Coming Up Fast for Fall

Feltheimer of Columbia TriStar TV

Prime Time Pictorial
A special insert charts the six-network 1997/98 TV schedule

Malone Divides To Conquer
Fast Track

TOP OF THE WEEK / 5

All eyes on CBS Industry watchers were left speculating about the emerging role of Mel Karmazin after the stunning news that Peter Lund was stepping down as president and CEO of CBS Inc. / 5

TCI looks to shed $7 billion in systems Hoping to ease management and debt burdens, Tele-Communications Inc. is negotiating to hand off systems serving up to 4 million subscribers to at least six other MSOs. The other MSOs will run the combined operations, while TCI takes a minority stake. / 10

Big Four wrap up season with fewer viewers Cable gained again, as the Big Four broadcast networks’ share of the television viewing audience fell by another 6% this year. Nielsen’s end-of-season numbers revealed that the networks’ prime time viewing percentage dropped to 62%. / 14

NBC wins May sweeps, followed by CBS and ABC Boosted by The Odyssey and Robin Cook’s Invasion, NBC earned its 10th consecutive sweeps win in May, finishing the month with a 10.6 Nielsen households rating. / 14

Ratings fail to score in Peoria A congressional hearing in Peoria, Ill., on how the new TV ratings system plays in the heartland turned into a TV programing bashing session. / 18

BROADCASTING / 25

New syndication strips fare better this season Syndication’s class of 1996-97 proved promising, thanks to The Rosie O’Donnell Show, Judge Judy and Real TV. / 25

HSN taps into Ticketmaster HSN Inc. Chairman Barry Diller has cut a deal for a 48% stake in Ticketmaster from Microsoft co-founder Paul Allen. HSN, parent of the Home Shopping Network, agreed to pay Allen $209 million worth of stock for his stake in the sports and concert ticket sales operation. / 29

CABLE / 37

TCI rebuilds franchising department Tele-Communications Inc. has re-established its franchising department after several years, as the company attempts to negotiate franchise brushfires before they become full-fledged conflagrations. / 37

Nostalgia president decries cable ‘payola’ Nostalgia Television President Squire Rushnell blames the decline of his network on the practice of upfront payments from cable networks to MSOs. / 40

Judge rejects News Corp. claim A federal judge threw out News Corp.’s fraud claims against Time Warner in News Corp.’s battle to get Fox News Channel on the nation’s largest cable system. / 43

Telemedia

Baseball plans Web strategy Major League Baseball executives plan to present guidelines for Webcasting at next month’s team meetings. Teams could still put games on their sites or the sites of their flagship radio stations. / 35

WCOV-TV comes back strong after twister After losing its 800-foot tower to a tornado a year ago, wcov-tv Montgomery, Ala., is back with a new tower and transmitter and sending out stronger signals than ever. / 48

COVER STORY

Columbia TriStar tops producers With eight new prime time programs—five comedies and three dramas—Columbia TriStar Television enters the 1997-98 season as the leading production company. Broadcasting & Cable talks with Columbia TriStar TV Group President John Feltheimer about the development season and the rest of the television division. / 20 Cover photo by Joe Viles

Microsoft

Direct TV

The direct-to-PC service planned by Microsoft Corp. and DirecTV faces serious delay. / 36

TECHNOLOGY / 46

WCOV-TV comes back strong after twister After losing its 800-foot tower to a tornado a year ago, wcov-tv Montgomery, Ala., is back with a new tower and transmitter and sending out stronger signals than ever. / 48

Changing Hands…….32 Datebook …………..64 In Brief …………..68
Classified …………..51 Editorials …………..70 Network Ratings …………..30
Closed Circuit …………..16 Fates & Fortunes……….66 Washington Watch…….19

May 26 1997 Broadcasting & Cable

Must Reading from

http://www.broadcastingcable.com

May 26, 1997

Broadcasting & Cable
All eyes on Mel

Karmazin takes over TV stations in CBS reorganization; Lund bows out

by Steve McClellan

NEW YORK

What does Mel Karmazin want? That question was on the minds of many industry managers inside and outside CBS last week, after the stunning news that Peter Lund was stepping down as president and chief executive officer of CBS Inc.

In a memo distributed to CBS employees last week, Westinghouse Chairman Michael Jordan said Lund's decision to leave was "influenced" by two factors: "the impending assumption of the full-time role of CEO of the new CBS corporation following the split of Westinghouse in the fall, and my decision to consolidate all CBS radio and television stations into a single organization led by Mel Karmazin."

Last week's events followed weeks of rumors that Karmazin, a major Westinghouse shareholder, was not content to run just radio anymore—that he wanted Lund's job, and possibly even the CEO post that Jordan will assume in the fall. Neither Karmazin nor Jordan was available for interviews last week.

Wall Street was pleased with the developments, boosting Westinghouse stock 1 3/4 points, to $18 3/4, at the close of trading Friday. Analysts attributed the spike to Karmazin's expanded management role. "One down and one to go," quipped one analyst, referring to Lund's departure and the possibility that Karmazin might replace Jordan at some point.

Sources within CBS downplay the notion that Karmazin wants either of those jobs, at least right away. As far as Karmazin is concerned, Jordan is still the boss, sources close to the radio executive say. As for Lund's job, sources say that is not Karmazin's immediate goal either. But as a practical matter, sources say, Karmazin, 53, has to be considered a strong candidate to succeed Jordan, 60, when Jordan retires.

Karmazin's growing power base at CBS should not be underestimated. Financially, the radio operations are the shining star of the CBS media group. Pro forma operating profits at the radio group were up 38% for 1996, to $161 million, while the TV network lost money and profits declined at the owned TV stations. Karmazin, the single largest individual Westinghouse shareholder, will own 1.3% of its stock after the acquisition of the Gaylord cable networks is completed. After the company splits in two this fall, he will own 1.3% of CBS Corp. and of Welco (the spin-off industrial company)—with the opportunity to consolidate those holdings within CBS.

It was Karmazin who questioned some of the operating procedures at the owned TV stations and concluded that new strategies would be essential to improve the lagging TV station group. Eventually, Karmazin concluded that new strategies wouldn't be implemented without a reorganization. It didn't take him long to persuade Jordan to give him control of the TV group. Sources say Karmazin began to raise serious questions about the way the TV group was being run after visiting owned TV and radio stations in several markets the week that Westinghouse held its annual meeting. (Ironically, Lund was elected at that meeting to the Westinghouse board.) Karmazin found it extraordinary that the CBS-owned radio stations in those markets had nearly twice as many salespeople on the street as the TV stations. These observations led to conversations with Lund and Jordan, resulting in Jordan's decision to reorganize.

Meanwhile, Jordan effectively replaces Lund, and all the division heads who reported to Lund will now report to Jordan—except for Jonathan Klein, president of the CBS Television Network.
station group, who now reports to Karmazin. Karmazin’s new title is chairman and CEO, CBS Station Group.

People familiar with the situation say Klein will continue in his day-to-day role as head of the TV stations. Bill Korn, the executive vice president to whom Klein had reported, takes on the new role of head of strategic planning, business development and technology operations.

Affiliates were shocked by last week’s developments, which came on the eve of this week’s affiliate meeting and on the day (May 22), CBS presented its new fall lineup to advertisers in New York.

“It’s an unbelievable shocker,” said Howard Kennedy, general manager of KMWV-TV Omaha, and chairman of the CBS television affiliates board of governors. Kennedy said Lund was chiefly responsible for the “negative relationship between the network and the affiliates,” after a decade of antagonism when Laurence Tisch owned and ran the company.

As for the future, Kennedy said: “I don’t see the relationship deteriorating because of the great team Peter put in place. He was a lead-by-example kind of guy.”

Reached late last week, Lund said he simply didn’t agree with Jordan’s decision to give Karmazin the TV stations.

“To wrestle decisions with another person and then take them up to Mike—I just wasn’t prepared to do that.”

“This really puts all of the profit of the company in somebody else’s hands,” he said. “There’s no animosity. I’m helping with the transition, and going along like it’s business as usual.”

— with reporting by Donna Petrazzello

The success story that is Karmazin

NEW YORK—While radio industry onlookers and insiders agree that Mel Karmazin faces quite a challenge in turning around CBS’s owned TV stations, many also predict he will succeed.

"Mel will be as successful in this as he has been in any other venture he’s ever touched," says WFAN(AM) New York GM Joel Hollander, whose station is owned by Infinity Broadcasting (now part of the CBS Radio Group).

Emmis Broadcasting Chairman Jeff Smulyan, owner of 12 major-market stations with total revenue of $140 million, described Karmazin’s additional role at CBS as a "tough job, but a good opportunity. Mel is a great operator and is clearly a strong manager. While there are tough problems at the CBS TV stations, I think Mel has a great shot at turning them around."

Karmazin, 53, is widely credited with guiding Infinity Broadcasting into the radio industry’s most watched group and one of its most financially successful. From the time Karmazin took Infinity public in 1992, share values rose an average 58% each year through mid-1995, when he sold the 41-station group to CBS for $4.9 billion.

Investment analyst James Marsh of Prudential Securities expects Wall Street to welcome Karmazin’s influence at CBS TV. Given Karmazin’s success with Infinity and his reputation for driving salespeople to deliver bottom-line results, Marsh says: "Mel is very popular with investors. People are so comfortable with what Mel did at Infinity, I think they are glad to see him take on additional responsibilities at CBS. He seems to balance selling with tight costs, and that’s a combination investors like."

A radio industry trend-setter and business guru to many, Karmazin came from humble beginnings as the child of hard-working Eastern European immigrants who settled in Long Island City, N.Y. After earning a degree from Pace College, Karmazin worked briefly at an ad agency until he was hired by WNEW(AM) New York as a local sales manager. When he outsold his manager’s expectations and was told he made too much money, Karmazin quit, moving across town to Westinghouse’s WNEW(AM) in 1970 to be local sales manager. By 1976, he was general manager.

In 1977 he added the general managership of WNEW-FM to his job description. He toiled on the station side until 1981, when he was chosen as president of Infinity Broadcasting’s radio division, which then consisted of fewer than 12 stations. By June 1996 Infinity stock was trading at about $30 per share and had a portfolio of 41 stations, including the nation’s top-ranking station, WFAN.

An unrelenting champion of radio, Karmazin says he got into radio because he couldn’t get a job in TV. "I owe a debt of gratitude to the television executives who didn’t hire me."

—DP

Disney in a Family way?

The Walt Disney Co. has entered the chase for International Family Entertainment Inc., seeking to outbid News Corp. for the company.

Sources familiar with the negotiations say that Disney’s entry has pushed the proposed price of the sale past the $28 per share News Corp. was offering two weeks ago. One source puts the Disney bid "in the low $30s." IFE’s stock price has recently ticked up from $20 as it has become clear that the News Corp. talks are serious. The stock traded at $24.88 last Friday morning.

Disney jumped in after IFE Chairman Pat Robertson yielded on two issues that had scuttled earlier negotiations with CBS and NBC. The Family Channel suddenly proved flexible on the time slot for the Robertson-hosted 700 Club, a low-rated religious talk show that was guaranteed a 10 p.m. EST prime time slot when nonprofit Christian Broadcasting Network sold the channel to IFE in 1990.

More important, Robertson and his son, IFE President Tim Robertson, agreed to give up control. The Robertsons also dropped a demand to receive about $45 for the supervoting Class A shares they control, while leaving outside shareholders about $25 per share. IFE and Disney would not comment.

—JMH
America’s Franchise is now accessible...
So

New York
WNYW
FOX

Chicago
WPWR
UPN

The #1 CBS comedy
& the next access
comedy Fran chise!

Source: NTI, FEB '97. Adults 18-49 Shr.
©1997 TriStar Television, Inc. All Rights Reserved.

www.americanradiohistory.com
TCI looks to shed systems worth $7 billion
Explores management deals with other MSOs to reduce debt

By John M. Higgins
NEW YORK

Hoping to ease its management and debt problems in one swoop, Tele-Communications Inc. is negotiating to hand off systems serving up to 4 million subscribers to at least six other MSOs. Included are such major clusters as St. Louis and Westchester County, N.Y.

TCI is not selling the systems outright for cash, but instead is looking to pool them with other MSOs' properties. The other MSOs would run the combined operations and TCI would take a minority stake. Industry executives familiar with the negotiations say the plan will allow TCI to tap the partners' management skills and to unload $4.5 billion in debt onto the joint ventures. The deals could ultimately put more than 25% of TCI's holdings under other operators' management.

Some of the deals would involve properties that don't figure prominently in TCI's growth plans, such as the small-town Oregon, Washington and northern California systems serving 300,000 subscribers that would be combined with Falcon Cable TV's nearby properties. Or the 200,000-subscriber rural Texas and Louisiana systems that would be pooled into a venture with TCA Cable TV Inc.

But sources say that TCI also is willing to divest itself of prime suburban clusters. The company is talking to Comcast about folding much of its 650,000-subscriber northern New Jersey cluster—a lucrative, high-income concentration—in with the Philadelphia-based MSO's hometown operations.

The company is even willing to hand off clusters primed for advance services, such as one covering Westchester County and other parts of metropolitan New York—an even more demographically-attractive area—to Cablevision Systems Corp. Those systems are scheduled to launch digital cable services as early as June, with high-speed Internet services soon to follow.

Other major systems have been problem properties, such as Buffalo, N.Y. (which TCI is considering merging into Adelphia Communications Corp.'s nearby operations) and St. Louis, which the MSO is seeking to combine with Charter Communications Inc.'s adjacent properties.

Sources would detail only six deals under discussion, but they say that similar talks with Time Warner Inc., Cox Communications Inc. and the Robert M. Bass Group are under way as well. Executives say that some deals could get signed in June; others are months away.

Robert Thomson, TCI senior vice president, said that talks were underway, but would discuss none of the details. The companies involved either wouldn't comment or didn't respond to inquiries.

The joint-venture plan is an important element of TCI President Leo Hindery's plan to turn the company around. First, he hopes to find management that can increase value faster than TCI can on its own, without giving up ownership. TCI also can benefit from the economies of local clustering with the other operator.

"They've got to downsize," says a senior executive at one MSO that hopes to cut a deal. "They can't manage this unwieldy octopus. Put the systems into the hands of people who can manage them best."

Hindery plans to leverage the systems at about 6-6.5 times cash flow—roughly a point higher than TCI's existing debt load of 5.2 times. If he can complete all the deals he's targeted, Hindery can slice the MSO's leverage to less than 5 times its cash flow, paring TCI's debt while retaining a minority stake in the assets.

"Remember, TCI will have a 49 per-

Microsoft, Netscape push with new content

The shoving match between Microsoft Corp. and Netscape Communications over their respective push technologies took a substantive turn last week as both companies announced content partners.

Microsoft unveiled an extensive list of business information providers for the Active Channels&trade component of its Internet Explorer 4.0 browser, which will enable users to subscribe to content they want to receive via PC automatically. Sources for Active Channel will include Dow Jones Channel, Dun & Bradstreet Online, Forbes.com, MSNBC, PointCast, The Wall Street Journal's Interactive Edition and Reed Elsevier, offering Elsevier Science, Lexis Nexis, airlines guides and Variety. (Reed Elsevier owns Cahners Publishing, which publishes Broadcasting & Cable.)

Netscape's content partners for its imminent release of Netscape Navigator, a component of the Netscape Communicator browser, will include CitySearch, Excite, Knight-Ridder, Wire Networks, Sesame Street and N2K, which maintains three major music entertainment/marketing sites. —RT
cent stake in a much larger operation, so they’re not really giving up much,” says a senior executive with another MSO negotiating a TCI deal.

How much TCI would actually gain is questionable, however. Wall Street executives note that while taking only a minority stake pulls the venture’s debt off its books, it would pull up to $760 million in cash flow as well. “None of this creates value, it’s just moving deck chairs,” says one media analyst.

Why would other operators sign up? They would get the same economies of scale and clusters, plus some management fees. But more important, the TCI-related ventures would get bulk discounts on programming, increasing the cash flow from both sets of systems. “Both sides win,” one executive says.

Hindery may not actually hit his 4 million-subscriber-handoff target, but cable executives were optimistic that many of the deals will close: “They’re coming at this very focused and reasonable, as opposed to TCI’s historical negotiating posture,” says one.

---

**Primestar/News Corp. deal could be announced this week**

*Time Warner agrees to drop opposition to DBS merger*

By Price Colman and John M. Higgins

**DENVER, NEW YORK**

Time Warner, after marathon negotiations, has dropped its objections to a Primestar Partners/News Corp. merger and the parties have reached an agreement in principle for a deal.

While terms are not yet final and the deal could still fall apart, that possibility has diminished and attorneys for the principals are drafting documents that spell out specific terms.

“It’s finished if it wants to be,” says a source familiar with the talks. Primestar Partners—TCI Satellite Entertainment (TSAT), Time Warner, Comcast, Cox, MediaOne (formerly Continental Cablevision) and GE American Communications—unanimously consented to a deal with News Corp.’s ASkyB, the source says.

Time Warner and News Corp. declined to comment. TSAT spokesman LaRae Marsik would say only, “We do not have a signed agreement. Negotiations continue.”

In general, the deal calls for News Corp. to contribute its ASkyB interests—including 28 high-power transponder licenses at the 110 degrees west orbital slot and its satellite uplink facility in Gilbert, Ariz. —to a post-partnership rollup Primestar.

In return, News Corp. would get a minority stake in the new Primestar and become a player in the U.S. DBS game. It’s unclear whether News Corp. will have a voting interest in the new Primestar. Earlier speculation indicated that it would be a nonvoting interest.

Although it’s possible that an announcement of the Primestar/News Corp. deal could come this week, Primestar Partners first needs to consolidate various partnership interests in a single company—TSAT. The partners had hoped to complete that rollup last week but the Primestar-News Corp. negotiations interfered. With an agreement in principle on that deal, the partnership rollup can proceed and an announcement is likely this week.

News Corp. has focused on getting into the U.S. DBS business; first with EchoStar Communications Corp., then with Primestar after the News Corp/EchoStar deal blew up and EchoStar filed a $5 billion breach-of-contract lawsuit against News Corp. While the other Primestar partners, particularly TCI Satellite Entertainment, welcomed Murdoch’s overtures, Time Warner steadfastly resisted—in part because of lingering bad blood between Murdoch and Time Warner Vice chairman Ted Turner.

It’s unclear why Time Warner was willing to drop its objections to teaming with News Corp. or what concessions Time Warner exacted for relenting. One possible concession: News Corp.’s Fox Sports division agreeing to drop its objection to WTBS(TV) Atlanta carrying Atlanta Braves baseball if WTBS converts from a superstation to a basic cable channel. Fox and ESPN own cable rights to Major League Baseball and thus far have blocked such a move by WTBS.

As late as Thursday of last week, Time Warner’s official stance was that it saw no need for an additional partner in the Primestar venture. Sources said EchoStar CEO Charlie Ergen and Turner talked last week—even as the Primestar/News Corp. talks intensified—about possibly combining efforts in the satellite business.

Analysts suggested that even without concessions from News Corp., Time Warner executives likely weighed the benefits of partnering with EchoStar versus Primestar and opted for Primestar.

“I don’t see Time Warner agreeing with the EchoStar strategy of let’s launch a bunch of satellites, get a bunch of local programming on them and offer what satellite hasn’t yet been able to offer—local subs,” said Ted Henderso of Janco Partners.

