Houston (co-owners Gabriel and Sylvia A. Arango); no other broadcast interests
Seller: Estate of Angela V. Morales, Houston (Richard C. Vara, executor); no other broadcast interests

**Facilities:** 1230 khz, 1 kw

**Radio FM**

**ERRATA**

**Seller:** Keymarket of NEPA Inc., Augusta, Ga. (Kerby E. Confer, president/owner). Confer owns WYRD(AM)-WFBQ-FM Greenville and WORD(AM) Spartanburg, S.C.; has TBA with WSAP-AM-FM Spartanburg. Confer also has interest in WFRM-FM Bowling Green, WVVR(FM) Hopkinsville, WSPJ

**Errata**
A deal was reported for a second time in the April 14 “Changing Hands.” It had already been reported March 10 that WEJL-FM Lansing/Chicago, Ill., was being sold to Crawford Broadcasting Co. K by Evergreen Media Corp. for $14.8 million.

**Facilities:**
- **WBPP(FM)**: Strasburg/Winchester, Va.
- **KLOZ(FM)**: Eldon, Mo.
- **WKRF(FM)**: Tobyhanna, Pa.
- **Errata**: Details of a deal involving WEJL-FM Lansing/Chicago, Ill.

---

**Radio AM**

**KLVL(AM)** Pasadena, Tex.
Price: $1.25 million
Buyer: SIGA Broadcasting Corp., Houston (co-owners Gabriel and Sylvia A. Arango); no other broadcast interests
Seller: Estate of Angela V. Morales, Houston (Richard C. Vara, executor); no other broadcast interests

**Facilities:** 1230 khz, 1 kw

**Radio FM**

**ERRATA**

**Seller:** Keymarket of NEPA Inc., Augusta, Ga. (Kerby E. Confer, president/owner). Confer owns WYRD(AM)-WFBQ-FM Greenville and WORD(AM) Spartanburg, S.C.; has TBA with WSAP-AM-FM Spartanburg. Confer also has interest in WFRM-FM Bowling Green, WVVR(FM) Hopkinsville, WSPJ

**Errata**
A deal was reported for a second time in the April 14 “Changing Hands.” It had already been reported March 10 that WEJL-FM Lansing/Chicago, Ill., was being sold to Crawford Broadcasting Co. K by Evergreen Media Corp. for $14.8 million.

**Facilities:**
- **WBPP(FM)**: Strasburg/Winchester, Va.
- **KLOZ(FM)**: Eldon, Mo.
- **WKRF(FM)**: Tobyhanna, Pa.
Whitehead sues Astra

continued from page 64

had no comment on Whitehead’s charges.

The European satellite system delivers free and subscription television directly to subscribers as well as to cable operators for redistribution to viewers. Astra says it reaches about 23 million direct-to-home viewers plus another 44 million through cable systems. The company operates six satellites and plans to launch another four.

Whitehead cited the expansion plans in stressing Astra’s profitability to the court: “Based on Whitehead’s concept and implementation, SES has already made enormous profits [$82.5 million in 1996 alone] and is preparing to launch a global, satellite-based telecommunications network.”

At the lawsuit’s core is a 1993 decision by SES to seize 50 “founder’s shares” Whitehead had held in the satellite operator. SES said it seized the shares because Whitehead had violated a noncompetition clause in an earlier agreement with Astra. Whitehead’s suit calls that reasoning a trumped-up excuse. His lawsuit estimates the shares’ value at $200 million and asks the court to treble the amount of actual damages.

Whitehead had held the founder’s shares since 1988. The shares were part of a 1985 SES/Whitehead agreement aimed at compensating Whitehead for earlier developmental work on the satellite venture. Whitehead’s suit describes the 1985 agreement as unfair, although Whitehead did not take SES or Luxembourg to court over the deal.

His lawsuit maintains that the Luxembourg company granted him the shares in 1988 and then plotted to reclaim them after realizing their worth. In reclaiming the shares, SES cited consulting work Whitehead had done for satellite operator PanAmSat. SES said the work violated the 1985 agreement’s noncompetition clause.

Whitehead counters by saying that the consulting work did not violate the deal and that he had told SES about the work for PanAmSat two years before SES seized the shares. The lawsuit also cites a 1991 letter to Whitehead from then-SES chairman Pierre Werner in which Werner offered no objections to Whitehead’s PanAmSat work.

Whitehead also says he has since tried to force SES to resume dividend payments on the shares but has been unsuccessful.

Whitehead and his lawyers now are waiting for responses from SES and the Grand Duchy of Luxembourg. They also are waiting for the response of Candace Johnson, a third defendant named in the action. The lawsuit says Johnson, a U.S. citizen and SES director, has hindered Whitehead’s consulting business by disparaging his business reputation.

---

Cutting Edge

By Glen Dickson

Comark Communications has signed a deal with Sinclair Broadcast Group to provide digital transmitters and services to all of Sinclair’s current and future stations. Sinclair owns or provides services to 28 TV stations in 20 of the nation’s largest markets.

Philips BTS has sold more than $2 million in digital cameras to VTE Productions, a Torrance, Calif.-based mobile production company. The 24 LDK 20 and LDK 20P high-resolution digital camera systems will be used for remote productions of entertainment and sporting events. The LDK 20, which debuted at NAB ’97, features 12-bit A/D video conversion and 24-bit “HiRes” digital internal processing. Philips BTS says that it has formed an alliance with VTE Productions to outfit future mobile trucks.

Discovery Communications has purchased Hewlett-Packard’s MediaStream broadcast server to play back spots and provide long-term digital video storage for its new Latin America Television Center in Miami. Discovery, which has ordered seven HP servers to provide on-air insertion for 15 programming channels, plans eventually to use the servers for long-form playback. The servers will run on Louth automation software and will be configured in two clusters linked by Fibre Channel networking, giving Discovery a maximum capability of 25 on-air channels and four preview channels. “It’s a huge solution for regional programming,” says Debra Dunn, general manager of HP’s video communications division.