---

**EchoStar struggles to regain footing**

With Primestar Partners and News Corp. reaching an agreement in principle to merge their DBS operations, EchoStar Communications Corp.’s Charlie Ergen looks increasingly like the odd man out.

Ergen held talks with investment bankers, including Donaldson Lufkin & Jenrette and Lehman Bros., in New York last week to obtain interim financing until he can attract a partner. Sources also said there were talks between Ergen and Time Warner Vice Chairman Ted Turner that went nowhere.

Even with the breathing room that interim financing would bring, Ergen still faces an uphill battle filled with nothing but tough choices. First, any potential partners are going to take a hard look at EchoStar’s $1.2 billion debt. Second, the best fits for EchoStar are other DBS companies, namely DirecTV, USSB and Primestar, and none is likely to give Ergen the level of control he desires.

If the Primestar/News Corp. deal goes through, “EchoStar is going to have to do a deal with Primestar or they’re going to get buried,” says Chuck Kersch of Neidiger Tucker Bruner, a Denver financial services firm. —PC
After two successful seasons on CBS, this action-packed one-hour move into syndication with all new episodes. Paul Gross stars as the quintessential Canadian Mountie who pairs up with a wise, cracking cop to clean up the mean streets of Chicago... one hour at a time.
HEAD NORTH WITH...

due SOUTH™

- 22 ORIGINAL Episodes
- Available Fall 1997
- 7/7 Barter Split
- All Family Appeal
- Advertiser Friendly
- A Proven Brand With A Loyal Audience

PolyGram
TELEVISION
Phone: (310) 724-8100 Fax: (310) 274-7849

www.americanradiohistory.com
Big 4 wrap up season with fewer viewers

Prime time audience dips to 62%; cable, UPN, WB all factors

By Joe Schlosser

A nother TV season down, another gain for the cable industry. The Big Four broadcast networks' share of the television viewing audience fell by another 6% this year, as cable gained more ground on its over-the-air network rivals.

"Odysseus should be more worried about the shoals of cable than about the god Poseidon," says Tim Brooks, USA Networks head researcher, referring to NBC's Odyssey ministries.

NBC makes it 10 in row

CBS is second, ABC third for May sweeps

NEW YORK—NBC won its 10th consecutive sweeps in May, finishing the month with a 10.6 Nielsen rating in households and 6.5/19 in adults 18-49.

Boosted by strong performances from The Odyssey and Robin Cook's Invasion, NBC ultimately took the month with 80 hours of regular programming, accounting for 91% of its schedule. CBS and ABC each used 76 hours of regular programming for the month, representing 86% of their schedules, while Fox relied on 52 hours of regular programming, accounting for 87% of its schedule.

"We have to respect our competitors," says NBC Entertainment President Warren Littlefield. "They didn't take this lying down. It was more work for us to rise from the pack."

Cable officials estimate the Big Four networks have 1.7 million fewer homes watching than in the previous year.

"It is a remarkable year for cable," says Jonathan Sims, vice president of research at the Cabletelevision Advertising Bureau. "It really points to a different way Americans are going to the TV set."

Officials from the Big Four were pointing fingers and looking for ways to stop the bleeding. "There's a glut of all types of shows," says Leslie Moonves, CBS Entertainment President. "Great shows are still great, but the average shows are not as good as they used to be.

"We all have to remember there are now two other baby networks—not to mention cable—that are taking viewers away. We at the networks have to do a better job promoting our programming and getting back to showing that network TV is great."

NBC Entertainment President Warren Littlefield says the losses to cable are not to be taken lightly: "The declines are something we need to look at really closely. Quite frankly, we have strategically set out to further distance ourselves from the other guys. Hopefully, with the new [1997-98] schedule, we can get back in every way to be a strong category."

ABC proved the biggest loser of the Big Four. The meltdown of its sitcom lineup reduced its average prime time rating from a 10.6 Nielsen rating/18 share in 1995-96 to a 9.2/15 this past season. NBC stayed on top for another year, with a 10.5/18, but the Peacock network lost a full point, dropping from its 11.7/19 a season earlier.

CBS stayed dead even in second place with a 9.6/18. Fox was the only one of the Big Four to post a gain, climbing from 7.3/12 to 7.7/13. The netlets both showed slight gains in incomplete Nielsen data. UPN bumped its audience up from 3.1/5 to 3.2/5. The WB posted a slim improvement, rising from 2.4/4 to 2.6/4.

In the key adults 18-49 and 18-34 demographics, NBC reigned once again, while Fox gained ground. NBC grabbed the 18-49 demo with a 6.7/18 and the 18-34 category with a 6.2/19. Fox followed NBC closely in 18-34 with a 6.0/18 and claimed third in 18-49 with a 5.4/18.

---LR
White House nominating Furchtgott-Roth, Kennard

McCain won’t proceed until Powell’s name also is sent up; Everett floated for Hundt seat in ’98

By Heather Fleming and Chris McConnell

WASHINGTON

The White House Friday nominated Harold Furchtgott-Roth and Bill Kennard to the FCC.

Furchtgott-Roth, who will fill the Republican vacancy left by Andrew Barrett’s departure last year, currently serves as economist to the House Commerce Committee. FCC General Counsel Kennard will replace longtime Democratic Commissioner Jim Quello.

Michael Powell—chief of staff of the Justice Department’s antitrust division—still is expected to be nominated to replace sitting Republican Commissioner Rachelle Chong as soon as his background check is completed. His term is up in June.

Senate Commerce Committee Chairman John McCain (R-Ariz.), Powell’s chief backer, will not move forward with the Furchtgott-Roth and Kennard nominations until Powell’s name is sent up, a McCain aide said.

News of the nominations came as speculation about a replacement for FCC Chairman Reed Hundt heated up. Hundt says he intends to serve out his term, which ends in June 1998. But the growing consensus in Washington is that he will step aside this summer.

The latest candidate in the chairmanship sweepstakes is Ralph Everett, former Senate Commerce Committee chief counsel and staff director under Senator Ernest Hollings (D-S.C.).

A key congressional source says Everett would be a “slam dunk” on Capitol Hill to replace Hundt. Everett is a partner in the Washington law firm of Paul, Hastings, Janofsky & Walker, which counts Bell telephone companies among its clients.

“The FCC desperately needs a consensus builder,” says a congressional source. “The FCC has some of the worst relations on the Hill that they’ve ever had. [Everett] would restore the collegiality of the commission.”

Hollings, Everett’s boss for a decade, “thinks [Everett] would be good for the administration and a good move for the commission,” an aide said.

“The White House blunder of allowing Republican lawmakers to announce that deal [on FCC nominations] offended many Democrats,” explained one Democratic Senate aide. “Everyone else got their guy, why can’t we?”

The emergence of Everett spells trouble for Kathy Wallman, a White House telecommunications adviser with hopes of succeeding Hundt. Some senators see her as a Hundt protégé, who would have serious trouble getting confirmed.

Everett could also upset the ambitions of Kennard and sitting Democratic Commissioner Susan Ness. Like Wallman, they have their sights set on the chairmanship.

An Everett chairmanship could also resolve a problem with rural lawmakers upset over the lack of representation from a rural state on the commission. Everett is a native of Orangeburg, S.C.

Senators Bob Kerrey (D-Neb.) and Byron Dorgan (D-N.D.)—who are pushing the rural issue—continue to promote Chris McLean, former longtime aide to Senator James Exon (D-N.D.), for the Democratic slot. They may make trouble for all the nominees.

FCC watchers have been privately critical of the White House for its lax handling of FCC nominations. The White House last year nominated Regena Keene to fill a Republican vacancy without first consulting the GOP leadership, resulting in problems with Majority Leader Trent Lott. Keene eventually withdrew her name.

Recent FCC defections have fueled speculation that Hundt is on his way out this summer. Julius Genachowski, Hundt’s chief counsel, has said he is leaving. Public Affairs Director Susan Lewis Sallet left earlier this month.

Late last year, Hundt issued an essay detailing his agenda for 1997. Key elements—notably digital TV rules and telephone “universal service” regulations—have since been voted on by commissioners.

But Hundt maintains that he still has big telecommunications policy plans for this summer. He points to remaining work on a series of telephone industry rules, including applications by local phone companies to provide long distance service.

William Kennard
FCC’s general counsel plans move to eighth floor after winning high marks improving FCC’s win-loss record in courts. Still faces fight for chairmanship.

Harold Furchtgott-Roth
TV-eschewing economist gets administration’s nod. Economic equations likely to please broadcast/cable lobbyists and frighten rural senators.

Michael Powell
General’s son in holding pattern while administration wraps up background check and works out deal with Hill. Could win five-year term.

Kathleen Wallman
White House economic adviser and former Common Carrier Bureau chief still a contender for Hundt’s seat, but rural senators want their own pick.

Ralph Everett
Former Senate Commerce counsel and Sen. Ernest Hollings aide would appease rural senators, but is interested only in chairmanship.
Closed Circuit

WASHINGTON

Charging ahead

The FCC is preparing to issue rulings on political advertising disputes. A series of “lowest unit charge” disputes have piled up at the FCC, and commissioners hope to resolve them now that they have wrapped up their telephone universal service and access charge proceedings.

DENVER

Rocky Mountain high

When the Rocky Mountain News reported that TCI chief John Malone, BET Chairman/CEO Bob Johnson and film star BET investor Denzel Washington dined together recently, it prompted lively speculation about what they might be planning. Turns out it was just a friendly, informal celebration—featuring a very expensive bottle of wine—before the BET board meeting in Denver. The trio have plenty to celebrate: BET recently won a Nevada gaming license and is building a casino with Hilton, and BET Movies is showing solid growth since launching several months ago. Last but not least, Malone and Johnson are both substantially richer thanks to Malone’s early backing of BET. As for the bottle of wine, reportedly priced at $1,500, Malone told colleagues the price was exaggerated.

HOLLYWOOD

Court decision

America Online and Microsoft Network are vying for tie-in rights with the online component of the revival of The People’s Court. The site connected with the court show will be accessible through any Internet service provider on the World Wide Web, but Warner Bros. Online also plans to develop exclusive features for its online network partner. As with television, the decision may come down to distribution strength: AOL has the larger subscriber base, about 8.2 million; Microsoft has 2.3 million worldwide.

NEW YORK

‘Nothing’ but ‘Net

Fans of Seinfeld’s Kramer may soon get a chance to explore his world. The online extensions that NBC launched for Homicide and The Pretender are the leading edge of things to come. Sitcoms are the next candidates for extensions, with several shows under consideration, according to Edmund Sants, NBC senior vice president/GM of digital productions. Not surprisingly, Seinfeld, billed as the show about nothing, is said to head that list.

WASHINGTON

Country campaign

Starting June 1, Washington suburban cable system Media General Cable of Northern Virginia will replace Country Music Television with The Box. General Media’s 200,000-plus subs will shortly be subjected to an all-out campaign by CMT officials encouraging viewers to demand, “Give me back my CMT.”

NEW YORK

Run for their money

CBS is paying $75,000 for the U.S. rights to this weekend’s “World’s Fastest Man” competition in Toronto’s Skydome. The network is also giving six 30-second spots to the event’s promoters. The competition’s featured race is between Olympic champions Donovan Bailey and Michael Johnson, for $1 million.

Jacor’s syndicated expansion

With its recent purchase of NSN Network Services Ltd., Jacor Communications is expected to expand its capacity to distribute syndicated radio programs. NSN says it will streamline Jacor’s station-based, satellite uplink systems to allow some Jacor stations to transmit programming not only within the station group but also to stations across the U.S.

Senators try to take heat off auction revenue

By Heather Fleming

WASHINGTON

Senate Commerce Committee Chairman John McCain (R-Ariz.) and ranking member Ernest Hollings (D-S.C.) last week suggested that Congress should resolve to cut spending if spectrum auction revenue falls short of budget estimates.

The resolution, which lacks the effect of law even if approved, says it is the “sense of the Senate” that if spectrum auction revenue falls short of projections in the budget resolution, “Congress shall take such steps as necessary to reconcile the difference between actual revenue raised and estimates made and shall reduce spending accordingly....” (The budget blueprint Congress signed off on late last Friday estimates raising $26.3 billion from spectrum auctions by 2002.)

The resolution also points out that spectrum auction estimates have in the past proved unreliable. On the whole, “it is not possible to reliably estimate the value of a given segment of spectrum.” Yet a separate McCain bill that would require broadcasters to hand back their analog TV spectrum by 2006 says the digital TV spectrum is “valued at $70 billion” but has been given to broadcasters “at no charge.”

“It’s [McCain and Hollings’s] way of saying the budget deal is a fraud,” says one communications industry lobbyist. Another industry source says the resolution could be good news for broadcasters, who are concerned that a shortfall in the auction revenue could lead to a digital TV spectrum fee to make up the difference.

In a Senate floor speech, McCain said he was also concerned about the “penalty fee” the budget resolution places on broadcasting for non-HDTV uses. “This $2 billion represents about a 7 per cent hit on the $30 billion television broadcast industry, I am not one to protect the broadcast industry, but I am concerned about this fee,” said McCain.
IT'S A NEW DAY
WE'RE A NEW COMPANY

Announcing the merger of PanAmSat and Hughes Galaxy

Welcome to the future
www.panamsat.com
NASDAQ: SPOT
Ratings fail to score in Peoria

Valenti concedes many programs are misrated

By Heather Fleming

WASHINGTON

An off-site congressional hearing on how the new TV ratings system plays in the heartland turned into a TV program bashing session.

The House Telecommunications Subcommittee traveled last week to Peoria, Ill., to see how the four-month-old TV ratings system works for American families. Three hundred randomly selected families were asked to watch a wide variety of TV programs the week before the hearing and to report their findings.

Even with the deck stacked in favor of the industry—National Association of Broadcasters President Eddie Fritts, National Cable Television Association President Decker Anstrom and Motion Picture Association of America President Jack Valenti were the only guests invited to testify at the hearing—the Peoria families gave the subcommittee an earful about what they see as the overall poor quality of TV programming.

"I am horrified at what I watched last week on television," said one mother to a round of applause from the audience. "I could not believe some of the things I saw on television and the ratings they were given."

"Why have you let TV go so far?" another mother asked industry representatives.

One father complained that his "goal is to raise my children with the most positive and moral influences that I can find. When TV programs don't help me to do that, then I have to turn [the set] off. So your ratings system is totally inadequate."

A handful of parents praised the new TV ratings system as a positive first step, but only a few thought the system should stay as is. The most frequent complaint was that shows receive a TV-PG rating, while the content suggests a different rating.

Suggestions to improve the system include: stricter application of ratings categories; keeping the rating icon on the screen longer, and adopting content descriptors "S" for sex, "L" for language and "V" for violence.

Valenti sympathized with many of the parent's complaints: "I am utterly flabbergasted, as you are, about some of the programs that I see. But we are not censors. We're trying only to rate what is on that screen so you have advance information." Valenti also said that many TV shows are misrated.

The TV ratings oversight board, composed of industry representatives, is responsible for reviewing programs whose ratings are thought to be misapplied. The group had its first organizational meeting the week of May 12.

House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) said in an interview that the message the Peoria families sent is that "generally they don't like a lot of what they see on TV and they want some help. They appreciate the ratings system, but [but] would like it to be a little more user-friendly."

"It reinforced a view that there is concern and criticism among parents on the current ratings system," said NCTA's Anstrom in an interview. "A number of parents said the guidelines were helpful, but clearly the people were searching for some more detail and some more uniform application of the ratings."

Representative Edward Markey (D-Mass.), who wants a content-based system, said the age-based system "makes Peoria apoplectic." Supporters of the four-month-old system are "so hard to find that they may qualify for protection under the Endangered Species Act."

Where does the industry go from here? "The first thing that has to happen is that the industry has to thoroughly think about what they heard and discuss it," said Tauzin. "My prediction is that they're going to make some changes. The strong impression they got...is that American families want to see a more uniform and stronger application of the ratings."

---

Electronics vendors want set-top standards

FCC asked to encourage technical benchmarks

By Chris McConnell

WASHINGTON

Consumer electronics sellers are asking the FCC to help them start stocking cable set-top boxes.

Responding to the commission's proposal to prompt consumer availability of TV "navigation devices," retailers say the FCC should require cable operators and others to support a series of set-top box technical standards.

"The key challenge is to achieve national portability of navigation devices," said the Consumer Electronics Retailers Coalition, a group that includes Best Buy and Circuit City stores. "In the absence of such national portability, there will be little incentive for manufacturers to make, retailers to stock, or consumers to buy devices designed to offer access to [video programing distribution] systems," Circuit City Stores added in separate comments.

But manufacturers and others want the FCC to stay out of the technical standards-setting business. "Government standards and mandates will only stifle the market and end up being anti-consumer," said set-top maker Scien-
NAB alerts FCC over alert system rules

The National Association of Broadcasters is worried about the FCC’s new Emergency Alert System rules. In a letter last week to the FCC, NAB Executive Vice President/General Counsel Jeff Baumann said the regulations concerning cable delivery of emergency messages could result in the interruption of local broadcast coverage of emergencies. He cited rules requiring cable operators to interrupt all channels on their systems when delivering EAS alerts. “Local stations’ programming will be subject to cable TV ‘overrides’ at virtually any time—including those occasions where the stations are providing in-depth, timely and superior coverage of the emergency event,” Baumann said. “If broadcasters’ normal news, weather and other programming efforts that are the conduits of most emergency-related information.” Baumann urged the FCC to amend the rules to provide for a “selective override” of certain channels on a cable system.

Jackson critical of minority representation in media

Jesse Jackson says the FCC can expect more petitions from the Rainbow-PUSH Coalition concerning minority representation in the media. “The FCC is not enforcing the law,” says Jackson, whose group in March asked the FCC to place conditions on Evergreen Media Corp.’s acquisition of four Washington-area radio stations from Viacom. Rainbow-PUSH charged that Viacom had not followed through on a promise to seek a minority buyer for two of the stations and had held the stations for more than a year past the expiration of an 18-month waiver the FCC granted Viacom to divest the stations. The group asked the FCC to either deny Viacom’s bid to sell the stations to Evergreen or require Viacom to seek minority buyers for two of the stations. Viacom responded that it had requested a waiver extension that the FCC has never acted on. Last week, Jackson praised a decision by Evergreen to sell two Washington AM stations to minority-controlled Douglass Broadcasting. But he said it “still remains for Viacom, or Evergreen, to free up a Washington, D.C., station for minority ownership.” Jackson also said his group is researching minority representation in broadcasting and other media sectors and will likely file more petitions at the FCC. Additionally, he said the group plans to buy stock in 10 of the largest U.S. publicly traded media companies in order to promote equal opportunity.
The highlights of Columbia TriStar's 1996-97 season read like a wish list: production and/or distribution of 31 prime time, daytime, cable or syndicated programs; producer of The Nanny, the first comedy to win the Wednesday 8 p.m. time period for CBS in 25 years; producer of Early Edition, the highest-rated new drama of the season in households; renewals through 2002 for Jeopardy! and Wheel of Fortune, the most successful programs in syndication; a three-year co-production deal with Procter & Gamble, and producer of The Young and the Restless and Days of Our Lives, the top two daytime dramas.

Still, one significant achievement had eluded the company—the mantle of top producer of new prime time network programs. Last season, Columbia TriStar ranked behind Warner Bros. That changed last week.