Digital Graffiti of Middlesex, England, has introduced its VS100 standalone video disk recorder. The unit, which will sell for less than $15,000, can be equipped with up to 36 gigabytes of internal storage, including a hot-swappable drive bay. According to Peter Roswell, Digital’s general manager, the VS100 is designed to function as a standard VTR while offering random access, instant frame animation and video looping.

CBS News has leased 24 Avid Media Composer 4000 nonlinear editing systems to produce programming for CBS Eye on People, its new entertainment channel. The disk-based editing and finishing systems will be used by CBS Eye production staffers to edit and finish programs for broadcast directly from disk, which will allow for fast turnaround on stories and promos.
April 11-23 – Cable & Satellite '97, presented by Reed Exhibition Companies. Earls Court 2, London. Contact: Andrea Johnstone, +44 (181) 710 7866.


April 23–25 – 16th annual Sports Emmy Awards, presented by the National Academy of Television Arts and Sciences. Marriott Marquis Hotel, New York City. Contact: David Beld, (212) 586-8424.


June 2–5 – Electronic Industries Association: Consumer Electronics Makers Association international spring consumer electronics show. Georgia World Congress Center, Atlanta. Contact: Cynthia Upson, (404) 898-8144.


June 7–9 – Telecom '97, presented by the Society of Cable Communications Engineers. Orange County Convention Center, Orlando, Fla. Contact: (810) 363-5888.


June 7–9 – National Academy of Television Arts and Sciences Trustees' Award presentation. New York Sheraton Hotel and Towers, New York City. Contact: Trudy Wilson, (212) 588-8424.

June 8–New Jersey Broadcasters Association 50th anniversary gala, dinner, dance and show. Trump Plaza, Atlantic City. Contact: Michelle McMillan, (609) 396-1829.


June 8–14 – 18th annual Banff Television Festival. Banff Springs Hotel, Banff, Alberta, Canada. Contact: (403) 678-9260.


June 10–12 – 14th annual Global DBS Summit, presented by Link Events/Giobex and DBS Digest. Hyatt Regency Tech Center, Denver. Contact: (303) 414-9696.


June 13–15 – ShowBiz Expo West '97, conference and trade show for the entertainment production industry presented by Variety and Reed Exhibition Companies. Los Angeles Convention Center. Los Angeles. Contact: (800) 840-5888.


June 18–21 – Native American Journalists Association 13th annual conference. Minneapolis Regal Hotel, Minneapolis. Contact: (612) 874-8833.


June 22–26 – UTC Telecom '97, annual telecommunications conference and exhibition presented by UTC. Oregon Convention Center, Portland, Ore. Contact: (503) 655-1222.


June 29–July 2 – Cable Telecommunications Association of Maryland, Delaware and the District of Columbia annual conference. Sagamore Resort, Lake George, N.Y. Contact: Mary Anne Jacon, (518) 456-8888.


July 20–23 – C/TAM 1997 National Marketing Conference. Marriot Orlando World Center, Orlando, Fla. Contact: (703) 549-4200.


July 26–28 – California Broadcasters Association 50th annual convention. Doubletree Hotel, Monterey, Calif. Contact: (916) 444-2223.


Major Meeting dates in red

Compiled by Kenneth Ray (ken.ray@bnc.rahmers.com)
Royalties, roles and reels

Taking son, a compulsory sorting through will Congress and prepares right legislation.

Roberts’s hands are full these days as he prepares for a complete review of the cable and satellite compulsory license systems. At the request of Senate Commerce Committee Chairman Orrin Hatch (R-Utah), the copyright office will submit a report to Congress by Aug. 1 on the systems that will recommend changes to current law.

Among the thorny issues Roberts will be sorting through are whether Sky should be permitted to retransmit local signals under the satellite compulsory system, whether the cable and satellite compulsory systems should be merged and whether the so-called white-area restriction on the satellite compulsory license is still necessary.

“Right now, Bill may be one of the most important lawyers in Washington without a window in his office,” says Seth Davidson, a lawyer with Fleishman & Walsh. Taking phone calls from disgruntled satellite customers used to be a key part of Roberts’s job, Davidson jokes, but “I always warned him that ‘one day you’ll be getting calls from lobbyists.’”

“I love the legislative work,” Roberts says of his job. “It’s really neat to be a source for people where they can call you up and say, ‘hey, we’re thinking about doing something—drafting a particular bill—but we don’t have the expertise. Can you help us out?’”

Known for his knowledge of the arcane copyright code, Roberts has been called to testify on copyright issues before congressional panels.

“[Roberts] is extremely thorough, a wealth of institutional knowledge...level-headed, and willing to be fair to all industry segments,” says Michael Mandigo, an aide to House Judiciary Committee member Rick Boucher (D-Va.).

Davidson points out that “there is a long history and complexity to these issues. He does such a good job of explaining this stuff to people with varying levels of background.”

Roberts’s interest in copyright law stems from a background in theater and an interest in film that began when he was an actor in high school in West Haven, Conn. He continued acting at the College of Holy Cross in Worcester, Mass., where he was a theater minor.

Before going on to law school at the University of Virginia, Roberts spent time at Colonial Williamsburg in a company of performers. In addition to playing a colonial character during the day for tourists, he performed in plays at night.

At the University of Virginia, he took classes in entertainment and copyright law, which led to his employment at the Arter & Hadden law firm upon graduation in 1986. But Roberts found the work stifling. “I didn’t like working in a law firm at all,” he says. “It’s essentially one topic, and then it just consumes your entire life. You’ve got to live and breathe this. There just isn’t anything I would want to be doing all the time, constantly.”

Despite his harrying schedule at the copyright office, Roberts still finds time to act in community theaters around Washington.

However, a sign on his office door tells the tale of where most of his life is spent outside the office: “Work is just something to do when you’re not fishing.” Roberts competes in freshwater fishing tournaments nationwide, and the dozens of plaques on his office walls testify to his success.