Under the supervision of Jon Feltheimer, president of Columbia TriStar TV Group and executive vice president, Sony Pictures Entertainment, eight new series have been picked up for fall, the most of any studio. In an interview with Broadcasting & Cable's Lynette Rice, Feltheimer—who just two weeks ago was hoping for six pickups for fall—talks about the overall development season and the rest of the television division.
Obviously, it was a banner year in terms of pickups for Columbia TriStar, but quite a few comedies and dramas were developed by the networks in-house. Any concerns that this trend could hurt Columbia TriStar's chances down the road of having a significant number of shows picked up?

Ultimately, the networks are smart enough to realize that their job is to put the best product in front of the audience. They know they are going to continue to get excellent product from us. The biggest risk is to start turning us away, and they are not all going to do it at once. If one network starts to want to do all of its stuff in-house, I believe it will suffer dramatically. You can feel a little bit of that right now. It would be a big mistake in terms of their business to become too narrowcast, too self-sufficient.

And politically it would be a big mistake. This is a fluid process in Washington, and I think ultimately [politicians] can take another look at all of the decisions that have been made. If they feel that the good of the people isn't being served, that's a risk to the network. When people spend $10 billion to buy a network and they try to supply it with their own programming and their ratings go down 20 percent, what's that network worth?

When is a co-production deal with a network—something NBC has been pursuing—a good deal for Columbia TriStar?

We don't have a problem sharing. We made a deal this year with Procter and Gamble to co-produce a large portion of our [production] schedule. And we don't have a problem sharing the risks in a business where the risks are so tremendous. We do have a problem when someone, and I'm not saying just NBC, dictates to us that they will be our partner or when somebody uses the leverage that was ultimately given to them by a public body and uses it in an inappropriate way. As long as there is a good and honest dialogue about the risks and rewards of the revenue sharing, I don't have a problem with it.

Do you feel your deal with Procter and Gamble will allow you to stay competitive, especially with the rise of in-house production?

I always felt we could be competitive. One of the things we can do is to keep looking forward, to stand out with creative, distinguished programming and to make sure it gets as much leverage in the marketplace as [possible]. Frankly, we look at a lot of things like that. We think there are a lot of ways we bring leverage to the marketplace. We've realized more and more this year that we are, in and of ourselves, tremendous advertisers. Not just Sony Corporation, but Sony Pictures Entertainment. We think we have to start thinking more effectively about our own advertising in the marketplace. We come to the market every year with some of the largest feature slates in the business. I think again, we have to look at all of the resources we bring to the networks and use them effectively for ourselves, just as the networks do for themselves.

Almost every year we've had some show return—Mad About You, The Nanny, Party of Five, Early Edition. We've let the networks know we are going to be a very solid provider. So, putting all that together, I don't have any concern about remaining powerful in supplying programming.

Will Columbia TriStar ever consider its own distribution system?

I read a lot about what people think we should be worried about. We don't have any domestic distribution; we don't have a network. Yet we continue to get as much distribution as we want. This year we did 20 pilots just for the pilot season, and we'll probably do four to six more for the rest of the year. So we've got 25, 26 pilots for every network out there. We produce for every daypart. We have two of the highest-rated soap operas and two of the high-rated shows in syndication, Jeopardy and Wheel of Fortune. It seems to me we get as much distribution as we need. For the record, we don't intend to go out and buy, for a big premium, a rather mature distribution system. It just doesn't make sense for the future. When you come from a company like Sony and know what happens to the technology world, you see more and more new kinds of distribution pop up. We don't think there's going to be a big problem, ultimately, with the delivery of product. We'd rather concentrate on making sure we have a strong brand in those product lines in terms of game shows, in terms of soap operas, in terms of sitcoms, in terms of animation.

What about cable?

We own the Game Show Network. For us, having ownership of
Top producer of new

Columbia TriStar has eight new shows slotted for fall on six networks

By Lynette Rice

With five comedies and three dramas, Columbia TriStar Television enters the 1997-98 season as the leading production company with eight new prime time programs. All six of the networks looked to the company for product that ranges from a new drama starring David Caruso (for CBS) to a comedy about a Miami dating service (for UPN).

Twenty-First Century Fox is second with three comedies and two dramas (not including Steven Bochco dramas) for the new season, while ABC/Disney is third with four new comedies.

“We actually feel that this year we developed the right comedies for the right networks,” says Eric Tannebaum, president of Columbia TriStar’s television division. “Sleepwalkers and The Tony Danza Show for NBC, Gregory Hines and David Caruso for CBS, are perfect fits. And Over the Top fits nicely with Tim Allen on ABC, while Between Brothers is situated where it can be a breakout hit for Fox. There was no exact formula. It was just good execution at the right time.”

While it’s the first time the company has topped the list of new-season producers, Tannebaum says the true challenge is to keep the series on in a year that will boast more than 30 new shows. Columbia TriStar also has at least three comedies in development for midseason (and another two that look promising for pickups), further boosting its lead heading into

the Game Show Network can help create a situation like Discovery with documentaries. If you’re thinking about making a game show, call Sony. That’s what Michael Fleming [Game Show president] and I are looking to create there. But to go and buy a very expensive distribution system—a general entertainment channel, for example—just because other people seem to feel we need this domestic distribution makes no sense whatsoever unless we have a grander strategy.

How would you change the network development process?

There’s no question that there’s not enough time from the time we receive pickups to when we need to deliver them. Clearly, we need to figure out ways to speed up the deal-making process and start the orders earlier.

What’s your feeling about deals based solely on concepts rather than scripts, like ABC’s acquisition earlier this season of Timecop from Universal TV?

I don’t see anything wrong with it if you have a creative vision and know where you want to schedule it. What’s wrong is making orders that are more deal driven than creatively driven.

How many decisions by the networks are based on fear?

Too many. Deals are made because networks are too afraid to let it go to another network. Talent is picked up because they’re afraid they’ll go somewhere else. People pick up shows because they’re friends with the boss.

Mad About You, Columbia TriStar’s most profitable sitcom, will take on a new dimension next year now that the Buchmans have become parents. Any worry that the show will lose its appeal to viewers who tuned in to a hip show about a young married couple?

Before we made the decision to do this, we did an Internet search and read through a couple of thousand responses. Overwhelmingly, people wanted the relationship to continue to grow. I think it’s on pretty solid ground. We’ve really had fun with Helen Hunt this year. We have a couple who America loves, and now they’ll face one more obstacle. It’s added to the mix to give it a whole new dimension. I’m not at all worried that their having a baby [means] we won’t be able to maintain that fun, young relationship.

Do you think Married...With Children was pulled too soon from Fox, even after 11 seasons?

I hate to put down a show when I think the show is still good. I think we still had more stuff to do and talk about. Eventually it will be time to sell the second run in syndication, and I think the stations will think they’ve had enough. We need to be sensitive to that. The one thing we didn’t—and don’t—want to do is limp out. This year we came close because of the two time slot changes. And this was not particularly the way we wanted to go out [the comedy was canceled before a proper finale could be produced]. We have some ideas we’re working on, a couple of more episodes, so we can go out with a little more of a bang. It’s our asset, it’s not really a Fox asset, so we do look at it and say, “Gee, just because the network says it’s over, what else is there?”

May 26 1997  Broadcasting & Cable
September.

"We did do a lot of pilots. It was a fabulous year," Tannebaum says. "But number one doesn't mean a whole lot if you don't bring them back. The scary part is the development and doing all of the work. It is exciting, but it means a lot more hard work in the next year."

Columbia TriStar's shows in development for fall are The Gregory Hines Show (comedy) and Michael Hayes (drama), both for CBS; Over the Top (comedy) for ABC; The Tony Danza Show (comedy) and Sleepwalkers (drama), both for NBC; Between Brothers (comedy) for Fox; Dawson's Creek (drama) for The WB; and Head Over Heels (comedy) for UPN. Midseason orders have been made for Ask Harriet (comedy) for Fox; The Kellys (comedy) for The WB, and Ruby (comedy) for UPN, while the production company's House Rules (comedy) and Local Zeroes (comedy) remain strong candidates for later midseason pickup by NBC and CBS, respectively.

In some cases next fall, Columbia TriStar will go head to head against its own shows; on Saturdays, for instance, the new Sleepwalkers on NBC will face sophomore drama Early Edition on CBS. The Nanny, also a Columbia TriStar comedy on CBS, will now compete with the production company's family comedy The Tony Danza Show on NBC.

"We try to use as much influence as we can [to prevent such head-to-head timeslots]," Tannebaum says. "But they have control of the real estate."

Let's talk about your international division. Sony has certainly been more aggressive overseas in terms of channel acquisition.

We've invested in probably seven or eight new-channel opportunities this year, creating a culture of channel management that's pretty new for this company. Michael Grindon [president of the international division] and I have seen growth both in our licensing business and in the advertising markets we're looking at. In terms of our channel business in India, in about a year and a half our Sony entertainment TV channel there has grown to 10 million subscribers. Look at Asia particularly. You're looking at a place where we know there will be tremendous growth in terms of license possibilities and a growing ad market that will support a big number of channel opportunities.

A lot of places in Europe are clearly more mature, and we have emphasized more licensing opportunities, particularly in Germany and France. I don't think we want to start putting channels in places where there is tremendous competition. But I do think that in Europe you start looking at the new digital platform as a great opportunity. And we are looking at production opportunities internationally. Where we had market growth, we'll also be able to support much more extensive and expensive production. We're in production right now in about five countries: Germany, Great Britain, France and India, where we did 1,500 hours, and China, where we did over 300 hours in a joint venture.

What types of shows are you producing for the international networks?

Our business is indigenous, in-language production. We're creating their production culture. We've actually spent a lot of time bringing people over here from those countries and training them, then sending people over there to stay in the country, but only long enough to get them up to speed in terms of using newer production techniques.

Sometimes we bring a lot of formats. We brought to Great Britain Who's the Boss?, Married...With Children and Mad About You. In India, we are producing Wheel of Fortune for our channel. The reason we use formats is that we already have 150 scripts. You don't have to fully develop your writing staff. You start with 150 pretty good stories and adapt them to the local culture, and that's really a good start. But our goal, ultimately, is to have full, freestanding development and production operations in each of these countries.

Would you have moved ahead with Vibe knowing you would ultimately face competition from the likes of the Keenen Ivory Wayans and Magic Johnson?

It's hard for me to get worried about those shows. There haven't been pilots for either of them, so I don't know what is being bought right now except a lot of hype. When we went out with ours, we showed them exactly what the show was going to be. We've got tremendous creative auspices; we've got a promotional and marketing product in the magazine; we've got great time slots; we've got a great sales force selling the show. I think that if I had all of those elements going in and still knew about the competition, I wouldn't think twice about it. And competition is generally a good thing. When you come up with a good idea for a sitcom, it's not like you all of a sudden have a great show. It's a lot about execution. It's a lot about supporting your product. Barry

Broadcasting & Cable  May 26 1997 23
Thurston [president Columbia TriStar TV distribution] and his group have been very successful in being able to get programs on and keep them on the air. We haven’t had too many failures in the first-run business.

King World and Columbia TriStar are involved in a dispute over King World’s right to produce a competing game show to Wheel of Fortune and Jeopardy! given the noncompete clause in the contract. Can this be resolved out of court?

Lawsuits seem to be the way of the world right now, though I don’t know whether it is necessarily positive. We should be able to straighten out more of our messes in a room looking each other in the eye. I have no idea how that particular issue will get settled. But I always hope that it can be settled.

What’s the progress of 3 Arts, the co-production deal among Columbia TriStar, CBS and the talent agency?

It has been a little disappointing. We don’t have any pilots this year. But the first year of almost anything is slow. They’ve developed a lot of stuff, but I think we’re getting our signals straight in terms of our ventures. We have three partners, all with strong opinions about the things we do. It takes a little time to figure out exactly what you’re doing. I can’t say that it was a hugely successful first year. Like everything else, I’m in it for the long haul. We don’t jump in and out of ventures.

What type of synergy will we see between the animation division and Sony Pictures?

We have tremendous properties coming down the pike. Clearly, we’ve positioned ourselves to create Disney- or Warner Brothers-type animation. We felt we could do it even though we didn’t have as much infrastructure. Andy Kaplan [executive VP, who runs the TV group with Feltheimer] is the supervisor there, and Sander Schwartz [senior VP of children’s programming] really runs it. They’ve done a good job defining who we are. We’re not going to do lower-end animation. We were going to do a certain kind of product and do it for a lot of different buyers. We have a lot of sources for the programming. For example, next year Sony will release a big movie, Godzilla. That’s going to be a fantastic animation property. To have the ability to exploit the so-called food chain is great.

What takes up most of your time?

It’s divided up over all our businesses. I’ve got Eric Tannebaum [president of Columbia TriStar TV] and Helene Michaela [executive VP of television] doing a tremendous job in network television business, and I’ve been able to spend less time there. My job really is to make sure all the divisions of the TV group work well and complement each other—that’s probably what I spend the most time doing. And there’s been a lot of new-channel activity. We’ve invested in probably seven or eight channel opportunities this last year, creating a culture of channel management that’s pretty new for this company. Clearly Sony, one of the great brand names in the world, has a marketing culture. Now, I think Bob Levin [president of marketing for the Columbia TriStar motion picture group] is going to come in here and help us look at marketing across all the company lines.

It’s certainly a crowded marketplace in daytime dramas. Is there still room to grow?

We’re already in discussion with CBS and NBC about doing new soaps. That’s been on the table and doesn’t necessarily include Procter and Gamble. I do believe there is still room on the networks for more daytime dramas. Ultimately, I think, Fox will look at it. Those are very solid businesses. It’s not considered a sexy form of programing anymore, but I believe strongly in the form.

Why do you think a soap opera channel could work?

We feel about it the same way we feel about game shows. All soap operas have been seen only one time. We believe there is a residual value for those episodes, and we believe it’s a very loyal following and an advertiser-friendly following. So we absolutely intend to do a soap channel. The question is when, and can any of them be shown day-and-date, given the controversy right now with the networks and their affiliates over exclusivity. That’s a tough issue. I do believe you could have a day-and-date soap channel. Yet for us and the networks, you’re talking about a piece of product that’s not getting back-end use like the sitcoms and dramas.

Do you see the recent deal in which the Seinfeld co-stars renegotiated a higher salary setting a precedent?

I’d like to think this is a unique circumstance. It is so unique you could ultimately see each of those actors in their own series. To be perfectly frank, if I were NBC, I’d be trying to figure out how to spinoff each and every one of those characters. Those actors have earned themselves a pretty significant position. In terms of precedents, I come from the fairness school. I think that we all use leverage in our business, but sooner or later you have to look in the mirror and say, “Am I trying to construct a deal that’s fair?”

Do you worry about network erosion to cable?

There are a lot more networks right now. To go back and compare the Big Three to the Big Three way back when, when there weren’t three other networks, is kind of a useless exercise. There’s still a great opportunity to deliver to the widest audience and make the biggest impact. I’m not as worried about it as some people are. The biggest thing the networks had better look out for is the vertical integration they so badly wanted. You have the possibility of turning broadcasting into narrowcasting. Ultimately, that would be a big mistake, because then they would be turning themselves into cable companies. I would say that’s the biggest risk. They need to keep making sure they are putting the best programs on, regardless of who produces them, and that they keep doing what their broadcast licenses really call for to them to do—to reach out to a large segment of the population and supply something for everybody.

May 26 1997 Broadcasting & Cable
Syndication’s freshman class picture

Some new strips show signs of renewed life; most new weeklies are expected to return

By Cynthia Littleton

In a turnaround from the past two seasons, syndication’s freshman class of 1996-97 produced a number of promising underclassmen.

By the end of its premiere week last June, The Rosie O’Donnell Show had restored a lot of faith in the future of first-run syndication. A few months later, Judge Judy and Real TV were posting slow but steady growth.

In late night, Strange Universe is showing signs of life after a thorough revamp earlier this year that included a switch to a single-anchor format. “It’s a much better show,” says Dick Kurlander, vice president, director of programming, for Petry Television. “But in almost all cases, new strips had a better time of it this season because there were fewer of them” compared with previous years.

While it’s too early to declare a firm go for season two, Strange Universe will have new episodes airing in July, says Ira Bernstein, president of domestic TV distribution for Rysher Entertainment, which distributes the paranormal news magazine for producer Chris Craft Televison.

Strange Universe has been dogged by low national household and demographic ratings, but its new lease on life came about in part because the show performs respectably in late night on Chris Craft’s wwor-TV New York and kcopter(TV) Los Angeles.

Broadcasters generally have more patience with an underperforming strip when the parent company has a direct investment in the program. NBC and Fox have an estimated $40 million invested in their new entertainment magazine, Access Hollywood. After a rocky start for the costly show, Access is moving forward for a second year, mostly because the

'Strange Universe' may be back on the strength of its top-market performance, while the Dan Aykroyd–hosted weekly 'Psi-Factor' is expected to return.

partners made a two-year commitment at the outset.

The underdog of the season turned out to be one of the fall’s most anticipated syndication entries: the return of the daytime relationship game show with the revival of The Dating Game and The Newlywed Game. The shows didn’t perform up to expectations, but station sources say it’s too soon to count them out for fall. As of last week, there were encouraging signs that both shows would be back.

Tribune Entertainment’s Bzzz! is another relationship game show that failed to catch fire nationally after a promising test run in Los Angeles. Even with guaranteed clearances on the Tribune Broadcasting stations, the show is not likely to return for a second year.

Maureen O’Boyle isn’t expected to return to work this summer on her low-rated talk show from Telepictures, but she’s not expected to stray far from the camera. Rumors have been rampant bringing an end to the four-year run of Rolonda and three seasons of Gordon Elliot.

At the same time, another third-year strip, MGM Domestic Television’s LAPD: Life on the Beat, has been renewed by 121 stations covering 83% of the country. The show will be switching stations in New York and Los Angeles this fall from wwor-TV New York to wpix(TV) and from kcopter Los Angeles to an access time slot on kcalt(TV).

On the weekly side, most of the season’s new action hours are expected to return, thanks in large part to advance foreign sales of the series. The Adventures of Sinbad, Pat Factor: Chronicles of the Paranormal and Viper were among the standouts of the season. Two big-budget weekly dramas—MTM’s The Cape and Twentieth Television’s Two—have already fallen by the wayside this year.

www.americanradiohistory.com
Roseanne, a Shore thing in daytime

Sitcom star will get stock in King World as part of deal to do Dinah Shore–like show

By Steve McClellan

K
ing World Productions and Roseanne confirmed plans last week to co-produce a new hour daily talk/variety show for fall 1998.

KWP President Michael King said the concept was more like a Merv Griffin– or Dinah Shore–style show than most of the current crop of talkers.

KWP Chairman Roger King said the show would be sold to stations for daytime periods and would not be sold in time periods where it would compete with Oprah, which airs in early fringe (primarily 4 p.m.). Oprah will decide in September whether she will do another year of her talk show (beyond the 1997-98 season).

The Roseanne talk show agreement is linked to a larger development deal for network prime time and other projects, possibly including a new version of Hollywood Squares, depending on the outcome of litigation over that show between KWP and Sony. Roger King said the show would be offered for cash and 3.5 minutes of barter time.

Roseanne manager Jeff Wald said the comedian would become a KWP stockholder as a result of the deal. Michael King explained that Roseanne will be awarded a “block of options” (to be spelled out soon in a filing with the SEC) that can be exercised at market price.

At a press conference last week in New York, Roseanne said she’s wanted to be a talk show host “all of my life. This is a dream come true.” Asked what unique qualities she brings to the talk show party, she quipped, “I’m just so damn good looking.”

Queried about her interview skills, she stammered a moment or two before Michael King answered for her, saying her skills were demonstrated by a revealing interview she did with convicted sex-offender and boxer Mike Tyson in November for KWP’s Inside Edition.

With characteristic bravado, Roger King predicted that the show would be a “monster hit” in syndication, given that Roseanne, as Michael King added, “is the biggest star in the history of television.”

Global Shopping puts back IPO

Company scales down acquisition plans

By Steve McClellan

G
lobal Shopping Network has postponed an initial public offering that the company hoped would raise $470 million—most of which was earmarked to buy over-the-air TV stations in the top 62 markets.

Company president Barbara Laurence says the company also has scaled back its acquisition plans, at least for now, from 18 to nine stations, which would reach 16 million homes. Originally, the company hoped to acquire stations blanketing 33.5 million homes, and Laurence says 20 million homes is the minimum number the company needs to build a viable home shopping network.

At deadline last week, no new date had been set to proceed with the IPO, which was to issue both common stock and senior subordinated notes due in 2007. The revised IPO will target a smaller pool of funds, probably in the $360 million range, Laurence says.

Word of Global’s scaled-back plans came less than a week after Paxson Communications announced that it had terminated an agreement to sell to the shopping network Paxson’s option to acquire WNGM-TV Atlanta because Global failed to make a required $5 million escrow deposit.

Several brokers say it is highly unusual for a company to enter such an agreement and then default. The default came after several delays were approved by Paxson. Beyond the initial release, issued May 16, Paxson declined to comment. But one prominent station broker says: “It’s a serious issue when you enter into a contract and don’t put up the money. That doesn’t happen very often and it sends some bad vibrations.”

Global has purchased two stations: KDNS-TV San Francisco and WRAY-TV in the Raleigh-Durham, N.C., market. According to Laurence, the company has applications pending at the FCC to acquire KNWS-TV Katy, Tex. (Houston); WDNS-TV Derry, N.H. (Boston); WOAC-TV Canton, Ohio (Cleveland); WPMC-TV Jellico, Tenn. (Knoxville); and WBSV-TV Sarasota, Fla. (Tampa).

The company asked for and received an extension to close on WDNS, and Laurence says that deal now will close in June. Principal owner Gerald Q. Nash confirms that he granted the extension, adding that the deal is on track and he has every expectation it will close. The other transactions, Laurence says, will likely close in July.

A source close to the Knoxville deal says it is on track. The other sellers couldn’t be reached by deadline.

Laurence says the company’s default in Atlanta was in effect the result of trying to expand too far, too quickly. “We’re undergoing a reorganization at the corporate level. Things happen when you grow at this pace, and it got a little bit away from me.”
Congratulations
Fred Rogers
for your
Lifetime Achievement
Emmy Award
for Daytime Television
&
for your Daytime Emmy
for Outstanding Performer
in a Children’s Series.

WE’RE PROUD TO BE YOUR NEIGHBOR.

PBS
she says. “Everything is back on track right now.”

The Global Shopping Network reaches 7 million–8 million homes by a combination of over-the-air, cable and satellite (via GE America’s Satcom C-4). It employs more than 300 people at its corporate and studio facilities in New York.

Laurence says that the company’s plans can proceed despite the delay of the IPO because it has access to bridge loans from company co-founder and chairman Rachamin Anatian. SEC filings show that Anatian has pledged to commit $100 million–$150 million to Global “on or prior to the closing” of the stock and note offerings. Anatian has been the principal supplier of capital to the home shopping venture.

Anatian is one of the founders of USA Detergents Inc., makers of Xtra laundry detergent, among other products. USA Detergents has had its own share of bad news recently. In late April the company’s stock dropped 38% after USA expressed doubts about making a profit in its first quarter. Last week, a class-action suit accused the company of misrepresenting facts about its operations.

USA says it will vigorously defend the lawsuit.

Meanwhile, Laurence is working on two other station agreements she hopes to announce shortly, including one in the Los Angeles market. A deal for a station in the New York market fell through. But she retains hope of resuscitating the Atlanta deal.

“I know I caused him enormous problems,” Laurence says of Paxson Communications head Bud Paxson. “I’m hoping he will find it in his heart to forgive me. I intend to go back to him in a couple of weeks, if it is still available.”

---

**SYNDICATION MARKETPLACE**

**Taylor-made talk**

Meshach Taylor, the actor known for his supporting roles on the sitcoms *Designing Women and Dave’s World,* is said to be close to signing a talk show deal with MGM Television. MGM officials declined comment, but sources say plans are to have Taylor helm a talk variety show originating from the MGM Grand hotel in Las Vegas.

**Now batting for home team**

Twentieth Television’s *The Home Team with Terry Bradshaw* has a new first-string player: veteran daytime TV producer E.V. Di Massa Jr. Di Massa, whose credits include *The Mike Douglas Show* and *The Regis Philbin Show,* will serve as co-executive producer of the strip, set for fall debut in syndication in more than 85% of the country.

**They’re alive!**

DIC Entertainment’s upcoming cartoon strip *Mummies* has become *Mummies Alive!* in an effort to ward off evil spirits and trademark infringement. “Mummies” is too general a concept to copyright, leaving the show vulnerable to unauthorized knockoffs, says DIC President Andy Heyward. Cluster Television has cleared *Mummies Alive!* in all top 80 markets for a fall start.

**DiSalvo tops Eyemark East**

Eyemark Entertainment has tapped syndication sales veteran Joe DiSalvo to head its East Coast sales operations. As senior vice president, Eastern sales, DiSalvo will manage Eyemark’s New York office in addition to overseeing the company’s cable sales unit. DiSalvo spent the past three years as a senior sales executive with New World/Genesis Distribution. The move to Eyemark reunites him with Barry Wallach, who was New World/Genesis’s executive vice president before joining Eyemark in the same capacity last year. Before joining New World/Genesis, DiSalvo spent 10 years as a sales executive with Viacom Enterprises.

**‘South’ returns**

Due *South* will rise again—in syndication this fall. PolyGram Television is offering 22 new episodes of the Canadian-produced drama, which aired on CBS from 1994 to 1996. The show follows the adventures of a Canadian Mountie sent to patrol the mean streets of Chicago. Original series star Paul Gross has reprised his role as constable Benton Fraser. PolyGram is offering the series from Toronto-based Alliance Communications on a straight barter basis of seven minutes national, seven minutes local.

**This bud’s for you**

Pasadena isn’t the only West Coast city famous for its annual display of flower power. Rose lovers head north every summer to Portland, Ore., which puts on the country’s second-largest rose-themed parade (next to Pasadena’s Tournament of Roses). FutureMarket Entertainment is distributing a two-hour telecast of the Portland Rose Festival Parade, produced by KOIN-TV Portland. The parade special has been picked up by more than half a dozen stations in the West, including KACL-TV Los Angeles, KHBI-TV San Francisco, KOMO-TV Seattle and KXST-TV Dallas. FutureMarket, a Los Angeles-based start-up, says most stations have committed to carrying the parade live June 7 beginning at 10 a.m. PT.

**Captain, our captain**

Who’ll fill Captain Kangaroo’s shoes? Saban Entertainment is poised to unveil the star of its upcoming syndicated weekly *The All-New Captain Kangaroo* this week. Meanwhile, Saban has put together an advisory board of child development experts and programmers to guide production of what is designed to be an FCC friendly series. –CL
HSN taps into Ticketmaster
Is purchasing 48% stake from Paul Allen with plans to boost that to controlling interest

By John M. Higgins

Looking to extend his reach in sales by telephone, HSN Inc., Chairman Barry Diller has cut a deal to buy a 48% stake in Ticketmaster from Microsoft co-founder Paul Allen.

HSN, parent of the Home Shopping Network, agreed to pay Allen $209 million worth of stock for his stake in the sports and concert ticket sales operation. HSN plans to buy enough stock on the open market to own more than 50% of the company.

Although the two operations will not be fully integrated, Diller says the deal is a natural fit for HSN, which he characterizes as “electronic commerce” rather than simply a mail-order catalogue on television. One source of growth is to offer excess telecommunications and sales capacity to other vendors, Diller says.

Both companies “have built up all sorts of transactional expertise,” Diller says. “To offer that to others, we believe, is a truly large business.”

Ticketmaster CEO Fred Rosen says the companies’ talents and skills are complementary. “Ticketmaster is fairly controversial because of the near-monopoly Rosen has secured in telephone sales of event tickets, triggering protests about high fees.

One possible venture the executives suggested was sales of team merchandise to buyers of the pro sports tickets that Ticketmaster handles.

HSN stock jumped 11%, to $30 per share, while Ticketmaster rose 14% to $14.50. However, not all investors are excited about the deal.

Money manager Mario Gabelli blasted Allen and Ticketmaster executives for letting HSN buy a controlling stake while excluding outside shareholders from the deal. “I think this deal stinks,” Gabelli said.

Rosen says that HSN’s involvement will ultimately benefit the Ticketmaster shareholders: “The truth of the matter here is that everyone is interested in creating value for shareholders.”

Ticketmaster generated $270.9 million in revenue during fiscal year 1997 ended January, and about $34.1 million in cash flow, fueled by “convenience charges” levied on top of ticket prices charged by event sponsors. Ticket sales alone are a fairly profitable operation, generating 40% cash-flow margins. But the start-up of a publishing unit, particularly Ticketmaster’s Live! entertainment magazine, helped keep corporate margins down to 13%

HSN’s revenue totaled $1 billion in 1996, while cash flow reached $129 million. The company is in the midst of a turnaround after several years of losses and declining sales.

A bright star in the middle of the night, Las Vegas is unlike any other city in the world. Keeping up with the non-stop action of its famous casinos and entertainment shows is a challenge. A challenge KBGO and KLUC have met through Broadcast Electronics.

KBGO is ready for the future. Brian White, Program Director states, “Broadcast Electronics is very consistent when it comes to new gear and services. We’ve seen the need for programming and we have the best people to do it.” Chief Engineer George Thomas also declares, “Reliability means my pager doesn’t go off with emergency calls, and that’s what AudioVAULT and AvAir deliver.”

KLUC, another top station, depends entirely upon Marti Electronics for all of their remote broadcasting needs. “I have used Marti RPU’s, STUs and TRUs my entire career. They have always provided consistent quality,” declares Chief Engineer Tracy Teagarden.

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

Broadcasting & Cable May 26 1997
<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Station</th>
<th>Program Title</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>8:00</td>
<td>WABC</td>
<td>Friends</td>
<td>16.5/29</td>
</tr>
<tr>
<td></td>
<td>8:30</td>
<td>WABC</td>
<td>World's Scariest Police Shootings</td>
<td>8.5/15</td>
</tr>
<tr>
<td></td>
<td>9:00</td>
<td>WABC</td>
<td>Bad News Radio</td>
<td>5.4/10</td>
</tr>
<tr>
<td></td>
<td>9:30</td>
<td>WABC</td>
<td>60 Minutes</td>
<td>16.5/29</td>
</tr>
<tr>
<td></td>
<td>10:00</td>
<td>WABC</td>
<td>Unsolved Mysteries</td>
<td>6.2/13</td>
</tr>
<tr>
<td></td>
<td>10:30</td>
<td>WABC</td>
<td>Seinfeld</td>
<td>20.7/33</td>
</tr>
<tr>
<td></td>
<td>11:00</td>
<td>WABC</td>
<td>Homicide: Life on the Street</td>
<td>8.0/14</td>
</tr>
<tr>
<td></td>
<td>11:30</td>
<td>WABC</td>
<td>Dr. Quinn, Medicine Woman</td>
<td>6.6/14</td>
</tr>
<tr>
<td></td>
<td>12:00</td>
<td>WABC</td>
<td>All-Star TV Mega Bloopers</td>
<td>6.6/14</td>
</tr>
<tr>
<td></td>
<td>12:30</td>
<td>WABC</td>
<td>The Pretender</td>
<td>7.2/14</td>
</tr>
<tr>
<td></td>
<td>1:00</td>
<td>WABC</td>
<td>60 Minutes</td>
<td>11.5/23</td>
</tr>
<tr>
<td></td>
<td>1:30</td>
<td>WABC</td>
<td>Touched by an Angel</td>
<td>14.8/25</td>
</tr>
<tr>
<td></td>
<td>2:00</td>
<td>WABC</td>
<td>3 Rock Fr/Sun</td>
<td>12.3/21</td>
</tr>
<tr>
<td></td>
<td>2:30</td>
<td>WABC</td>
<td>NBC Sunday Movie—The Odyssey</td>
<td>17.3/27</td>
</tr>
<tr>
<td></td>
<td>3:00</td>
<td>WABC</td>
<td>NBC Sunday Movie—Survival on the Mountain</td>
<td>9.5/15</td>
</tr>
<tr>
<td></td>
<td>3:30</td>
<td>WABC</td>
<td>Home Improvement</td>
<td>11.0/18</td>
</tr>
<tr>
<td></td>
<td>4:00</td>
<td>WABC</td>
<td>Beverly Hills, 90210</td>
<td>8.2/14</td>
</tr>
<tr>
<td></td>
<td>4:30</td>
<td>WABC</td>
<td>The Naked Truth</td>
<td>5.3/9</td>
</tr>
<tr>
<td></td>
<td>5:00</td>
<td>WABC</td>
<td>The Nanny</td>
<td>8.6/14</td>
</tr>
<tr>
<td></td>
<td>5:30</td>
<td>WABC</td>
<td>60 Minutes</td>
<td>6.6/14</td>
</tr>
<tr>
<td></td>
<td>6:00</td>
<td>WABC</td>
<td>Miss Universe Pageant</td>
<td>9.8/18</td>
</tr>
<tr>
<td></td>
<td>6:30</td>
<td>WABC</td>
<td>Miss Universe Pageant</td>
<td>9.8/18</td>
</tr>
<tr>
<td></td>
<td>7:00</td>
<td>WABC</td>
<td>Miss Universe Pageant</td>
<td>9.8/18</td>
</tr>
<tr>
<td></td>
<td>7:30</td>
<td>WABC</td>
<td>Miss Universe Pageant</td>
<td>9.8/18</td>
</tr>
<tr>
<td></td>
<td>8:00</td>
<td>WABC</td>
<td>Miss Universe Pageant</td>
<td>9.8/18</td>
</tr>
<tr>
<td></td>
<td>8:30</td>
<td>WABC</td>
<td>Miss Universe Pageant</td>
<td>9.8/18</td>
</tr>
<tr>
<td></td>
<td>9:00</td>
<td>WABC</td>
<td>Miss Universe Pageant</td>
<td>9.8/18</td>
</tr>
<tr>
<td></td>
<td>9:30</td>
<td>WABC</td>
<td>Miss Universe Pageant</td>
<td>9.8/18</td>
</tr>
<tr>
<td></td>
<td>10:00</td>
<td>WABC</td>
<td>Miss Universe Pageant</td>
<td>9.8/18</td>
</tr>
<tr>
<td></td>
<td>10:30</td>
<td>WABC</td>
<td>Miss Universe Pageant</td>
<td>9.8/18</td>
</tr>
<tr>
<td></td>
<td>11:00</td>
<td>WABC</td>
<td>Miss Universe Pageant</td>
<td>9.8/18</td>
</tr>
<tr>
<td></td>
<td>11:30</td>
<td>WABC</td>
<td>Miss Universe Pageant</td>
<td>9.8/18</td>
</tr>
<tr>
<td></td>
<td>12:00</td>
<td>WABC</td>
<td>Miss Universe Pageant</td>
<td>9.8/18</td>
</tr>
<tr>
<td></td>
<td>12:30</td>
<td>WABC</td>
<td>Miss Universe Pageant</td>
<td>9.8/18</td>
</tr>
<tr>
<td></td>
<td>1:00</td>
<td>WABC</td>
<td>Miss Universe Pageant</td>
<td>9.8/18</td>
</tr>
<tr>
<td></td>
<td>1:30</td>
<td>WABC</td>
<td>Miss Universe Pageant</td>
<td>9.8/18</td>
</tr>
<tr>
<td></td>
<td>2:00</td>
<td>WABC</td>
<td>Miss Universe Pageant</td>
<td>9.8/18</td>
</tr>
<tr>
<td></td>
<td>2:30</td>
<td>WABC</td>
<td>Miss Universe Pageant</td>
<td>9.8/18</td>
</tr>
<tr>
<td></td>
<td>3:00</td>
<td>WABC</td>
<td>Miss Universe Pageant</td>
<td>9.8/18</td>
</tr>
<tr>
<td></td>
<td>3:30</td>
<td>WABC</td>
<td>Miss Universe Pageant</td>
<td>9.8/18</td>
</tr>
<tr>
<td></td>
<td>4:00</td>
<td>WABC</td>
<td>Miss Universe Pageant</td>
<td>9.8/18</td>
</tr>
</tbody>
</table>

**Sources:** Nielsen Media Research. CBS Research Graphic.
You simply won't behave.
You can be so rude.
And you display such a warped sense of humor.
Sometimes you scare the hell out of us.
Other times it's just sex, sex, sex.

You don't respect your elders.
Airing the Emmys wasn't enough for you.
Oh, no . . .
You had to get the Super Bowl,
the NHL & Major League Baseball, too.
You couldn't be content with 106 affiliates in 1987.
Of course not.
You had to go and become a network.

You break the rules constantly.
But, then again . . . you're Fox.
Why should we expect anything less?

Broadcasting & Cable Salutes
Fox Broadcasting's 10th Anniversary

On September 8, Broadcasting & Cable salutes Fox Broadcasting Company on a landmark first decade full of breaking barriers and setting new precedents. Fox is on the cusp of an aggressive new future, and our special report on the fourth network's 10th year is the perfect opportunity for you to tell this television maverick what you think about its exceptional success. Call today to reserve your ad space.

Issue Date: September 8 • Ad Close: August 29

Broadcasting & Cable
One Marketplace. One Magazine.

Broadcasting

Changing Hands

The week’s tabulation of station sales

Proposed station trades

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

THIS WEEK:

TVs □ $0 □ 0
Combos □ $28,402,000 □ 7
FM s □ $7,425,000 □ 4
AMs □ $2,261,000 □ 4
Total □ $35,939,000 □ 15

SO FAR IN 1997:

TVs □ $2,217,418,000 □ 49
Combos □ $4,607,187,737 □ 138
FM s □ $1,290,246,298 □ 166
AMs □ $1,009,191,412 □ 92
Total □ $8,216,171,449 □ 447

SAME PERIOD IN 1996:

TVs □ $1,834,280,510 □ 40
Combos □ $2,642,591,290 □ 147
FM s □ $890,719,619 □ 157
AMs □ $760,005,504 □ 71
Total □ $5,443,597,923 □ 415

Source: Broadcasting & Cable

COMBOS

WXJN(FM) Lewes and WYUS(AM)-WAFL(FM) Milford, Del., and WLFX(FM) Ocean Pines and WICO-AM-FM Salisbury, Md.