Still, he sees life as a balancing act. “I do have a competitive spirit—that’s why I’m attracted to the fishing tournaments,” Roberts says. “But when you have a number of bad tournaments, oddly enough, it’s rather enjoyable to come in on Monday morning.”

After his time at the copyright office ends, Roberts says he could see himself teaching full time or serving as an administrative law judge. He would particularly be interested in serving as an administrative law judge if the copyright arbitration system changed.

Although he has considered working on Capitol Hill as a congressional committee staffer, the unpredictable hours and work schedule would take away the flexibility he has for his outside interests.
Broadcasting joins NBC.

Dennis Herzig, assistant news director, WPGL-TV Miami, joins KULR-TV Los Angeles as news director.

Jacqueline Paytas, field human resources manager, Taco Bell, Irvine, Calif., as director, employee relations.

Seth Kaplan, sports producer/reporter, WLMY-TV Melville, N.Y., joins WHTV-TV Terre Haute, Ind., as weekend sports anchor/reporter.

Ellie Merritt, news reporter, KIYE-TV Mankato, Minn., named anchor/producer.

Ramona Robinson joins WKYC-TV Cleveland to develop special projects and then in September, to anchor and report.

Appointments at WLMY-TV Cambridge/Boston: Diane Howard, regional sales manager, named national sales manager; Gerry McGavick, Red Team sales manager, Harrington, Righter, & Parsons Inc., New York, joins as national sales manager.

Appointments at Argyle Television Inc. stations: Jeff Rosser, president/GM, KHSN-TV Fort Smith, Ark., joins KOCO-TV Oklahoma City as GM; Lori Beth Pickle, promotion director, KHSN and KHOG-TV Fayetteville, both Arkansas, joins KOCO-TV as creative services director; Brent Hensley, VP/general sales manager, KOCO-TV, joins KHSN and KHOG-TV as president/GM.

Ivey Van Allen, manager, advertising and promotion, and James Pettit, senior marketing coordinator, Paramount Domestic Television, join Twenty-First Television, Los Angeles, as director, advertising and promotion, and manager, station relations, respectively.

Julie Ford, news director, WWSN-TV Sarasota, Fla., named director, news and public affairs.

Jim Higgins, president, marketing, American Appliance, joins KYW-TV Philadelphia as marketing consultant.

Doug Spero, news director, WTVK-TV Harrisonburg, Va., joins WCHL-TV New Bern, N.C., in same capacity.

Appointments at WFOR-TV Miami: Carol Devane, marketing manager, WTVI-TV Miami, joins as marketing director; Michele Gillen, investigative reporter, KCHS-TV Los Angeles, joins in same capacity.

Cordell Patrick, sports anchor, KSAT-TV San Antonio, Texas, joins KSHB-TV Kansas City, Mo., as weekday sports anchor.

Chris Huston, news director, WXLV-TV Winston-Salem, N.C., joins WSEE-TV Erie, Pa., in same capacity.

Noelle Dick and Ron Lepek join WDKY-TV Danville/Lexington, Ky., as promotions director, and sales/marketing manager, respectively.

Tess Dumiao, reporter/anchor, KGL-TV Tucson, Ariz., joins KJTV-TV Austin, Texas, as co-anchor, Daybreak.

Appointments at WHTV-TV Boston: Ben Newman joins as national sales manager; Ross Kramer, research director, WLVI-TV Cambridge, Mass., joins in same capacity.

Julie Ford, news director, WWSN-TV Sarasota, Fla., named director, news and public affairs.

Jim Higgins, president, marketing, American Appliance, joins KYW-TV Philadelphia as marketing consultant.

Doug Spero, news director, WTVK-TV Harrisonburg, Va., joins WCHL-TV New Bern, N.C., in same capacity.

Appointments at WFOR-TV Miami: Carol Devane, marketing manager, WTVI-TV Miami, joins as marketing director; Michele Gillen, investigative reporter, KCHS-TV Los Angeles, joins in same capacity.

Cordell Patrick, sports anchor, KSAT-TV San Antonio, Texas, joins KSHB-TV Kansas City, Mo., as weekday sports anchor.

Chris Huston, news director, WXLV-TV Winston-Salem, N.C., joins WSEE-TV Erie, Pa., in same capacity.

Noelle Dick and Ron Lepek join WDKY-TV Danville/Lexington, Ky., as promotions director, and sales/marketing manager, respectively.

Tess Dumiao, reporter/anchor, KGL-TV Tucson, Ariz., joins KJTV-TV Austin, Texas, as co-anchor, Daybreak.

Appointments at WHTV-TV Boston: Ben Newman joins as national sales manager; Ross Kramer, research director, WLVI-TV Cambridge, Mass., joins in same capacity.

Julie Ford, news director, WWSN-TV Sarasota, Fla., named director, news and public affairs.

Jim Higgins, president, marketing, American Appliance, joins KYW-TV Philadelphia as marketing consultant.

Doug Spero, news director, WTVK-TV Harrisonburg, Va., joins WCHL-TV New Bern, N.C., in same capacity.

Appointments at WFOR-TV Miami: Carol Devane, marketing manager, WTVI-TV Miami, joins as marketing director; Michele Gillen, investigative reporter, KCHS-TV Los Angeles, joins in same capacity.

Cordell Patrick, sports anchor, KSAT-TV San Antonio, Texas, joins KSHB-TV Kansas City, Mo., as weekday sports anchor.

Chris Huston, news director, WXLV-TV Winston-Salem, N.C., joins WSEE-TV Erie, Pa., in same capacity.

Noelle Dick and Ron Lepek join WDKY-TV Danville/Lexington, Ky., as promotions director, and sales/marketing manager, respectively.

Tess Dumiao, reporter/anchor, KGL-TV Tucson, Ariz., joins KJTV-TV Austin, Texas, as co-anchor, Daybreak.

Appointments at WHTV-TV Boston: Ben Newman joins as national sales manager; Ross Kramer, research director, WLVI-TV Cambridge, Mass., joins in same capacity.