Price: $12 million
Buyer: Delmarva Broadcasting Co., Wilmington, Del. (Julian H. Booker, president); owns WDEL(AM)-WSTW(FM) Wilmington and WXCY(FM) Havre de Grace, Md.


Facilities: WXJN: 105.9 mhz, 6 kw, ant. 341 ft.; WYUS: 930 kHz, 500 w, day, 100 w night; WAFL: 97.7 mhz, 6 kw, ant. 325 ft.; WLFX: 97.1 mhz, 2.1 kw, ant. 394 ft.; WICO(AM): 1320 kHz, 1 kw, day, 36 w night, WICO-FM: 94.3 mhz, 3 kw, ant. 295 ft.

Formats: WXJN: country; WYUS: Spanish; WAFL: AC; WLFX: classic rock; WICO(AM): talk; WICO-FM: country

WXT(CAM)-WJZK(FM) Charleston and WBBU(FM) St. George/N. Charleston, S.C.

Price: $8.5 million
Buyer: Wicks Broadcast Group LP, New York (WBG Management Inc., general partner; Edgar R. Berner, president/41.7% owner); owns WTMM(AM)-WSX-FM and WTMA(AM)

Charleston, WMLG(FM) Ravenel and WWWW(FM) Summerville, S.C.; is selling WSVY(FM) Charleston. Wicks owns six TVs, owns/is buying 10 FMs and six AMs.


Facilities: WXTC: 1390 khz, 5 kw; WJSK: 96.9 mhz, 100 kw, ant. 1,750 ft.; WBUB: 107.5 mhz, 100 kw, ant. 984 ft.

Formats: WXTC: sports; WJZK-FM: '70s; WBUB: country

WJRN(AM)-WEZY(FM) Racin/Milwaukee, Wis.

Price: $5 million
Buyer: Bliss Communications Inc., Janesville, Wis. (Sidney H. Bliss, president/owner); owns WCL0(AM)-WULV(FM) Janesville, WBKV(AM)-WBB1 (FM) West Bend and WRFH(AM)-WGXL (FM) Wisconsin Rapids, Wis.; has applied to build FM in Nekoosa, Wis.

Seller: MG Radio LLC (Gregory Marcus, Anthony Gazzana, principals); no other broadcast interests. MG bought stations for $1.65 million in 1994.

Facilities: AM: 1400 khz, 1 kw; FM: 92.1 mhz, 6 kw, ant. 275 ft.

Formats: AM: AC; FM: beautiful music

Broker: Patrick Communications Corp.

KORN(AM)-KQRN-FM Mitchell, S.D.

Price: $1.2 million
Buyer: Sorenson Broadcasting Corp., Sioux Falls, S.D. (Dean Sorenson, president); owns KJJO(AM)-KKQO-FM Volga/Brookings, KCCR(AM)-KLXS-FM Pierre, K Wat(AM)-KXX-FM and KDLO-FM Watertown and KYNT(AM)-KTYA-FM Yankton, S.D., and four other radios in two markets

Seller: Art Rew, Mitchell; no other broadcast interests. Note: Mitchell paid $800,000 for remaining 64% of KORN-KQRN last November.

Facilities: AM: 1490 khz, 1 kw; FM: 107.3 mhz, 100 kw, ant. 450 ft.

Formats: AM: oldies; FM: rock 'n roll

WICY(AM)-WNVN(FM) Malone, N.Y.

Price: $761,000
Buyer: Cartier Communications Inc., Chagrin Falls, Ohio (Timothy D. Martz, president/owner); owns WYUL (FM) Chateaugay, N.Y. Martz owns WHRR(FM) Dennysville, Me.; 90% of WBPW(FM) and WOH(AM) Presque Isle, Me., WINC(FM) Newbury and WZNL(FM) Norway, Mich., and WKNW(FM)


Seller: LCC Media Inc., Malone (James Coughlin, principal); no other broadcast interests

Facilities: AM: 1490 khz, 1 kw; FM: 96.5 mhz, 2.4 kw, ant. 361 ft.

Formats: AM: AC; FM: country

WMIQ(AM)-WIMI(AM)/FM Iron Mountain and WUPK(FM) Marquette, Mich.

Price: $700,000
Buyer: Zephyr Broadcasting Inc., Chagrin Falls, Ohio (Timothy D. Martz, president/owner); owns WZNL(FM) Norway, Mich. Martz owns Cartier Communications Inc., which is buying WICY(AM)-WNVN-FM Malone, N.Y. (see item above).

Seller: Superior Media Group Inc., Iron Mountain (James A. Klungness, president); has applied to build FM in Iron Mountain.

Facilities: AM: 1450 khz, 1 kw; FM: 93.1 mhz, 100 kw, ant. 590 ft. WUPK: 94.1 mhz, 4.5 kw, ant. 377 ft.

Formats: AM: news/talk; FM: classic rock; WUPK: classic rock:

WSFW-AM-FM Seneca Falls, N.Y.

Price: $241,000
Buyer: Souhan Radio LLC, Romulus, N.Y. (George G. and Susan C. Souhan, co-owners)

Seller: BJR Broadcasting Corp., Seneca Falls (Brian B., Joan C. and Margaret O'B. Rogers, owners); no other broadcast interests

Facilities: AM: 1110 khz, 1 kw day; FM: 99.3 mhz, 3 kw, ant. 303 ft.

Formats: Both AC

RADIO: FM

WDLT(FM) Mobile, Ala.

Price: $3.4 million
Buyer: April Broadcasting, Middle- town, N.J. (Phil Giordano, president); owns WBLX-AM-FM Mobile

Seller: United Broadcasting Co., Mobile (Tom Wilson, president); no other broadcast interests

Facilities: 98.3 mhz, 6 kw, ant. 300 ft.

Format: Adult urban

Broker: Bergner & Co.

WYOO(FM) Panama City, Fla., and WMKS(AM) Macon, Ga.

Price: $1.995 million ($770,000 for wyo; $1.225 million for WMKs)

Buyer: Styles Broadcasting of Alabama Inc., Panama City, Fla. (Thomas A. and Kim Styles DiBacco, joint owners). DiBaccos own 40% of WBB(AM) Springfield and WAKT(FM) Panama City; have LMA with WDL(AM) Pana-
Broadcasting

ma City. Thomas DiBacco owns 20% of company that has applied to build FM in Murdock, Fla.

**Sellers:** - wvoo: Tideline Broadcasting Inc., Lynn Haven, Fla. (Randall R. Wahlberg, president). Wahlberg has applied to build FM in LaCrosse, Fla. - wkms: Radio Macon Inc., Columbus, Ga. (Joseph W. McClure et al., owners). McClure owns/is buying KOLL(AM) in Comal, Ind.; has LMA with KOLL(AM) and KTFO (FM) in Mays, presidente; owns/is buying KQSY(FM) and KGMS(FM). Price: $18 million

**Buyer:** Douglas Broadcasting Inc./Par Holdings Inc., Palo Alto, Calif. (N. John Douglas, chairman; Duane E. Hill and Cleveland A. Christophe, principals); owns KEST(AM) in San Francisco. Douglas owns/is buying two FMs and 21 AMs.

**Seller:** Chancellor Media Corp. (merger of Chancellor Broadcasting Co. and Evergreen Media Corp.), Dallas (Scott K. Ginsburg, president); owns/is acquiring WTOP(AM)-WASH(FM), WGMS(FM), WBIG(FM), WTEm (AM), WZMO-FM, WEBR(FM) and WWRC (AM) in Washington and the following San Francisco–market stations: KIOI (FM), KMEI(FM), KBAL(AM), KBGG-FM, KSAN(AM) (call letters being sold) and KKS-FM. A combined Chancellor/Evergreen owns/is buying 69 FMs and 29 AMs.

**Facilities:** - wzHF: 1390 khz, 5 kw; wzbz: 730 khz, 5 kw, 20 w night; KDFC: 1220 khz, 5 kw, 147 w night

**Formats:** - wzHF: C&W; wzbz: business news; KDFC: classical

**WNFT(AM)** Boston

**Price:** $4.5 million cash

**Buyer:** American Radio Systems Corp., Boston (Steven B. Dodge, chairman); owns WRKO(AM)-WBZ(FM), WEQ(AM), WEGO-FM and WWTM (AM)-WAAF(FM) in Boston. ARS owns/is buying 78 FMs and 29 AMs in 20 markets.

**Seller:** Greater Media Inc., East Brunswick, N.J. (Peter A. Bordes, chairman/owner); owns WMX-J-FM and WOR(AM) in Boston; is acquiring WKL-B-FM, WBO(S)(FM) and WOAZ-FM in Boston. Greater Media owns/is buying 13 FMs and three AMs in four markets.

**Facilities:** - 1150 khz, 5 kw

**Format:** Kidstar

**Broker:** Serafin Bros. Inc.

**KEIN(AM)** Great Falls, Mont.

**Price:** $80,000

**Buyer:** Munson Radio Inc., Black Eagle, Mont. (Steven D. Dow, president/owner)

**Seller:** Roan Communications Corp., Black Eagle (Ron Young, principal)

**Facilities:** - 1310 khz, 5 kw day, 1 kw night

**Format:** Oldies

**KCH(AM)** Oakdale, La.

**Price:** $30,000

**Buyer:** Jeffrey N. Eustis, Stanford, Calif.

**Seller:** Carol M. Skaggis, Oakdale; no other broadcast interests

**Facilities:** - 900 khz, 250 w day

**Format:** Oldies

---Compiled by Elizabeth A. Rathbun

---

**Television's Morning Paper**

There's one sure way to stay on top of all the late-breaking news in television. Broadcasting & Cable's TV FAX is a one-page capsule of the day's daily news in the industry. All reported by the editors of Broadcasting & Cable. And on your desk every morning.

So get the fax...before your competition does. Subscribe to TV FAX today.

Call 800-554-5729.
ABC woos KTRH from CBS

Switch is latest for news network; CBS holds on to WTOP Washington

By Donna Petrozzello

In the race for radio network news affiliates, chalk up a big win for ABC News Radio.

News/talk KTRH(AM) Houston switched from CBS News Radio to ABC last week, ending a five-year affiliation with CBS in favor of ABC Radio's hourly newscasts, national and international reports, crisis coverage and breaking news reports.

"ABC really made a terrific impression on us," says Laura Morris, KTRH vice president/GM. "ABC's crisis coverage over the past two years has been exemplary, and its enterprising attitude and breaking news commitment mirror the KTRH philosophy."

KTRH is one of four stations to change to ABC in recent months. News/talk WINZ(AM) Miami switched in October, ending a near 20-year affiliation with CBS Radio services. "We felt the services of ABC and its news presentation were more compatible with the local news programming on WINZ," says program director Pete Bolger.

WINZ picked up regularly scheduled network news from ABC Radio as well as the network's Peter Jennings Journal, news commentary by correspondent Paul Harvey and various news special features, Bolger says.

According to ABC Radio Networks, news/talk KLBJ(AM) Austin, Tex., moved from CBS to ABC in January 1996, and WIBV(AM) St. Louis switched from Mutual News — distributed by Westwood One Inc. — to ABC earlier this month.

On Aug. 11 KTRH will begin airing ABC's top-of-the-hour newscasts and incorporating ABC News into its local reports. While KTRH boasts a 35-person news staff and six sports reporters to cover local and regional news, Morris says the station relies to a large extent on network-delivered national and international news.

"ABC News hourly reports are contemporary, they are fast-paced, they have a good number of stories and a good use of natural sound," says Morris. "On a day-to-day basis, these are critical factors for us.

KTRH also will turn to ABC for crisis and breaking news coverage. Morris says she considers ABC's coverage of crises — including the bombing of the Federal Building in Oklahoma City, the bombing in Atlanta's Olympic park last summer and the crash of TWA Flight 800 — superior to that of CBS News.

"Oklahoma City coverage was not one of CBS Radio News's high points," says Morris. "[Their] coverage did not live up to our expectations."

"We are thrilled that after years with another network, KTRH will become an information network affiliate of ABC radio," says Bernard Gershon, ABC News Radio vice president. "We're also thrilled that their decision was based almost entirely on the ABC News product."

But Morris admits that the break with CBS may not be permanent. She says her original plan was "to switch from CBS to ABC completely," but in recent weeks she has talked with CBS about striking a "dual affiliation." She wants to keep CBS's Charles Osgood File news feature as well as CBS World News Tonight and World News Roundup.

Morris attributes what she described as dissatisfying crisis news coverage from CBS to "growing pains" in the wake of CBS's purchase of Infinity Broadcasting last year and its expansion of the radio division.

"The CBS transition has been difficult for all of CBS's non-owned network news affiliates," Morris says. "I think CBS has been in a holding pattern for two years while its competitors have been marching forward deploying resources and staff."

Elsewhere, CBS scored a renewed affiliation — news/talk WTOP(AM) Washington. Program director Jim Farley says that after weighing the decision for months, the station "is staying with CBS" and has extended its contract.

Just one year ago, Farley says, WTOP gave its 90-day cancellation notice to CBS. However, the station did not follow through on its notice, retaining CBS without a contract through last fall and winter.

Farley says CBS has made several "improvements" to keep WTOP satisfied, such as delivering more feeds by CBS News correspondents for WTOP newscasts, delivering more live audio and contributing news from CBS Television's Washington bureau for the station.

"CBS responded to our needs and went above and beyond," Farley says.

Radio stock up over year ago

Schrader Werthem Media Group's "Industry Watch" reports an average 28.9% increase in the equity market value of radio stocks since April 1996. Radio stock performance outpaced stock values of a variety of other broadcast media, publishing and information service providers during the same period, says Schrader. Stock values increased for 10 of 13 radio groups surveyed by Schrader. Heffel Broadcasting was the biggest gainer, jumping from an average share price of $20 last year to $45 last year. Most other groups reported April 1997 stock values up about 30% compared with last year. —DP
The dust may soon settle in the tussle over Internet rights to audio coverage of Major League Baseball games, with teams getting the go-ahead to carry games on their respective Websites.

Major League Baseball asked teams to interrupt audiocasts until official guidelines were in place. But some teams, including the Baltimore Orioles and Houston Astros, ignored the request. AudioNet has also continued to Webcast some games.

MLB executives hope their Webcasting guidelines will become the big-league online playbook at next month’s team meetings. Under the proposal, teams could put audio coverage of games on their sites or the sites of their flagship radio stations. Teams also would be able to present some video content on their sites. Meanwhile, Major League Baseball would strike a deal with a third-party provider to carry audiocasts, along with some video content and statistics.

That’s the summary of the proposed pact provided by Leslie Sullivan, MLB vice president of broadcasting and new media. Sullivan says baseball wants a broad deal with a major Webcaster this season. “We will certainly be negotiating with a third-party provider,” Sullivan says.

The leading candidates are AudioNet, CBS SportsLine and ESPN SportsZone. AudioNet has been carrying several games of several teams, including the Orioles. The Baltimore team has been putting audiocasts on its WBAL(AM) flagship station. AudioNet had been originating game carriage for the Giants—with a link to flagship KNR(AM)—before the team suspended the audiocasts last week.

AudioNet continued carrying games despite MLB’s wishes. “We have relationships with teams and radio stations. Where we have relationships with our customers, we do what our customers ask,” says Mark Cuban, AudioNet president, who claims that his company put a “lucrative” offer for audiocast rights on MLB’s table.

CBS SportsLine has confirmed its involvement in talks for the MLB rights (B&C, April 21). A spokesperson for ESPN SportsZone, which carries audio
coverage of National Basketball Association games, declined to comment on discussions for Internet baseball rights.

Some teams are focused almost solely on retaining rights to do what they want with game content on the unregulated Internet. "The clubs have some rights to market themselves. Because there are no rules doesn't make it wrong," says Jamie Hildreth, Houston Astros director of broadcasting and promotions. "At least," he added, "give our fans the right to hear what they want to hear."

Hildreth is concerned that a unilateral MLB deal will favor big-market clubs with greater online exposure. "Major League Baseball is probably going to control it. If they do what they normally do, we'll be hearing the big-city teams," he says.

Randy Adamack, Seattle Mariners vice president of communications, expects even-handed treatment in any MLB Internet deal. The first team to put game audio on the Internet, in September '95, the Mariners stopped audiocasts of games on their flagship KIRO(AM) site at the request of MLB. But the team maintains that a strong 'Net presence is essential. "It's important from a marketing perspective to be active," says Adamack. "It helps the perception of the industry and the club itself."

Seattle sees strong possibilities for developing an international audience online, and considers audiocasts good customer service. The Los Angeles Dodgers—touting a distinctively international lineup—agree. "At the end of the day, it's a service to the fans," says Barry Stockhamer, Dodgers vice president of marketing.

The Dodgers are interested in exploring video streaming. They used Xing StreamWorks to Webcast Brett Butler's announcement of a hiatus for cancer treatment last season. And the team has gotten good fan reaction to posting photos with game summaries at its site, according to Stockhamer.

With a gigabyte of data online, the Dodgers firmly believe in a "dramatic" online presentation, Stockhamer says, as well as in the potential for beefing up the bottom line. "There is some revenue potential," he says. "I think everyone's trying to sort out the realities from any other alternative."

Reality has been particularly kind this season to the San Francisco Giants, who drew 500,000 fans to their site last month. The Giants envision streaming game summaries online—similar to the game capsules SportsChannel has tested in the Bay Area—according to Pat Gallagher, Giants senior vice president of business operations. Gallagher says the team wants to be "aggressive as we can be with radio and, potentially, with video."

The Giants would be satisfied to have audio from their games carried as part of a comprehensive MLB package. Gallagher says, as long as audio of all games is online somewhere. "We've embraced communicating on the Internet," he says. "We've found it to be potentially the most powerful marketing tool we've come across in a long time."
A staggering 62 comedies, 40 dramas and 10 news magazines will fill the just-announced 1997-98 prime time network television season. More cops, more angels, more twenty-somethings and more families will highlight a schedule that sees 43 new shows over six networks and still makes room for movies, made-for and reality specials.

And did we mention stars?

Yesterday’s Ted Danson, Mary Steenburgen and Rhea Perlman are today’s Danny Aiello, Kirstie Alley, and Tom Arnold as each network boasts its own version of the Hollywood Walk of Fame next fall.

Stars shine behind the scenes, too, as prolific producers and writers like David E. Kelley, Steven Bochco, Lowell Ganz and Babaloo Mandel weigh in with new offerings.

CBS will roll out three new dramas and three new comedies for fall, not to mention a program featuring one of the network’s newest hires—Bryant Gumbel.

Family fare can still be found in Touched by an Angel and Promised Land, but CBS will attempt to skew younger with a new kid-friendly block on Fridays. “To take advantage of our ratings momentum and position the network for further growth, we need to expand our audience base,” said Leslie Moonves, CBS’s entertainment president. “We are introducing some exciting new programs and acquiring two already successful series that will attract a younger and more urban audience, yet still appeal to our loyal CBS viewers.”

ABC Entertainment President Jamie Tarses unveiled her first fall schedule last week in New York. It boasted five new comedies, five new dramas and the return of The Wonderful World of Disney to its Sunday night home.

Is ABC’s new schedule another attempt to attract families? Yes, but not necessarily the blood-relative types, Tarses said.

“Over the years, many have tried to define us as a family network, and we resisted. Not because that’s necessarily a bad thing, but because as broadcasters we felt this definition could be too narrow,” Tarses said. “We recognized the need to appeal to as diverse an audience as possible, and the traditional definition of family seemed limiting. But it wasn’t a label that was the problem—it was the definition of the label.

“So we decided to expand our definition,” Tarses said. “A couple watching Drew Carey; kids watching Home Improvement, guys at a neighborhood bar watching Monday Night Football—these are all different examples of families ABC wants to reach.”

Over at Fox, three new dramas, two new comedies and a weekly series of outtakes specials will join nine returning series as part of the network’s arsenal for fall. Three new comedies and two veteran programs—Living Single and New York Undercover—will also be waiting in the wings for a midseason launch.

“Our strategy for the fall is clear,” says Fox Entertainment President Peter Roth. “The distinctiveness of our scheduling is stability. We will give our strong returning programs the care and attention that will make them even stronger, and we will build on those incumbent strengths with new and distinctive series.”

No fewer than 18 comedies will pack NBC’s schedule next year, including six freshmen shows with stars like Alley, Tony Danza and Jenny McCarthy. Two new dramas also are being added to the number-one network, including Sleepwalkers for the fledgling Thrillogy franchise on Saturdays.

UPN, which will introduce four new comedies to its urban package for fall, will fill its new night—Thursday— with a science-fiction film, starting in first quarter 1998.

The WB will launch its fourth night of programming—Tuesday—in December or January, while two new comedies and two dramas will be added to the netlet’s schedule for fall. That schedule is being promoted as generally family- and kid-friendly, with Time Warner Chairman Gerald Levin crediting the network with the “zippiest and youngest demos.”

A night-by-night look at new and returning shows follows.
NBC will scrap its traditional Monday Night at the Movies to attempt a bold strategy of "Must She TV." Dubbed the "women who work" block, freshman and sophomore sitcoms that once benefited from the safe haven of Thursday will now counterprogram ABC's Monday Night Football. CBS will keep its comedy lineup with a stronger home for Everybody Loves Raymond. The network hopes to build on its audience with a new sitcom starring TV veteran Bob Newhart at 9:30 p.m. CBS's 10 p.m. drama, Brooklyn South, will go up against NBC's latest Dateline NBC outing. Fox will keep the same address for Melrose Place, while hoping for new, young viewers with Ally McBeal. As for the netlets, it's all laughs for UPN, which will roll out one new sitcom to lift the night. Finally, The WB hopes to counterprogram with the family-friendly 7th Heaven and take a bite out of the competition with Buffy the Vampire Slayer.
ABC will counterattack NBC’s hold on the night by rolling out two new comedies and a new time slot for the midseason hit Soul Man. NBC’s NewsRadio—so far a bigger hit with critics than with viewers—gets a new lease on life behind Mad About You at 8 p.m., while the freshman comedy Just Shoot Me will take its best shot behind Frasier at 9 p.m. CBS is looking to attract young viewers—male and female—at 8 p.m. with JAG, but Michael Hayes, the new drama starring David Caruso at 9 p.m., has a tough task against the likes of ABC’s Home Improvement and NBC’s Frasier. The competition could get interesting at 10 p.m. with the rollout of CBS’s new Danny Aiello drama, Dellaventura. NYPD Blue remains the show to beat at 10 p.m. Fox will keep the faith with its traditional movie, while UPN will unveil three new sitcoms for the network. The WB counters with the younger-skewing drama Dawson’s Creek, followed by the new Three.
ABC’s night of comedy scored big in 1996-97, with the ongoing success of *The Drew Carey Show* and the coming-out episode of *Ellen*. Looking to build on that dominance, the network has given a new day and time to *Spin City* and added comedy *Dharma & Greg*. Still, the new time slot for NBC’s powerhouse *Third Rock from the Sun* at 9 p.m. could give *Drew Carey* a run for its money. CBS is weighing in with *Bryant Gumbel*’s news magazine. Whether the eye network’s *Chicago Hope* finds more breathing room at 10 p.m. Wednesday remains to be seen, especially in the light of competition from the *PrimeTime Live* powerhouse and NBC’s *Law & Order*. Fox has left well enough alone with its youth-friendly *Beverly Hills, 90210* and *Party of Five* lineup, while UPN is sticking with drama with its franchise player *Star Trek: Voyager* and *The Sentinel*. The WB is weighing in with a two-hour block of comedy.
Another year, another attempt to compete with NBC’s Must-See juggernaut. Thursday will once again serve as a launching pad for two new NBC comedies — *Union Square* and *Veronica’s Closet*. ABC and CBS are counting on dramas — *Promised Land* on CBS and *Nothing Sacred* on ABC among them — and news magazines to break NBC’s stride. Fox may find it a tough night to launch two new comedies, not to mention a new drama — *413 Hope St.* from executive producer Damon Wayans. By the first quarter of 1998, UPN will get into the act by launching a fourth night of programming, featuring the UPN Thursday Night Sci-Fi Movie.
CBS becomes a player next season in the battle for younger viewers with its TGIF-inspired lineup, which includes ABC transplants Family Matters and Step by Step. ABC won't take the competition lying down, with new offerings from Disney—including Genie and Teen Angel—likely to skew even younger than CBS's lineup. NBC will fill the night with tough dramas and a news magazine, while Fox hopes to boost the lead-in to its sophomore hit Millennium with the debut of The Visitor.
More new dramas will highlight a night that has been dominated by CBS's family-friendly Dr. Quinn, Early Edition and Walker, Texas Ranger. NBC once again will attempt to sell its Thrillogy franchise with the addition of Sleepwalkers at 9 p.m., while The Pretender finds a new timeslot at 8. ABC will tackle the competition with hour-long of its own—C16:FBI, the Steven Bochco drama Total Security and finishing out the night with the midseason drama The Practice at 10 where the freshman Relativity failed to lure viewers this year. Fox stays conservative with its franchises Cops and America's Most Wanted.
CBS's 60 Minutes (7-8) and Touched By An Angel have proven to be formidable targets for the other networks to aim at, but NBC is banking on 8:30 as an appropriate timeslot for its new comedy starring MTV maven Jenny McCarthy. ABC's The Wonderful World of Disney's return to a familiar Sunday night timeslot could pull in its share of families, but there's no denying the power of Fox's animated block—The Simpsons and King of the Hill. The WB was considering breaking up its unified comedy front with a drama, but decided to keep it funny at 7-10, with shows that include stars Tom Arnold and comedienne Carol Leifer. Fox's The X-Files continues at 9, with the Big Three weighing in with two-hour movies.
TCI looks to rebuild the franchise

Restarts franchising department to address trouble spots

By Price Colman

Tele-Communications Inc., marking a new phase in its transformation, has quietly re-established a franchising department just as quietly disbanded half a decade ago.

The move comes as TCI faces a number of troubling franchise brushfires that threaten to break out into full-fledged conflagrations. In several instances, renewal talks have deteriorated into time-consuming and potentially expensive court battles.

Under new president Leo Hindery, TCI appears to be moving away from a hard-line approach to local regulators toward a more diplomatic strategy. Hindery publicly served notice at the NCTA Show in March that TCI officials who couldn't find common ground with local regulators faced firing.

The shift is a subtle but potentially profound one for TCI, which has franchises in 4,800 communities, the most of any cable operator. On the heels of an acquisition binge that added more than 2 million subscribers over the past two years, TCI faces renewals in communities where it is the new operator in town. In attempting to establish “partnerships” with those franchising authorities, TCI will have to overcome the contentious reputation that often precedes it.

“There are hundreds of franchises we renew every year that I never know about, where the partnership model is at work,” says Madie Gustafson, senior counsel in charge of franchising and co-head of the re-established franchising department. “The ones [I hear about] tend to be the problem children.”

Among the “problem children” that Gustafson and co-department head Dick Treich are dealing with:

- Monterey, Calif. Early this year, Monterey city officials rejected what they characterized as an incomplete proposal from TCI, which recently purchased the system from Western Communications. TCI protested and Monterey went to the California Superior Court for a ruling on whether it could thus end the “formal” renewal process. TCI has since removed the case to federal court, filing for a motion to dismiss, and Monterey has responded with a request for summary judgment. Motions are set for hearing June 2, but despite the legal wrangling there has been some movement in the dispute. The two sides were scheduled to restart informal talks last Thursday.

Fred Cohn, deputy to the city manager, noted that TCI has supplemented its original renewal proposal with plans for a “digital compression” upgrade to 102 channels. But city officials and residents want a more robust, two-way system capable of providing such advanced services as high-speed data and cable telephony.

“No Mr. Malone and Mr. Hindery are suggesting they want to go fiber-to-the-node in much of their systems by 2000,” Cohn says. “If those promises turn into commitments, we may not be that far apart.”

- Tucson, Ariz. Early this year, TCI sued the city to obtain an extension of the franchise that expired Dec. 6, 1996. City officials contend that TCI has defaulted on a number of provisions in the franchise. A nasty public spat erupted in January, when the city conducted a press conference criticizing TCI’s channel lineup changes. The legal dispute cooled after Tucson stipulated that TCI’s franchise remains in effect, although the city has not yet granted an extension, and the two sides have resumed informal negotiations. City concerns include the condition of the 85,000-subscriber system, which TCI purchased from InterMedia in late 1995, upgrade plans to advanced service offerings.

Bob Hunnicut, telecommunications administrator for Tucson, declined to comment on the nature of the negotia-
TCl appears
to be moving away
from a hard-line
approach to
local regulators
toward a more
diplomatic strategy.

@Home IPO deal surprisingly limited
Public offering is 8 million shares at $5-$7 apiece

By John M. Higgins

@Home Inc.’s initial plans to go public are less ambitious than Wall Street executives expected, with both the stock price and the amount of money invested surprisingly low.

In a Securities and Exchange Commission filing, @Home—parent of the @Home high-speed Internet service—said it planned to sell 8 million shares at $5-$7 each, or just $56 million at the high end of the range. That would represent 7.4% of @Home’s 108.6 million total shares, valuing the entire company at $760.4 million.

That may sound like a big number for a virtually revenue-free company, but it’s far lower than many Wall Street analysts have been valuing @Home. They have generally pegged the company’s value at around $1 billion. “I’m at $1.1 billion,” said one analyst.

Controlled by MSO Tele-Communications Inc., @Home said it plans to use the IPO money for general working capital. It will expand its Internet services delivered by cable systems at far higher speeds than “Net surfers can readily get from their PCs.”

Were the analysts’ expectations sim-
KIM PHUC WAS ONCE POSTER CHILD FOR THE VIETNAM WAR. NOW SHE’S A COLLEGE GRADUATE.
ply overinflated?

In mid-April @Home sold 4.5% of the company for $48 million to companies including Sun Microsystems, Motorola and Bay Networks. Under the IPO pricing, those companies are taking a 30% hit on their investments in the first month.

A $56 million stock sale is also not a large influx of cash for @Home, which has run up $38.2 million in losses since starting up two years ago, according to the SEC filing. Although this is not a huge loss compared with some other Internet start-ups, the company's losses are expected to accelerate as rollouts in such markets as San Francisco and Baltimore proceed.

One Wall Street executive contends that @Home is trying to fuel demand with a relatively small, low-priced issue that will set the stage for a much larger and more expensive secondary offering within a few months.

"They probably won't even stay at this price [$5-$7 a share] after the road show," the executive said.

The company has persisted primarily by selling preferred stock to companies including TCI, Comcast Corp., Rogers Communications Inc. and Cox Communications Inc., plus venture capital firm Kleiner Perkins Caufield & Byers. As of April, TCI held super-voting stock representing 42.8% of @Home's equity and 75% of the shareholder votes.

Insiders' immediate payoff would be big. Last year @Home Chairman Thomas Jermoluk paid $150,000 for 3 million shares, just 5 cents per share. His stake would be worth $21 million in the IPO. William R. Hearst III, former @Home CEO, paid $20,000 for 400,000 shares that would now be worth $2.8 million. TCI, Kleiner Perkins and other early investors bought their stakes for 50 cents per common share.

Rushnell decries cable 'payola' 

Says pay for play is wrong and that his refusal to play has cost Nostalgia 2 million subs

By Joe Schlosser

While many new cable networks have taken off in the past year, Squire Rushnell has been forced to watch his 10-year-old network take a nosedive. In fact Nostalgia Television, where Rushnell is president, has lost 2 million subs during the past 12 months.

Rushnell says there is one reason for his network's rapid decline—"payola."

That is what he is dubbing the new trend in the industry for cable networks to pay MSOs upfront money in return for carriage. With cable operators strapped for cash and analog space at a premium, cable networks are being forced to pay for play.

Rushnell says Nostalgia has dropped from a high of 9.5 million subscribers to its current base of 7.5 million simply because the channel can't afford to play. Rushnell, a longtime ABC executive and now cable veteran, says such a setup is nothing new.

"I think we are at a point in this industry where it is time to stand up and say, 'Wait a minute, this is wrong.,'" Rushnell says.

"I think we are at a point in this industry where it is time to stand up and say, 'Wait a minute, this is wrong.'"

Squire Rushnell president, Nostalgia Television

Rupert Murdoch and other programmers throw on the table are nothing more than temporary cash-flow remedies.

"As soon as I take the $5 or the $2, I then turn around and begin paying the Murdochs of the world licensing fees," one operator says. "For every $2 I receive, I pay back 20 cents per month for many years."

Lloyd Werner, senior vice president of Group W Satellite Communications, and other programmers say the upfront money helps the cash flow of analog-jammed MSOs, but it also blurs their vision.

"What the fees do is cloud the issue of the quality of the programing," Werner says. "The deal becomes more important than the programing, and that really is backward."

Whether right or wrong, payment for carriage is the reality. Murdoch started the ball rolling two years ago, and now almost everyone else is joining in.

Murdoch opened the bidding with offers of up to $14 per subscriber for carriage of Fox News Channel. New cable networks such as Home & Garden Television and Animal Planet have quickly added millions of households, in part because of their $5-per-sub offers.

"I'll tell you, there are a number of major MSOs who have said to me, 'I don't care about the programing, I only want to know about the deal,'" says Werner. "I think that is too bad."

But Werner, who just launched CBS Eye on People for Group W, is playing the game too: Eye on People is offering "a dollar or so" per head in exchange for carriage, he says. And a source says Werner has offered the nation's largest cable operator, Tele-Communications Inc., $6 per head in exchange for carriage on its systems. CBS denies the figure.

But operators say there is more to it than money.

"Money is a big part of it," says one operator who spoke on condition of anonymity, "but that is not the end of it. If someone comes to me with a bad programing model and they offer a bunch of money, I'm not going to take their money. If someone comes to me with a good model and the same amount of money, we'll listen to them."

Other new networks that are following that route include TV Land ($3), ESPNEWS ($2), Outdoor Life ($2), Speedvision ($2) and the Game Show Network ($2). The networks that are paying the upfront dollars all come from one of two rich neighborhoods:
either they have MSO ownership or they are the product of a major media conglomerate such as Time Warner or Disney.

"People don't let you on their system out of the goodness of their hearts; you don't see that happening very often," says Jeff Flathers, an analyst with Paul Kagan Associates. "It's a business from the MSOs' perspective. The only way for them to keep their head above water is to treat it like a business, and that implies that he who has the most bucks gets on."

For the few independent networks, like Nostalgia and Classic Sports Network, that do not offer money up front, programing and other deal sweeteners have to be factored in. Rushnell says he's been forced to offer Nostalgia free to the MSOs for the first five years. Nostalgia will collect no licensing fees for those five years and only a small amount from then on. Classic Sports Network CEO Brian Bedol says the programing his network offers is the key but that he, too, must offer more. Bedol says Classic Sports goes into large markets and puts on events with sports celebrities and prizes in an effort to attract attention for local cable operators.

"We have had meetings where our affiliate people have been told, 'Don't bother showing up unless you can put 50 grand on the table,'" Rushnell says. "With that kind of game, we are forced to offer various other deals like we do."

Major criticism for India laws
India's new broadcast bill, introduced into parliament May 13, has drawn instant criticism from U.S. Ambassador to India Frank Wisner. Wisner has expressed concern to the Indian government about its proposed 49% foreign equity cap on satellite channels in the country. U.S. channels are also up in arms about the bill's stipulation that they must uplink their services from India. The government hopes to pass the bill into law by the end of 1997.

Cisneros buys cable programer
Venezuelan media conglomerate Grupo Cisneros has signed to buy Argentinean cable programer Imagen Satelital for $109 million, including $9 million in debt. Cisneros will assume control of Imagen's six channels, including Pan-Latin movie channels Space and I-Sat, and Imagen's 40,000-title library and distribution business. Cisneros owns animation channel Locomotion with Hearst Corp. and two Playboy-branded channels, and is a partner in the Hughes-led Galaxy Latin America digital DTH platform venture.

Optus to launch DTH July 1
Australian cable operator Optus Vision's planned DTH service is on track to launch on July 1, when the country's pay-TV sector is deregulated. Optus has a satellite joint venture with satellite and MMDS operator Australis Media, including deals to share common decoder and transmission facilties. That will mean that consumers can take Optus and Australis programing through the same decoder, even in areas where Australis channels are available on rival Foxtel cable systems owned by telco Telstra and News Corp.

NBC launch for Mexico
Interactive news channel MSNBC has launched on the digital DTH platform Sky Latin America in Mexico. NBC's business channel, CNBC, will join the package June 1. Sky said it has revised its estimated start-up costs to $1 billion from $650 million, partly because of higher marketing costs.

JSkyB partners confirmed
News Corp. and Softbank, the founders of planned Japanese digital DTH platform JSkyB, have announced that Japanese broadcast network Fuji TV and electronics giant Sony will become equal partners in the platform. News Corp. and Softbank also announced that Hajime Unoki, chair of electronics firm Aiwa, will be executive chair of JSkyB, replacing Rupert Murdoch, who will serve as board director. JSkyB said that the final stakes haven't been decided yet and that details of the joint management structure are still being worked out. It's thought that each of the four partners will take 20%. The remainder will be split among four local firms: ad agency Dentsu, trading house Marubeni, finance firm Orix Corp. and phone retailer Hikari Tsushin.

-Nicole McCormick
## 50 PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of May 12-18, ranked by rating. Cable rating is coverage area rating within each basic cable network’s universe. U.S. rating is of 97 million TV households.