Appointments at WBSN-TV Miami: Carol Devane, marketing manager, WTVI-TV Miami, joins as marketing director; Michele Gillen, investigative reporter, KCHS-TV Los Angeles, joins in same capacity.

Cordell Patrick, sports anchor, KSAT-TV San Antonio, Texas, joins KSHB-TV Kansas City, Mo., as weekday sports anchor.

Chris Huston, news director, WXLV-TV Winston-Salem, N.C., joins WSEE-TV Erie, Pa., in same capacity.

Noelle Dick and Ron Lepek join WDKY-TV Danville/Lexington, Ky., as promotions director, and sales/marketing manager, respectively.

Tess Dumiao, reporter/anchor, KGL-TV Tucson, Ariz., joins KJTV-TV Austin, Texas, as co-anchor, Daybreak.

Appointments at WHTV-TV Boston: Ben Newman joins as national sales manager; Ross Kramer, research director, WLVI-TV Cambridge, Mass., joins in same capacity.

Julie Ford, news director, WWSN-TV Sarasota, Fla., named director, news and public affairs.

Jim Higgins, president, marketing, American Appliance, joins KYW-TV Philadelphia as marketing consultant.

Doug Spero, news director, WTVK-TV Harrisonburg, Va., joins WCHL-TV New Bern, N.C., in same capacity.

Appointments at WFOR-TV Miami: Carol Devane, marketing manager, WTVI-TV Miami, joins as marketing director; Michele Gillen, investigative reporter, KCHS-TV Los Angeles, joins in same capacity.

Cordell Patrick, sports anchor, KSAT-TV San Antonio, Texas, joins KSHB-TV Kansas City, Mo., as weekday sports anchor.

Chris Huston, news director, WXLV-TV Winston-Salem, N.C., joins WSEE-TV Erie, Pa., in same capacity.

Noelle Dick and Ron Lepek join WDKY-TV Danville/Lexington, Ky., as promotions director, and sales/marketing manager, respectively.

Tess Dumiao, reporter/anchor, KGL-TV Tucson, Ariz., joins KJTV-TV Austin, Texas, as co-anchor, Daybreak.

Appointments at WHTV-TV Boston: Ben Newman joins as national sales manager; Ross Kramer, research director, WLVI-TV Cambridge, Mass., joins in same capacity.

Julie Ford, news director, WWSN-TV Sarasota, Fla., named director, news and public affairs.

Jim Higgins, president, marketing, American Appliance, joins KYW-TV Philadelphia as marketing consultant.

Doug Spero, news director, WTVK-TV Harrisonburg, Va., joins WCHL-TV New Bern, N.C., in same capacity.

Appointments at WFOR-TV Miami: Carol Devane, marketing manager, WTVI-TV Miami, joins as marketing director; Michele Gillen, investigative reporter, KCHS-TV Los Angeles, joins in same capacity.

Cordell Patrick, sports anchor, KSAT-TV San Antonio, Texas, joins KSHB-TV Kansas City, Mo., as weekday sports anchor.

Chris Huston, news director, WXLV-TV Winston-Salem, N.C., joins WSEE-TV Erie, Pa., in same capacity.

Noelle Dick and Ron Lepek join WDKY-TV Danville/Lexington, Ky., as promotions director, and sales/marketing manager, respectively.

Tess Dumiao, reporter/anchor, KGL-TV Tucson, Ariz., joins KJTV-TV Austin, Texas, as co-anchor, Daybreak.

Appointments at WHTV-TV Boston: Ben Newman joins as national sales manager; Ross Kramer, research director, WLVI-TV Cambridge, Mass., joins in same capacity.
Appointments at Universal Television. Universal City, Calif.: Charles Engel, senior VP, programming, named executive VP; Matthew Herman, executive VP, production, New World Entertainment, joins as executive VP, production.

John Luna, VP, on-air promotion, Fox Sports Net, named senior VP, on-air promotion, Fox Broadcasting Co., Beverly Hills, Calif.

Gwen Wood, director, satellite services, Public Broadcasting Service, Alexandria, Va., named VP, distribution services.


Davis Doi, producer, The Real Adventures of Johnny Quest.

Jodi Nussbaum, assistant VP, production, Children’s Television Workshop, New York, named VP.

Appointments at Lakeshore International, Los Angeles: Mimi Steinbauer, VP, international television. Trimark Television, joins as VP, international television sales; Stephanie Denton, director, international film sales, named VP.

Cindy McWethy, controller, Beacon Communications, Los Angeles, named VP, finance.

RADIO

Thad Gentry, director, marketing and promotions, WBBM(FM) Chicago, named local sales manager.

Bob McCuin, account executive, CBS Radio Sales, Eastern sales, joins WSCK(AM) and WXRT(FM) Chicago as national sales manager.

Marna Spizz, local sales manager, WZIR(AM)/WJMK(FM) Chicago, joins CBS Radio Stations there as director, sales development.


Mark Feather joins KQKS(FM) Longmont/Denver, Colo., as program director.

Appointments at Jacor Communications’ stations in Las Vegas: Gary Cox named general sales manager, KSNV-FM and KKLX-FM; Tom Jordan, program director, KGNN-FM, adds director, operations, KFMS-FM, to his responsibilities.

Appointments at Texas State Network, Arlington, Texas: Jim Roberts, director, affiliate relations, adds director, operations, to his responsibilities; Julius Graw named news director.

Peter King, anchor/reporter, WNNZ(AM) Orlando, Fla., named news director.

Shari Brown, national sales manager, WBBM-AM/FM Tom’s River, N.J., named assistant director, network sales, Nassau Broadcasting Partners’ Jersey Radio Network.

Appointments at KRTZ(AM) Santa Barbara, Calif.: Brad Majors, on-air host, WQRT(FM) Indianapolis, joins as nighttime air personality; Jack Broady, afternoon drive personality/assistant production director, KKQL-FM San Diego, joins as midday air personality.

Appointments at CBS Radio Network: Tommy Tighe, reporter, named anchor, Sports Central USA and Sports World Roundup. Tighe will continue to contribute to Inside Pitch; Larissa Brannin, free-lance radio news reporter/print journalist, joins as anchor, Science Today.


Appointments at Jacor’s WSW(FM) Louisville, Ky.: Susan Hudzielsz, local sales manager, named regional sales manager; Steve Murphy, account executive, named local sales manager.

Joshua Simons, adviser, start-up entertainment companies, joins WorldSpace, Washington, as VP, marketing.

Bill Wise, VP, programming, MJL Broadcasting, New York, joins WJZS(FM) Cocoa Beach, Fla., as program director.


Jill Galanne, East Coast manager, OnLine Media, Philadelphia, joins Sentry Radio there as manager.

Fred Horton, operations manager, WNGA-AM/FM Albany, N.Y., joins WGNS(FM) Memphis in same capacity.

Mark Richards, program director, WKBJ(FM) Colonial Heights, VA., joins American Radio Systems’ KMKP-FM Seattle as program director.

John Mullen, programing coordinator/research director, WQHT(FM) New York, named operations coordinator, WQHT and WRRS-FM New York; Karen Vaughan, team leader, contemporary marketing team, Anheuser-Busch, joins WQHT as on-air promotion coordinator.

Claude Hulet, Western marketing manager, CBS FM National Sales, Los Angeles, joins Arbitron, New York, as Western manager.

Appointments at WQHT-FM Philadelphia: Scott Steward, account executive, CBS Radio Representatives, Philadelphia, joins as national sales manager; Michael Berkowitz, national sales manag-
er, named general sales manager.

Scott Wilder, air personality/program director, KLTY(FM) Fort Worth, joins KWRD(FM) Irving, Tex., as host, call-in talk program.

Bob Hogan, VP/GM, WLAP(AM), WWXL-FM and WWYF(AM) Lexington, Ky., joins KISM-AM-FM Salt Lake City and KUMT(FM) Centerville, both Utah, in same capacity.

Appointments at Prime Sports, Dallas: Steve Yeager, radio program host, and Fred Wallin, radio and television play-by-play host, joins as on-air staff, to host a weekend program: Annie Zidarevich, executive producer, named director, programming.

Art Zeidman, account executive, WINS(AM) New York, joins Spanish Broadcasting System Inc. there as director, sales development, WPAT-FM Paterson, N.J., and WSKG-FM Binghamton, N.Y.


---

**CABLE**

Julie Luehrman, director, marketing, Turner Broadcasting System, Atlanta, joins E! Entertainment Television, Los Angeles, as regional director, affiliate relations, Northwest.

Appointments at A&E Television Networks, New York: Lisa Cowles, manager, special events/creative services, named director, special events and merchandising; Todd Tarpley, manager, new media, named director.


---

**Broadcasting**

Pat Baughman, director, affiliate relations, Lifetime Television. Dallas, named VP, central region, affiliate relations.

Lynn Fainchtein, regional operations manager, MTV Latin America. Mexico, named director, music programming.

Larry Dinney, senior VP, advertising sales. Comedy Central. New York, named executive VP.

Thomas Smith, sports director/producer, joins Sunshine Network, Orlando, Fla., to direct coverage of Florida Marlins baseball.

Donald Black, marketing director, Christian Coalition, joins INSP-The Inspirational Network, Charlotte, N.C., as VP, sales and development.

Craig Simon, regional VP, Cablevision Systems, joins CBS Cable, Stamford, Conn., as VP, North American Distribution.

Jill Birdwhistell Pierce, director, corporate and foundation relations, American Lung Association, joins Kaleidoscope. San Antonio, Tex., as senior VP, strategic marketing, and president, National Advisory Board.

Gino Natalicchio, VP, international development, The Box, Los Angeles, named senior VP, international. The Box Worldwide Inc.

Appointments at Cox Communications Inc. Atlanta: Praveen Abichandani, director, financial planning and analysis, named director, strategy analysis: Jeff Storey, director, network operations and GM. Cox Fibernet. Oklahoma City system, named director, broadband services. Appointments at San Diego office, William Fitzsimmons, director, finance, named VP, financial operations. Jacqui Vines, director, human resources, named VP.

Marvin Jones, president/CEO, United Artists Cablesystems Corp., joins Tele-Communications Inc., Englewood, Colo., as COO, cable division.

Jack Bonanni, senior VP, advertising sales, ESPN, joins Outdoor Life and Speedvision networks, Stamford, Conn., in same capacity.

Appointments at Galavision, New York: Lucia Ballas-Treasor, director, national sales, named VP. Art Marquez, joins Galavision and Univision as director, affiliate sales, cable: Marc Musicus, director, marketing. Time Warner Cable, New York, joins as manager, affiliate sales, Eastern region.

Don McGuire, president, McGuire Media Properties, joins America One Television, Irving, Texas, as consultant and to oversee the general management of the operation.

John Sprugel, news director, WHO-TV Peoria, Ill., joins Ohio News Network, Columbus, in same capacity.

Sydney McQuoid, VP, sales. Central region. Lifetime Television, joins Game Show Network, Culver City, Calif., in same capacity.

Robin Sayetta, executive director, licensing. Scholastic Inc., joins Discovery Enterprises Worldwide, Bethesda, Md., as VP, worldwide licensing.

Appointments at International Family Entertainment: Laurie Beller, director, marketing and corporate communications. Showscan Entertainment, Los Angeles, joins as manager, advertiser sales, Los Angeles: Thom Dennis, director, new media, Christian Broadcasting Network, joins as manager, Internet ventures, Virginia Beach, Va.

Appointments at Cartoon Network, Atlanta: Keith Crofford, producer, named VP, production; Jennifer Davidson, named director, operations.

Tyla Hagan, coordinator, national accounts, USA Networks, joins Odyssey, New York, as regional manager, Mid-Atlantic.