<table>
<thead>
<tr>
<th>Program</th>
<th>Network</th>
<th>Time (ET)</th>
<th>Hits (000)</th>
<th>Cable</th>
<th>U.S. Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. NBA/Atlanta @ Chicago</td>
<td>TNT</td>
<td>Tue 9:30p</td>
<td>4,105</td>
<td>6.2</td>
<td>4.5</td>
</tr>
<tr>
<td>2. NBA/Houston @ Seattle</td>
<td>TNT</td>
<td>Thu 9:30p</td>
<td>3,321</td>
<td>4.7</td>
<td>3.4</td>
</tr>
<tr>
<td>3. NBA/New York @ Miami</td>
<td>TNT</td>
<td>Wed 7:30p</td>
<td>2,313</td>
<td>4.5</td>
<td>3.3</td>
</tr>
<tr>
<td>4. NBA/Miami @ New York</td>
<td>TNT</td>
<td>Fri 7:30p</td>
<td>3,164</td>
<td>4.5</td>
<td>3.3</td>
</tr>
<tr>
<td>5. NBA/L.A. Lakers @ Utah</td>
<td>TNT</td>
<td>Mon 10:30p</td>
<td>2,930</td>
<td>4.1</td>
<td>3.0</td>
</tr>
<tr>
<td>6. Movie: &quot;Pretty Woman&quot;</td>
<td>TBS</td>
<td>Sun 9:00p</td>
<td>2,902</td>
<td>4.1</td>
<td>3.0</td>
</tr>
<tr>
<td>7. NBA/Miami @ New York</td>
<td>TNT</td>
<td>Mon 7:30p</td>
<td>2,833</td>
<td>4.0</td>
<td>2.9</td>
</tr>
<tr>
<td>8. NBA/Houston @ Philadelphia</td>
<td>TNT</td>
<td>Tue 9:30p</td>
<td>2,454</td>
<td>3.5</td>
<td>2.5</td>
</tr>
<tr>
<td>9. Hey Arnold</td>
<td>Nick</td>
<td>Mon 8:00p</td>
<td>2,435</td>
<td>3.5</td>
<td>2.5</td>
</tr>
<tr>
<td>10. Rugrats</td>
<td>Nick</td>
<td>Sat 8:30a</td>
<td>2,374</td>
<td>3.4</td>
<td>2.4</td>
</tr>
<tr>
<td>11. Rugrats</td>
<td>Nick</td>
<td>Sun 10:00a</td>
<td>2,367</td>
<td>3.4</td>
<td>2.4</td>
</tr>
<tr>
<td>12. Rugrats</td>
<td>Nick</td>
<td>Mon 7:30p</td>
<td>2,264</td>
<td>3.2</td>
<td>2.3</td>
</tr>
<tr>
<td>13. Tiny Toon Adventures</td>
<td>Nick</td>
<td>Sat 9:30a</td>
<td>2,248</td>
<td>3.2</td>
<td>2.3</td>
</tr>
<tr>
<td>14. WWF Wrestling</td>
<td>USA</td>
<td>Mon 7:30p</td>
<td>2,145</td>
<td>3.2</td>
<td>2.3</td>
</tr>
<tr>
<td>15. Angry Beavers</td>
<td>Nick</td>
<td>Sun 10:30a</td>
<td>2,153</td>
<td>3.1</td>
<td>2.2</td>
</tr>
<tr>
<td>16. Tiny Toon Adventures</td>
<td>Nick</td>
<td>Sat 9:00a</td>
<td>2,118</td>
<td>3.0</td>
<td>2.2</td>
</tr>
<tr>
<td>17. Rugrats</td>
<td>Nick</td>
<td>Tue 7:30p</td>
<td>2,156</td>
<td>3.1</td>
<td>2.2</td>
</tr>
<tr>
<td>18. NASCAR/Winston Select</td>
<td>TNN</td>
<td>Sat 7:30p</td>
<td>2,153</td>
<td>3.1</td>
<td>2.2</td>
</tr>
<tr>
<td>19. Hey Arnold</td>
<td>Nick</td>
<td>Mon 8:00p</td>
<td>1,999</td>
<td>2.9</td>
<td>2.1</td>
</tr>
<tr>
<td>20. Inside the NBA</td>
<td>TNT</td>
<td>Wed 10:43p</td>
<td>2,064</td>
<td>2.9</td>
<td>2.1</td>
</tr>
<tr>
<td>21. World Championship Wrestling</td>
<td>TNT</td>
<td>Mon 7:00p</td>
<td>2,022</td>
<td>2.9</td>
<td>2.1</td>
</tr>
<tr>
<td>22. Hey Arnold</td>
<td>Nick</td>
<td>Wed 10:00p</td>
<td>1,975</td>
<td>2.8</td>
<td>2.0</td>
</tr>
<tr>
<td>23. Secret World of Alex Mack</td>
<td>Nick</td>
<td>Tue 8:00p</td>
<td>1,957</td>
<td>2.8</td>
<td>2.0</td>
</tr>
<tr>
<td>24. Rugrats</td>
<td>Nick</td>
<td>Fri 7:30p</td>
<td>1,926</td>
<td>2.8</td>
<td>2.0</td>
</tr>
<tr>
<td>25. Rugrats</td>
<td>Nick</td>
<td>Thu 7:30p</td>
<td>1,924</td>
<td>2.7</td>
<td>2.0</td>
</tr>
<tr>
<td>26. Rugrats</td>
<td>Nick</td>
<td>Wed 7:30p</td>
<td>1,892</td>
<td>2.7</td>
<td>1.9</td>
</tr>
<tr>
<td>27. Kenan &amp; Kel</td>
<td>Nick</td>
<td>Sat 8:00p</td>
<td>1,866</td>
<td>2.7</td>
<td>1.9</td>
</tr>
<tr>
<td>28. Movie: &quot;No Way Out&quot;</td>
<td>Life</td>
<td>Mon 9:00p</td>
<td>1,819</td>
<td>2.7</td>
<td>1.9</td>
</tr>
<tr>
<td>29. All That</td>
<td>Nick</td>
<td>Sat 8:00p</td>
<td>1,840</td>
<td>2.6</td>
<td>1.9</td>
</tr>
<tr>
<td>30. Rugrats</td>
<td>Nick</td>
<td>Sat 7:30p</td>
<td>1,834</td>
<td>2.6</td>
<td>1.9</td>
</tr>
<tr>
<td>31. Rugrats</td>
<td>Nick</td>
<td>Tue 7:00p</td>
<td>1,830</td>
<td>2.6</td>
<td>1.9</td>
</tr>
<tr>
<td>32. Are You Afraid of the Dark?</td>
<td>Nick</td>
<td>Tue 5:00p</td>
<td>1,800</td>
<td>2.6</td>
<td>1.9</td>
</tr>
<tr>
<td>33. Are You Afraid of the Dark?</td>
<td>Nick</td>
<td>Wed 5:00p</td>
<td>1,788</td>
<td>2.6</td>
<td>1.8</td>
</tr>
<tr>
<td>34. MLB/ST. Louis @ Atlanta</td>
<td>ESPN</td>
<td>Sun 8:00p</td>
<td>1,785</td>
<td>2.5</td>
<td>1.8</td>
</tr>
<tr>
<td>35. My Brother and Me</td>
<td>Nick</td>
<td>Sun 7:30p</td>
<td>1,764</td>
<td>2.5</td>
<td>1.8</td>
</tr>
<tr>
<td>36. Looney Tunes</td>
<td>Nick</td>
<td>Sat 9:00a</td>
<td>1,764</td>
<td>2.5</td>
<td>1.8</td>
</tr>
<tr>
<td>37. Rugrats</td>
<td>Nick</td>
<td>Mon 7:00p</td>
<td>1,763</td>
<td>2.5</td>
<td>1.8</td>
</tr>
<tr>
<td>38. Jim Henson's Muppet Babies</td>
<td>Nick</td>
<td>Sat 10:00a</td>
<td>1,749</td>
<td>2.5</td>
<td>1.8</td>
</tr>
<tr>
<td>39. Happy Days</td>
<td>Nick</td>
<td>Mon 8:00p</td>
<td>1,743</td>
<td>2.5</td>
<td>1.8</td>
</tr>
<tr>
<td>40. Rocko's Modern Life</td>
<td>Nick</td>
<td>Wed 5:30p</td>
<td>1,731</td>
<td>2.5</td>
<td>1.8</td>
</tr>
<tr>
<td>41. Secret World of Alex Mack</td>
<td>Nick</td>
<td>Thu 8:00p</td>
<td>1,721</td>
<td>2.5</td>
<td>1.8</td>
</tr>
<tr>
<td>42. Movie: &quot;Quigley Down Under&quot;</td>
<td>TBS</td>
<td>Sun 3:05p</td>
<td>1,741</td>
<td>2.4</td>
<td>1.8</td>
</tr>
<tr>
<td>43. Rugrats</td>
<td>Nick</td>
<td>Tue 5:30p</td>
<td>1,709</td>
<td>2.4</td>
<td>1.8</td>
</tr>
<tr>
<td>44. Are You Afraid of the Dark?</td>
<td>Nick</td>
<td>Mon 5:00p</td>
<td>1,660</td>
<td>2.4</td>
<td>1.7</td>
</tr>
<tr>
<td>45. Tiny Toon Adventures</td>
<td>Nick</td>
<td>Sun 8:30a</td>
<td>1,646</td>
<td>2.4</td>
<td>1.7</td>
</tr>
<tr>
<td>46. Rugrats</td>
<td>Nick</td>
<td>Fri 7:00p</td>
<td>1,643</td>
<td>2.3</td>
<td>1.7</td>
</tr>
<tr>
<td>47. ARRRRRR! Real Monsters</td>
<td>Nick</td>
<td>Sun 11:30a</td>
<td>1,641</td>
<td>2.3</td>
<td>1.7</td>
</tr>
<tr>
<td>48. Movie: &quot;The Sister-in-Law&quot;</td>
<td>USA</td>
<td>Sat 4:00p</td>
<td>1,634</td>
<td>2.3</td>
<td>1.7</td>
</tr>
<tr>
<td>49. Inside the NBA</td>
<td>TNT</td>
<td>Thu 11:45p</td>
<td>1,622</td>
<td>2.3</td>
<td>1.7</td>
</tr>
</tbody>
</table>

---

**Tee-Comm in receivership**

Board of directors resigns as creditors circle

**By Price Colman**

Tee-Comm Electronics, parent of the AlphaStar DBS service, failed in a last-minute bid to obtain rescue financing and last Thursday was forced into receivership by its senior lender, the Bank of Montreal.

Tee-Comm also said that its board of directors had resigned.

The bank-appointed receivers now will have to determine how to pay off creditors, including the Bank of Montreal, and junior debtholders Hyundai Electronics and Samsung Electronics.

"You could make a good argument that says this company is worth more in liquidation sooner rather than later," said Curt Alexander of Media Group Research. "Every subscriber they sign up costs them money. The sooner they kill it, the better for all concerned."

It was unclear at press time whether AlphaStar, which has about 52,000 subscribers, primarily in Canada, would remain operational.

Tee-Comm made an 11th-hour bid to stay aloft last week, approaching "vulture" capitalists for emergency financing. That move came as the Bank of Montreal said it was "reviewing the status of [Tee-Comm's] demand credit facility," an indication that it would not allow Tee-Comm to draw any more from the credit line.

The absence of replacement financing meant that Tee-Comm was unlikely to make the Saturday (May 24) deadline for an approximately $3.5 million (U.S.) interest payment to bondholders. Key bondholders include Hyundai and Samsung, which hold about half of the roughly $75 million (U.S.) in convertible subordinated debentures. Tee-Comm's failure to make that payment means that it will go into default and Hyundai, Samsung and other bondholders can call for immediate payment of the bonds and accrued interest.

There had been speculation that Hyundai and Samsung agreed to swap their debt for equity, which would...
Judge rejects fraud claims in court fight over TW’s decision to carry MSNBC rather than Fox News Channel in New York

By Joe Schlosser

News Corp. is down to its final strike against Time Warner and its New York City cable system. A federal judge threw out News Corp.’s fraud claims against Time Warner in News Corp.’s battle to get Fox News Channel on the nation’s largest cable system.

U.S. District Judge Jack Weinstein rejected News Corp.’s argument that it had relied on allegedly false assurances by Time Warner that the company would carry the channel. News Corp.’s claim stems from Time Warner’s decision a year ago to carry MSNBC rather than Fox News Channel on its 1.1 million-subscriber New York City system.

News Corp. officials said Time Warner failed to put Fox News Channel on the system because Time Warner was attempting to protect CNN, which it had just acquired as part of its purchase of Turner Broadcasting System Inc. Judge Weinstein said oral assurances of carriage were not grounds for a contract and that “all the gritty details had not been agreed upon.”

“The cajolery, as well as the blandishments, honeyed phrases and assurances that are to be expected in major negotiations between parties of this sort in this media-entertainment field did not constitute fraud or promissory estoppel under the circumstances,” the judge wrote.

“Still pending is News Corp.’s antitrust suit against Time Warner. ‘The antitrust suit is the big one,’ says a source in the News Corp. organization. ‘That’s the one you want to line up ringside seats for. And it has been defrauded, and the court said, ‘No, they haven’t.’”

Judge Weinstein also granted Time Warner’s request to have News Corp.’s antitrust claims moved to Manhattan from a federal court in Brooklyn. The move, he said, will cut down on expenses and inconvenience for attorneys for both sides.

Last month, Time Warner received the green light to proceed with its claims that News Corp. conspired with New York City public officials to make Time Warner carry Fox News Channel. Both cases will now be housed in the same Manhattan venue.

Joffe says it will be at least four to five months before News Corp.’s antitrust suit comes before the court. It was originally slated for November, but a new judge will have to set a new trial date, he says.

Cableday can help you stay ahead of the curve with a daily briefing on the news and newsmakers affecting your business day.
System swaps
Adelphia Communications Corp. is trading systems serving 117,300 subscribers for properties owned by Time Warner in a deal worth about $220 million. Adelphia said it will exchange systems serving 67,600 subscribers mainly in the Mansfield, Ohio, area for Time Warner cable systems serving 72,400 customers in Virginia, New England and New York. Adelphia will trade affiliates serving another 49,700 subscribers in Syracuse, N.Y., and Henderson, N.C., for Time Warner cable systems serving 57,900 subscribers in western Pennsylvania and Virginia. Adelphia will also pay an unspecified amount of cash in the deal. Waller Capital Corp. represented Time Warner.

TSAT teams with DMX
TCI Satellite Entertainment and DMX Inc. have teamed to target business customers with Primestar video programming and DMX music offerings. The plan is to combine DMX/Primestar commercial service in TSAT’s Primestar coverage areas throughout the U.S. TSAT owns a 20.9% interest in Primestar Partners’ satellite service and has more than 700,000 of Primestar Partners’ 1.8 million customers. The joint marketing agreement would combine DMX’s 90 channels of digital music with Primestar’s 160 channels of video programming in a service that will be delivered through a single dish to such businesses as hotels, bars and restaurants, and to multiple dwelling units. TCI in February announced plans to merge its newly created TCI Music subsidiary with DMX.

Cable goes public
Among seven proposals getting a share of $3.9 million in grant money from the Public Broadcasting Service’s Future Fund is a proposal to create a public cable channel. Non-commercial WCET(TV) Cincinnati will get $100,000 to study the creation of a “pledge-free” public TV channel. The cable channel would be funded through subscriptions rather than on-air solicitations.

Cellularvision revenue up
Wireless cable and data company Cellularvision increased its revenue to $852,000 for first quarter 1997 from $494,000 for first quarter 1996. Operating expenses increased to $4.459 million ($2.949 million last year). Net loss was $3.542 million, compared with a net loss of $2.776 million in first quarter 1996. Subscribers totaled 14,000 as of May 12, more than triple the number for the same period last year. Cellularvision’s stock closed Monday at $7.25, down 25 cents.

S&P says Century seems stable
Standard & Poor’s has assigned number-10 MSO Century Communications’ mixed debt securities a preliminary BB-/B+ rating. Century has a BB rating on corporate credit from S&P and BB- on its senior unsecured debt. The company calls Century’s outlook stable, and says its margins are above the norm at 54% in the nine-month period ended Feb. 28. S&P has concerns about Century’s cellular telephone business and its deepening losses with Australian satellite and pay-TV investments. Century’s share price closed Monday at $4.50, down 6.25 cents.

Hindery named to board
Tele-Communications Inc. has named president Leo Hindery to the board of directors and given management the go-ahead to include an expanded Telephony Group tracking stock offering in its annual meeting proxy. During a late April lender-investor conference, TCI disclosed that it intended to expand the Telephony Group tracking stock offering, already approved by the Securities and Exchange Commission, to include international assets (namely 85% ownership of TCI International) and all domestic non-cable, non-programming assets.

Busman’s holiday
Films about movies and movie-makers will be the centerpiece of Turner Classic Movies’ revamped weekend prime time lineup starting May 31. By next year, TCM hopes to begin producing original documentaries for the Saturday 8 p.m. slot; for now, it will rely on library product and acquisitions such as the six-hour series MGM: When the Lion Roars and a 13-hour series chronicling the history of silent films.

Harron to stay in cable
Harron Communications Corp. reversed course last week, deciding to hold on to its cable operations. The company has completed a $250 million bank refinancing to repay existing debt and rebuild its cable systems. Harron plans to offer advanced technology, such as high-speed Internet access, through cable modems. Harron is keeping its Pennsylvania, New York and Michigan cable systems, while selling its 22,000-sub Texas system to Marcus Cable by the end of June. Terms of that deal will not be disclosed, according to Harron.

Cable climbing
The May sweeps are nearing their end and basic cable networks have so far pulled a 19.4 rating/32.4 share, up from a 17.8 rating and 29.5 share during last year’s May sweeps, according to the Cabletelevision Advertising Bureau. The four broadcast networks received a 37.1 rating/62.1 share, down from a 39.3 rating/65.2 share for last year’s May sweeps.

Roberts leads NBA team
Robin Roberts will assume the play-by-play duties for ESPN’s coverage of the new Women’s National Basketball Association (WNBA). Roberts has anchored ESPN’s SportsCenter and hosted ESPN and ESPN2’s coverage of NCAA Women’s Basketball Championships. University of Connecticut women’s basketball head coach Geno Auriemma will work as an analyst with Roberts, and Sandra Neil of Fox Sports and The Sports Network in Toronto will handle on-site reporting. The WNBA debuts on ESPN Monday, June 23, when the Los Angeles Sparks take on the Utah Starzz at 7:30 p.m. ET.

TNT brings Lincoln to screen
TNT Originals is producing The Day Lincoln Was Shot, starring Rob Morrow as John Wilkes Booth and Lance Henriksen as Lincoln. The movie is filming this summer for a 1998 premiere and is adapted from the best-seller by Jim Bishop.

FX’s ‘BackChat’ gets face lift
Jane Fergus will take over as host of
A&E talks to First Lady
Hillary Rodham Clinton was interviewed for an upcoming A&E Biography episode. The First Lady will appear in a special on Wal-Mart founder Sam Walton. She served on Wal-Mart's board of directors in the late 1980s.

A Hollywood life
E! looks back at Michael Landon's life with Michael Landon: The E! True Hollywood Story, on Sunday, June 29, at 8 p.m. ET.

Fourth of July with Jefferson
The History Channel will celebrate Independence Day with a showing of Thomas Jefferson, a View from the Mountain, July 4 at 11 a.m. and 4 p.m. ET. The documentary was produced, written and hosted by Martin Dobrow of Journey Films with actors Edward Herrmann, Sissy Spacek, Danny Glover and Robert Prosky lending their voices to characters.

Cinemax spotlights drug trade
Cinemax takes a close look at the drug trade with the documentary Drug Run, airing Monday, June 2, at 9:30 p.m. ET as part of Cinemax's Reel Life series. The movie follows the heroin trade from Colombian poppy fields through the transformation into heroin and distribution by carriers who transport the drug. Colombian Marc De Beaufort produced and directed the program.

Larrython
For those who can't get enough of The Larry Sanders Show, HBO will present a "Larrython" June 2-6. Two shows will air each night June 2 through June 5 starting at 11 p.m. ET. HBO will also air 13 episodes of the Emmy and Peabody award-winning show back-to-back starting Friday, June 6, at 12:30 a.m.