Appointments at Home Shopping Network, St. Petersburg, Fla.: Gerard Hoepner, director, public relations and communications. Eckerd Corp., Largo, Fla., joins as VP, communications; Jason Stewart, named director, corporate operations, Los Angeles; Jennifer Goebel, named director, corporate communications, New York; Mark Bozek, senior VP, programing and broadcasting.

---
joins as executive VP, broadcast.


Susan Lewis, account executive. ESPN, Bristol, Conn., joins USA Networks. New York, as regional manager, affiliate relations. Western region.

Stan Well, executive VP, advertising sales. Turner Broadcasting Networks, joins Jones Education Co., New York, as executive VP, advertising sales. Knowledge TV.

Sandra Eddy, district sales manager. Western region. International Channel. Los Angeles, named director, affiliate marketing.

Appointments at Showtime Networks Inc., New York: Pancho Mansfield, director, development, named VP; John Vasey, director, series development, named VP, original programming; Ray Gutierrez, VP, human resources, named senior VP, human resources and administration.

Abby Terkuhle, creative director. MTV. New York, named president. MTV Animation. New York.

Appointments at TCI Communications Inc., Englewood, Colo.: Tom Elliot named senior VP, technical projects; Tony Werner named senior VP, engineering and technical operations.


MULTIMEDIA

Carmine Taglialetela Jr., director, public policy and Latin American regulatory affairs. MCI Telecommunications Corp., joins CompassRose International Inc., Washington, as VP.

Kate Dobrovolny, media and promotions manager. WILL-AM-FM-TV. Urbana, Ill., named marketing director.


Appointments at Miller Broadcasting Co.’s KVIQ(TV) Eureka and KXGO(FM) Arcata, both California: Carlos Casarez, general sales manager. KXGO, named director, sales, television and radio. Miller Broadcasting: Linda Jo Doss, on-air announcer. KXGO, named program director there: Nathan Kaplan, senior sales executive. KXGO, named assistant local sales manager. Penny King, account executive. KVIQ, named assistant local sales manager.


ADVERTISING/MARKETING PUBLIC RELATIONS


ASSOCIATIONS/LAW FIRMS

Appointments at American Association of Advertising Agencies. New York: Donna Campbell, manager, media services, named VP; Charles Decker, VP, worldwide marketing. Warner Bros. consumer products, joins as senior VP, management services.

Jennifer Nitchman, director, member services. CTAM. Alexandria, Va., named VP.

Elisabeth Ostiguy, assistant VP, multimedia policy. Bell Canada, joins The Canadian Association of Broadcasters. Ottawa, as VP, radio.

TECHNOLOGY

Appointments at VITAC. Pittsburgh (closed-captioning firm): Dave Crane, president. Potomac Television, joins as executive VP, operations and engineering; Martin Block, owner. Block Court Reporting. Washington, named executive VP, finance and administration.

Frank Forster and Mike Ramoutar join Fiber Options. Bohemia, N.Y., as senior engineers, special projects team.

Appointments at Wink Communications Inc., Alameda. Calif.: Tim Travaille, VP/chief information officer. AT&T Wireless Services, joins as VP, operations and deployments: Mike Capuano named director, sales.

Appointments at Trilogy Communications, Jackson, Miss.: Dan Hobbs, GM. Raychem, Vicksburg, Miss., joins as director, domestic sales and marketing, CATV products; R. Jeff Morris joins as VP, international operations, CATV, cellular and SMR markets.

Laurence Atlas, associate chief, Common Carrier Bureau, FCC, Washington, joins Loral Space & Communications Ltd. there as VP, government relations/telecommunications.

Greg Carlisle, chief operations officer, Jones Cyber Solutions, Englewood, Colo., named president.

Mark Richer, executive director, Advanced Television Systems Committee, joins Comark Digital Services, Washington, as VP/GM.


SATELLITE/WIRELESS

Gary Gomes, corporate VP, Globecomm Systems Inc., joins NetSat Express Inc., Hauppauge, N.Y., as executive VP.

Appointments at Scientific-Atlanta, Atlanta: Perry Tanner, VP/POM, GM, transmission division, named president, satellite television networks division; Larry Enteline, senior VP, sales and marketing communications, and Wallace Haislip, VP, procurement, named corporate officers; Jose Pajon, director, international accounts, Americatel Corp., joins as sales account manager; Ricardo de Saboya joins as regional director, Brazil, based in Sao Paulo.

Wes Hanemayer, VP, distribution systems, Turner Network Sales, joins Vyvx Inc., Tulsa, Okla., as VP, operations and engineering.

Appointments at TCI Satellite Entertainment Inc., Englewood, Colo.: Dan Turak, director, master agent distribution, named VP, agent sales; Tom Reinhardt, senior director, information services, named VP.


Appointments at Comsat RSI Wireless Antennas, Des Plaines, Ill.: Michael Guerin, product manager, wireless networks solutions group, Motorola, joins as VP, marketing; Al Grego named VP, sales.

TELEMEDIA

Gene Quinn, GM, Tribune Interactive Network Services, Chicago, joins MTV Networks, New York, as senior VP, online and interactive services.

Appointments at Graphix Zone, Irvine, Calif.: David Hirschhorn, managing director, corporate finance group, Cruttenden Roth, joins as co-chairman/CEO: Robert Shishino, director, business administration, Nextel Communications Inc., joins as VP/CFO.

Bruce Ryan, director/principal analyst, and Kathy Klotz, senior analyst, Datalquest's worldwide multimedia program, join PC Meter LP's technology division, Port Washington, N.Y., as VP/GM, and product marketing manager/senior analyst, respectively.

Anna Carts, Web developer, InterNIC Information and Education Services Group, Herndon, Va., joins RDG, Fairfax, Va., to construct, develop and evolve RDG client Websites and Intranets.

John Whiteside, general manager, IBM Global Network, joins ServiceNet, Chicago, as president/CEO.

Appointments at Katz Millenium Marketing, New York: Jay Friesel, VP/COO, named president; Gary Cecchini joins as VP/general sales manager; Thomas Lakeman, senior VP, production, Digital Planet, Culver City, Calif., named COO/executive VP.


DEATHS

Emilio Azcárraga Milmo, 66, president/chairman, Grupo Televisa, died of cancer April 16 in Miami. Milmo had been head of the largest media company in the Spanish-speaking world for more than 23 years. He retired from the company in March, saying, "The only thing I have sought is to entertain." Control of Grupo Televisa has been transferred to his son, Emilio Azcárraga Jean. Milmo is survived by four children.

Tom Hall, 57, talk show host, died of lymphoma and leukemia April 12 in Los Angeles. A 19-year veteran of KABC(AM) Los Angeles, Hall's most recent shift was Sundays from midnight to 5:00 a.m. He had also worked as a public affairs reporter for The Saturday Show and The Everywhere Show at KNBC(TV) Los Angeles. Hall worked for five years as an interviewer/writer/segment producer for a documentary team and had 40 documentaries to his credit. He is survived by his wife, Luana, and four daughters.

William L. Carpenter, 69, producer/television executive, died of cancer April 8 in Nantucket, Mass. Carpenter spent 17 years with Metromedia Television, where he held various positions including 10 years as VP/GM, WTTG(TV) Washington. More recently, he created and produced such television shows as 784 Days That Changed America and From Watergate to Resignation. His interest in public service programming led to his producing and distributing The National Alcoholism Test and The National Teenage Drug and Alcohol Abuse Quiz. Carpenter is survived by his wife, Rosalind; three children, and a brother.

Compiled by Denise Smith

e-mail: d.smith@b&c.cahners.com
**In Brief**

**Where McCain stands**

Senate Commerce Committee Chairman John McCain (R-Ariz.) weighed in last week on the nominees for FCC commissioners. He said that Commerce will hold a joint confirmation hearing on Harold Furchgott-Roth, Bill Kennard and Michael Powell in June, although McCain said he had no idea when the White House would send the nominations to Capitol Hill.

McCain said he has long supported Powell because he is a “fine, outstanding, principled” telecommunications lawyer. “I don’t care about his position on specific issues,” he said. “Those issues change on a monthly basis.”

On Furchgott-Roth, McCain said he does not “have any objections.” He said that he has heard that Kennard has “excellent credentials as well.”

About the concern of senators Bob Kerrey (D-Neb.) and Byron Dorgan (D-N.D.) that the FCC will have no rural representation, McCain said he would be “more than happy to hear their concerns.”

Regarding his lack of support for the renomination of FCC Commissioner Rachelle Chong, McCain said she “has done a fine job...but I see no reason for her to serve another term.” He pointed out that serving a single term at the commission was the norm rather than the exception.

—HF

**In a deal valued at $120 million, American Radio Systems Corp. and Latin Communications Group Inc.’s EXCL Communications Inc. are swapping one San Francisco-area FM for another, as well as an FM in Sacramento, Calif., for one in Portland, Ore. ARS is exchanging its KBAY(FM) San Jose/San Francisco (tied for 15th place in Arbitron’s fall book) for EXCL’s KBRG(FM) Fremont/San Francisco (tied for 22nd). But ARS gets to keep KBAY’s call letters and soft AC format, and also gets $2 million in cash from EXCL and 150,000 shares of stock in Latin Communications Group. To top it off, ARS adds EXCL’s KINK-FM Portland to its four FMs and one AM there, and gets rid of its “extra” FM in Sacramento by flipping KBSJ-FM there to EXCL. The deal was brokered by Star Media Group Inc.**

After weeks of negotiations, **Howard Stringer**, formerly of CBS and more recently Tele-TV, has joined Sony as president, **Sony Corp. of America**. Stringer will oversee Sony Retail Management, Sony Online Ventures and SW Networks. He will “work closely with” Sony’s U.S. operating companies, which include Sony Music, Sony Electronics and Sony Pictures Entertainment, but heads of those units will continue to report directly to corporate headquarters in Tokyo, as will Stringer.

**Potential FCC nominees last week encountered more objections from western-state senators.**

Senators Byron Dorgan (D-N.D.) and Robert Kerrey (D-Neb.) wrote White House Chief of Staff Erskine Bowles to push for an FCC nominee with rural credentials. “[None] of the three candidates...meet this criterion[on],” the senators said, referring to the expected nominee package of Harold Furchgott-Roth, Michael Powell and William Kennard. “We will oppose this package on the grounds that this package of nominees will not create a commission that represents a balanced perspective and represents all of America.” The senators also pushed for the White House to nominate Christopher McLean to the FCC.

**FCC commissionen are planning to hold their hearing on the industry’s program ratings system on June 4. The hearing is part of the FCC’s effort to determine whether the industry’s TV ratings system is “acceptable.”**

**MCI’s DBS license survived more court challenges last week.**

EchoStar had contested the FCC’s decision not to redistribute reclaimed DBS channels to companies already holding DBS permits. DirecTV had challenged FCC auction rules that restricted its ability to participate in the auction. The U.S. Court of Appeals in Washington rejected both arguments.

**FCC Chairman Reed Hundt says digital TV will serve as an Internet gateway if Microsoft decides to throw some money at broadcasters to persuade them to adopt a computer-friendly format for the digital feed.”** Hundt offered the remark during a speech last week to the Association of National Advertisers.

**Lowell W. “Bud” Paxson adds a fourth TV in California with last week’s purchase of KAGS-TV Porterville/Fresno for $7.96 million cash. The programing of the ch. 61 station, now Panda American Shopping Network, will become Paxson Communications Corp.’s infomercial-laden inTV. Paxson already owns KLXV-TV San Jose/San Francisco and KZTV(IV) San Bernardino/Los Angeles, and is buying KCMX(TV) Sacramento. KAGS’s seller, Kralowec Children’s Family Trust, was represented by Media Venture Partners.**

**Senate Communications Subcommittee Chairman Conrad Burns (R-Mont.) says the FCC should stop imposing public interest tests in reviewing radio station transfers. “Because the radio ownership provisions of the...”**
Monitor Radio for sale

The Christian Science Church is shopping its public radio news network, Monitor Radio, to potential buyers that include Public Radio International, Monitor's U.S. distributor.

Launched in 1984, Monitor Radio serves 200 public radio stations with daily news feeds and weekend programs. Considered the second-largest provider of public radio programming (National Public Radio is first), Monitor says it will continue producing programs until June 30.

Despite its vast affiliate list, Monitor Radio has been a financial drain on the church, reportedly costing $8 million annually to operate. In addition to selling Monitor Radio, the church plans to sell its shortwave radio stations, WSIB Syracuse Creek, S.C., and KHHB Saipan, Northern Mariana Islands.

The church has retained New York investment firm Veronis Suhler & Associates to oversee the sale of Monitor Radio, which is expected to be completed by July 1, say church officials. No estimated purchase price was provided. George Jacobs & Associates of Washington is overseeing the sale of the shortwave stations.

WWW(TM) set out to "relive the magic" last week when it flipped its gospel format to "100% pure soul," a format the station aired before 1982. WWW is gearing up to fill a niche for vintage soul music in the New York market and intends to play nothing recorded after 1982, say station spokespersons. WWW is preparing to battle New York's power FMs by beefing up its signal from 5 kw to 25 kw in early May and by upgrading to a stereo signal at the same time.

With some big help from major players in the world of high finance, noncommercial WNET(TV) New York has amassed a $70 million endowment fund. The fund will be used primarily for major new programming and educational projects, says William Baker, the station's president. It also gives the station, one of the leading producers of PBS programs, a cushion to support increasingly difficult annual fundraising efforts, he says.

Pet Shop is described by All American producers Paul Buccieri and Robert Weiss as a "cross between The Rosie O'Donnell Show and Animal Kingdom." The series is set for an October premiere.

New York radio station

"We're reworking the ratings system so it has something for everyone."

Incorporating The Fifth Estate TELEVISION Broadcasting

Broadcasting & Cable April 21 1997
We’ve heard this song before

Reed Hundt makes an outrageous opening bid. The industry responds defensively. The next six months are devoted to countless attacks on the industry from the print press and activist groups. The industry begins to negotiate. Finally, an accommodation is reached. The only loser is the First Amendment and another increment of press freedom.

This time it’s public service announcements, fourth in line, after children’s programming, political advertising and a rapid buildout of digital TV. (We have no real objection to the last, but note that it falls into the pattern.) The truth is, there’s no end to this list: it’s just that the chairman’s modus operandi is to take them one at a time, as though no one would notice. In the case of PSAs the opening bid is for 60 seconds in prime time each night, which doesn’t sound like that much until you reckon that much time is worth $183 million per network in unrealized revenue each year (figuring $250,000 per 30-second spot and using advertiser estimates of PSA time).

What is the industry—voluntarily—doing now in terms of public service? Roughly $60 million per network in prime time, by the same reckoning. So what’s the problem?

The problem is that the federal government has no right to judge whether one or the other total is the right one. That’s for a free television industry to decide—one network and one station at a time. Indeed, the entire tradition of public service advertising was created by a free, public trustee industry in the first place. PSAs have ebbed and flowed in response to need and the nation’s problems.

Adding insult to injury is Chairman Hundt’s plan to exclude any use of celebrities in qualifying PSAs, presumably because the broadcaster might derive some benefit from the exposure. That’s not only leaning over backward to be punitive but self-defeating on its face. Of course it makes sense to use celebrities to sell ideas; doesn’t Michael Jordan sell Nikes? Would Joe Blow be better?

Reed Hundt and his colleague commissioners are entirely within their rights in using the FCC’s bully pulpit to call attention to perceived shortcomings in broadcaster and cable performance. But this is a time for reasonable consensus, not for a further erosion of broadcaster discretion and freedom.

Chilly climate

For some, the label “tabloid TV” conjures up images of Elvis sightings, alien encounters and anything related to Michael Jackson or Madonna. The reality is often not far removed from the stereotype. But it is easier to broad-brush the genre for its excesses than to recognize the journalism that is sandwiched between the sleaze and tease. The University of Georgia managed to do the latter earlier this year when it awarded the first Peabody to a syndicated access magazine. King World’s Inside Edition received the award for an investigative piece exposing door-to-door insurance scams. Then, last week, the report won another honor, an Investigative Reporters & Editors Award from the Missouri School of Journalism.

With that preface, we were disturbed by the comments of Andy Friendly. King World’s executive vice president, programming and production, about the repercussions of the Food Lion/ABC decision. According to Friendly, that decision has prompted the show to rethink the use of hidden cameras like the ones used in the award-winning report (labeled by the Missouri judges a “terrible piece of TV journalism that helps justify the use of hidden cameras”). “It’s doubtful we would do [the insurance story] today,” he said last week. The case “has had a chilling effect on the whole process. Our lawyers are rightfully concerned.” So are we.
In the heated contest for stations and affiliates, established news services are in direct competition with a host of emerging news services. And the race for news will accelerate even more in the near future, with many insiders predicting that server-based video processing will revolutionize the industry.

On July 21, Broadcasting & Cable examines News Services. This annual special presents the top players in this field and also explores the hottest news events of the year.

If you're a news services provider — or want to reach key players in the programming, production and advertising communities seeking news programming — you'll want to be part of this focus. Your message will reach 35,000 leading decisionmakers in television, cable, radio, related multimedia and new technology. To take the lead, call to reserve your advertising space today.

Special Report: News Services
Issue Date: July 21 • Ad Close: July 11
Everybody thinks they're a doctor. Fortunately, on America's Health Network, everybody really is. So when there's a question, viewers can ask a practicing Family Doctor, Pediatrician, OB/GYN, Dietitian, even a Veterinarian. America's Health Network is on call 24 hours a day, 7 days a week. Is there a doctor in your customer's house? If not, call us at 1-800-246-6436.