HGTVCQ&A session
Home & Garden Television presents a live, original telecast, HGTV Live & Online: Summer Ideas for Your Home & Garden, Saturday, May 31, 11 a.m.-1 p.m. ET. The program, which will be repeated at 2 p.m. ET, offers do-it-yourself advice from experts Ron Hazleton of The House Doctor and Beverly DeJulio of HomeWise. Erica Glasener, host of A Gardener's Diary, and Paul James, from Gardening by the Year, will offer suggestions on lawn and garden care. Viewers can submit questions either by phone or via the Web at http://www.hgtv.com.

ESPN gets soccer finals
ESPN International will air the Union of European Football Association's Champions League final match live from Munich on May 28 at 2:25 p.m. ET to more than 130 countries and territories. The soccer match, between Germany's Borussia Dortmund team and Italy's Juventus FC team, will be transmitted in English, Spanish, Portuguese, Mandarin and Cantonese. The game will air on ESPN2 in the United States.

SNET takes on Connecticut
SNET has launched its SNET American cable service in Fairfield, Conn., giving 7,200 customers a choice of cable providers. SNET offers 80 cable channels with an additional four channels to be added July 1. StarSight Telecast will provide an interactive program guide. Customers who switch services and decide they aren't happy can switch back for free within 30 days. SNET also offers service to 3,800 customers in Farmington, Conn.

ValueVision Direct Mail business grows
ValueVision's first-quarter net sales doubled to $51.062 million over $22.788 million from the year-ago quarter. The increase was attributed to gains from newly acquired direct mail businesses. Profit margins increased to 44.4% from 41.2%. Net operating losses were $3.124 million compared with operating losses of $683,000 for first quarter 1996. Net losses were $1.761 million, or minus 5 cents per share, after posting net income of $16.453 million in first-quarter 1996. ValueVision subscribers increased to 8.1 million full-time cable subs in first-quarter 1997 from 7.7 million in the first quarter last year.
News Corp. buys Wegener digital gear for cable nets

Fox Sports Net and FX to use MPEG-2 transmission

By Glen Dickson

In a deal worth more than $11.8 million, News Corp. has purchased Wegener MPEG-2 addressable digital video receivers for its cable services Fox Sports Net, FX and FXM: Movies from Fox. Delivery of the Wegener gear will begin this fall; the digital conversion will occur over two years and will encompass roughly 3,600 headends for Fox Sports Net and 2,300 for FX.

According to Andy Setos, executive vice president of technology for News Corp.'s news technology group, the digital receivers will allow the Fox cable networks to deliver higher-quality pictures and take advantage of the bandwidth saved through digital compression for future expansion.

"The neat thing is, we're discovering under many circumstances that compression makes economic sense versus buying more satellite transponders, even when they're available," says Setos.

Setos says the $11.8 million doesn't include the cost of MPEG-2 encoders, which will be provided by News Corp. subsidiary News Digital Systems.

"You just don't waste money—but if I can get more than one feed on a transponder, it's a good thing economically," he says. "There's a shortage of C-band capacity, as everyone knows."

Fox Sports Net is distributed via the GE Americom Satcom C-1 satellite, while FX downlinks from the Hughes Galaxy VII bird.

As part of the deal, Wegener is also supplying its COMPEL Network Control System to support the MPEG-2 receivers. Fox Sports Net already uses Wegener analog receivers and control software to manage distribution and local ad insertion for its regional sports networks, and Fox Broadcasting uses Wegener analog receivers for program distribution.

"The Wegener control system allows us to instantaneously reconfigure our 3,000 cable affiliates and nine regional networks," says FSN's Pyper Davis.

Tape House Digital scores

Tape House Digital handled the visual effects for Major League Baseball's 1997 season commercial campaign, from Lowe and Partners/SMS. The three 30-second spots focus on the inner game of Atlanta Braves pitcher John Smoltz, New York Yankee center fielder Bernie Williams and Los Angeles Dodgers catcher Mike Piazza. The spots combine live-action footage with effects created on a combination of Discreet Logic Inferno, Flint RT and Prism CGI software. Since the spots were shot during spring training in Orlando, Fla., in a stadium still under construction, Tape House Digital artists had to replicate whole sections of outfield grass, outfield walls, billboards and spectators. "The greatest challenge was separating the various elements in each scene and then recombining them with the newly designed elements," says Michel Suissa, Tape House Digital director of visual effects.

"Most of our time was spent creating photo-realistic environments, including imaginary cityscapes, the outfield walls and scoreboard and a tremendous amount of crowd duplication."

The Yankees' Bernie Williams smacks a fireball in this Major League Baseball spot, posted by Tape House Digital.
Build from a strong foundation.

That means a broadcast operation that's flexible, networkable, compatible with any number of manufacturers, and easy to upgrade. In short a system based on Profile®, digital storage solutions.

The new, four-channel, modular, and scalable PDR200 Video File Server can store up to 96 hours of RAID protected video. It has the ability to serve high quality video and audio over a Fibre Channel network at faster than real time speeds, in all industry standard formats.

But this just scratches the surface. To learn more about the entire Profile line of video digital storage solutions and the Fibre Channel network, call and order our free white paper, “Building the Fibre Channel Network.”

1-888-835-8433 dept. 705
www.tek.com/VND

Let's talk digital storage.
**Technology**

**WCOV-TV survives twister and comes back stronger**

Transmission upgrade expands previous coverage area

By Glen Dickson

When a tornado leveled WCOV-TV Montgomery, Ala.'s 800-foot tower in March 1996, the Fox affiliate was forced to operate as a low-power station off a 350-foot tower for 11 months (B&G, April 29, 1996). Now the station is back with a new tower and transmitter and sending out stronger signals than ever.

The station has spent more than $2 million rebuilding its transmission facilities, including leasing space on a tall tower owned by local NBC affiliate WSFA(TV) and purchasing a new Harris 120 kw solid-state transmitter and Dielectric antenna. Now broadcasting from a height of 1,739 feet at an effective radiated power of 2,667,000 w, WCOV-TV has expanded its coverage area to 9,046 square miles and 484,000 households, a significant jump from its pre-twister coverage of 4,585 square miles and 358,000 households.

“We jacked up the power dramatically, from 30 kw to 120 kw,” says David Woods, WCOV-TV owner/president, adding that the station also has picked up another 25,000 cable subscribers because of the upgrade.

Woods admits that he would have preferred to wait for the advent of digital TV before rebuilding his transmission facility. “The timing was not ideal,” he says. “Now we’ll have a huge expense twice—everything we just purchased we’ll [have to] buy again in a few years. But our belief is that we need to offer the best signal to the greatest number of people today...we built this plant as if NTSC would be the standard for decades.”

Considering that building its own tower would have cost $2.5 million, Woods predicts that WCOV-TV will relocate on a new tower with other Montgomery stations when DTV broadcasts begin: “All the stations have talked about it. There’s certainly a desire to share the cost.”

---

**Montgomery DMA Households:**

- Metro Total: 114,050 (53% of the DMA)
- DMA Total: 216,240

**WCOV is now broadcasting at a height of 1,739 feet from a tower owned by NBC affiliate WSFA. The diagram (above) compares the expanded WCOV-TV coverage with the new tower to its signal reach before the tornado disaster.**
Broadcasting & Cable May 26 1997

WDZL powers up in South Florida

By Glen Dickson

W

B affiliate WDZL-TV in Miami has upgraded its transmission power with a new antenna, tower location and transmitter to improve its coverage and signal reception in the Miami/Fort Lauderdale market.

In a $3 million upgrade, the UHF station (ch. 39) has installed a Dielectric directional antenna at 906 feet on the Group W/CBS Partners antenna in North Dade, an increase of 203 feet from its previous spot on the Dade County School Board FM stick in nearby Pembroke Park.

The Tribune Broadcasting station also has purchased a Comark “dual use” IOT series tube (IOT) 150 kw transmitter to replace an aging RCA unit and add another 1.2 megawatts of ERP. The station now is broadcasting at the FCC’s highest allowable power of 5 mw, with another 2.8 mw of vertical component power.

“With the higher power, we’re hitting a slightly larger geographical area,” says Steve Ellis, WDZL’s chief engineer. “But we really wanted to make sure we hit viewers’ second and third TVs—those in the kitchen with a little hoop antenna. Those are really important to us—[and] we want to make sure [our signal] is doing well in a building.”

Ellis says that the Comark dual-use transmitter also provides the station with a possible upgrade path to DTV broadcasting: “Conceivably, one day it could be converted. Probably at the beginning we’d put a separate cabinet in and go that route—run full-power UHF and for the conversion, a separate cabinet for DTV at less power. Or we could convert this big IOT we have here.”

But Ellis says that WDZL’s main focus in buying the Comark equipment was NTSC transmission: “The IOT is the perfect technology for UHF now.”

In control

Advanced Media Solutions, Morgan Hill, Calif., has developed a new interactive controller for Pinnacle Systems’ Alladin and Genie

Plus digital video effects systems. The Jewel 2001 System consists of the Magellan 3-D Controller by Logitech and special fourth-generation software from AMS. The compact controller provides a single point of interface for the Alladin and Genie Plus systems, giving an editor the features required to create effects by manipulating the controller, rather than having to move back and forth between the mouse and the keyboard. Price for the complete Jewel 2001 System is $990. —GD

High Technology Doesn’t Necessarily Mean High Finance. At least, not with Charter.

In the high pressure world of broadcasting, when you need equipment financing, Charter Financial delivers just what you need without adding to the pressure—simply, quickly, competitively. We’ve been stars in the industry for over 20 years, but we’re willing to share the spotlight. All you need to do is ask.

CHARTER FINANCIAL

East: Herb Lindsey, 212-805-3000
Central: Mark Schriever, 773-281-7949
West: Deborah Anderson, 714-556-5467

Headquarters: 153 East 5th Street • NY, NY 10012 • ph. 800.801-9999 • fax 212-495-3040

www.americanradiohistory.com
Cutting Edge

By Glen Dickson

Scientific-Atlanta plans to introduce Prisma Digital Transport, a SONET (synchronous optical network) multiplexer for delivering broadband services over regional headend-to-hub fiber interconnects and network backbones. The product will include a series of low-speed analog encoder and decoder interfaces for carrying video over long distances in uncompressed form; it will also provide a plug-in upgrade to support two-way SONET transmission for interactive services. Field testing is planned for fourth quarter 1997, with volume production planned for the first quarter 1998.

SJC Video Corp., Los Angeles, has purchased a wealth of Philips BTS digital production gear to outfit a digital widescreen-ready mobile truck. The order includes five LDK 20PS cameras, four SuperXPander large lens adapters, a Diamond Digital 30 production switcher and a Venus routing switcher.

Cox Communications, San Diego, has converted its 474,000 customers to CBIS’s CableMaster 200 customer management and billing system, after signing a contract for the new system last year. The CableMaster system uses a fully integrated, online, real-time relation database, giving all functions and departments the ability to update and access data at all times.

Editmax, Phoenix, is using the Quantel Ecitbox online nonlinear editor to post spots for the Arizona Lottery, the state’s largest advertising account, held by EB Lane & Associates. Editmax receives the base elements on Digital Betacam tape and drops in new shots on the Editbox to update the spots.

Image Design Group, New York, performed the visual effects for “Mega Mountain,” the latest live-action/animated spot for Kool-Aid featuring the animated “Big Man” spickescharacter. For the Grey Advertising commercial, kids performing stunts on mountain bikes, snowboards and ATVs as cascades of animated Kool-Aid swirl around them. The animators used 3-D rotoscoping to add lemons to the bike wheels, V-mapped the Kool-Aid logo to the bottom of the snowboard and turned the ATV wheels into huge raspberries. Image Design Group used Alias animation software to create liquid Kool-Aid imagery, which was composited into the live-action scenes.

Turner Production Effects has acquired a Milo portable motion control system from Mark Roberts Motion Control of England. The system will allow Turner’s film division to create repeatable camera moves and effects. Turner Pro-
duction Effects will be able to use the Milo with a modified Mitchell Fries 35mm camera, for live-action filming or shooting at any speed from 1 to 120 frames per second.

Pittard Sullivan, Los Angeles, has selected Scitex’s Sphere digital nonlinear editing system as its new internal editing tool. The company has installed a StrataSphere 3-D online finishing system with compositing in its Los Angeles office and a MicroSphere desktop finishing system in its New York location.

Vyvx is making major upgrades at its four teleport, including the installation of a 16-meter standard A antenna (operational by July) at the Steele Valley Teleport in Los Angeles. Steele Valley has also installed new 9-meter C-band and 8-meter Ku-band movable antennas for occasional use, and a new 128 by 128 router directly connected to the Vyvx fiber network. Vyvx’s Upsouth Teleport in Atlanta also has installed a 128 by 128 router for fiber connection, along with an 8.1-meter Ku-band dish for international customers, international C-band antennas (operational by July), and a 9.2-meter C-band dish for domestic service. Vyvx’s Denver Teleport has added another occasion-al-use C-band transmit system. Finally, Vyvx National Gateway Teleport in New York has installed one 8.1-meter antenna fixed on the Orion 1 satellite, and is installing an additional 8.1-meter Ku-band dish to uplink to Intelsat-K.

Image Design Group, New York, handled the visual effects for this Kool-Aid spot.
HELP WANTED MANAGEMENT

General/Sales Manager opening for Top 80 Metro small market. Must be sales driven. Great ground floor opportunity. Fax resumes to 919-527-7049.

HELP WANTED SALES

Director, Sales

Highly motivated self-starter with the ability to create and implement a sales plan for the national rollout of Radio Disney, a 24-hour format developed for kids 2-11. Responsibility and accountability for two account executives and multi-million dollar revenue budget. Excellent presentation and problem-solving skills required. Proven track record of developing new business and creating senior-level contacts with advertisers. Knowledge of marketing to children valuable. Prefer MBA, college degree required. Must have minimum of five years relevant experience in media sales and/or marketing. Requires some travel. Reports to Sr. VP, Advertising Sales and Marketing, ABC Radio Networks, EOE.

Send resume and salary requirements to:
Lyn Andrews, Sr. VP, Advertising Sales
825 Seventh Ave., NY, NY 10019

Account Executive

Be an integral part of the national rollout of Radio Disney, a 24-hour radio format programmed for children 2-11. Need a highly motivated self-starter with an outstanding track record in developing new business at the advertiser level. Excellent presentation skills a must. 3-5 years of experience in sales and/or in media marketing. College degree required. Reports to Director, Radio Disney Sales. EOE.

Send resume and salary requirements to:
Lyn Andrews, Sr. VP, Advertising Sales
825 Seventh Ave., NY, NY 10019

HELP WANTED PROGRAMMING

Major market Classical music station in Southeastern U.S. is looking for a personable and knowledgeable Program Host with good production skills. Familiarity with Classical repertoire essential, as is a warm and open personality and on-air sound. If you love Classical music, you could be part of a successful radio team. EOE. Forward resume and demo tape ASAP to Box 01148 EOE.

Associate Operations Director for Programming. WVXU 91.7 FM and the seven-station Xstar Radio Network (the largest privately owned public radio network in the country) seeks an experienced and creative professional as Associate Operations Director of Programming. The successful candidate will be self-motivated, goals-oriented, team player with experience in a Top 50 market. A bachelor's degree in broadcasting, communication arts or a related field and a minimum of five years on-air and radio programming management experience are required. The successful candidate must demonstrate a thorough understanding of Arbitron ratings and a proven track record of producing strong ratings. The person in this position should possess an excellent on-air voice. Preference will be given to candidates with backgrounds in both public and commercial radio. Proficiency in digital production (Roland DM-80, Digidesign Sound Tools, and ENCO DAD System) is preferred. Responsibilities include: monitoring and improving WVXU and the X-Star Radio Network's on-air quality, working a minimum of one air shift; scheduling announcers and board operators; and meeting regularly with the station's executive management committee. The Associate Operations Director for Programming reports to the Director for Network Operations. This position offers an exciting opportunity for growth and advancement within one of public radio's largest and fastest-growing organizations. Located in Cincinnati, Ohio, WVXU 91.7 FM has won nearly every major international, national, state and local broadcasting award included the prestigious George Foster Peabody Award. Salary is competitive and commensurate with experience. To apply, submit a cover letter, resume, references and sample on-air and production tapes to: Kathy Riga, Xavier University Office of Personnel Services, 3800 Victory Parkway, Cincinnati, OH 45207-2721. Deadline for application is June 13, 1997.

HELP WANTED FINANCIAL & ACCOUNTING

Director of Finance - Radio. Vienna, Austria based, Metromedia International Telecommunications, Inc., a division of Metromedia International Group's media and communication company, develops and operates broadcast radio stations, wireless cable television systems, paging systems and various forms of telephony systems in Eastern Europe, CIS, Central Asia and the Pacific Rim. Our radio operation is seeking an individual to oversee the company's radio investments overseas. This position will be responsible for the development/implementation of accounting systems and systems of internal control, all financial reporting (international and external), and hiring/training of local accounting staff. Must have 7+ years experience in the radio broadcasting industry which should include several years in a managerial and/or supervisory role. CPA a plus. International experience and Eastern European and/or Russian language a plus. Must be willing to live overseas and travel about 50% of the time. We offer a competitive salary, expatriate and benefits package. Please fax or mail cover letter and resume along with salary requirements to: MI/I, Attn: SME-FD, 333 Ludlow Street, Stamford, CT 06902; Fax 203-316-8471. EOE/AA.
SITUATIONS WANTED MANAGEMENT

EXCLUSIVE #1 RATED FORMAT

This is what I bring to the table as a manager or consultant for your group or station.

E-mail: radioman@gte.net
Write: P.O. Box 272659
Tampa, FL 33688-2659

TELEVISION
HELP WANTED MANAGEMENT

VICE PRESIDENT SPONSOR DEVELOPMENT

PBS is looking for a Vice-President level person to lead our efforts in maximizing corporate sponsor revenue in support of National Program Service and non-broadcast initiatives. This person will also provide assistance and consultation to PBS member stations engaged in securing corporate support at the local and regional level. Knowledge of marketing concepts, strategies and tactics as they relate to positioning PBS opportunities and building relationships with funders and their advertising agencies is required. Familiarity with public television development and corporate support at both the national and local levels is helpful. This person needs outstanding oral and written communication skills and the ability to plan strategically and form coalitions. A Bachelors degree and advanced studies (for the equivalent) in marketing, management, or a related field is desired. Please send a letter of interest and a resume to:

WPTF
1320 Braddock Place
Alexandria, VA 22314

PBS is an Equal Opportunity Employer.

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

MANAGING DIRECTOR

The Telecommunications Development Fund, authorized by the Telecommunications Act of 1996, is seeking candidates for the position of Managing Director. The TDF seeks individuals with experience in the communications industry as well as new, early and expeditious stage private equity investing, and who are knowledgeable about government resourceing programs.

This individual will be fully responsible for fulfillment of the mission of the TDF, including market development, operations and staff development, communications with the federal government and private industry, as well as deal sourcing, execution and monitoring.

Qualified candidates should forward their resume and cover letter to:

The Telecommunications Development Fund
76 Bedford Street, Suite 14
Lexington, MA 02173

General Manager, KLKN-TV, an ABC affiliate serving Nevada’s capital city, is seeking a General Manager. 10 years broadcast experience necessary with 2-3 years management experience preferred. Ideal candidate will have good financial management, communication, and leadership skills. Women and minorities encouraged to apply. Send resume to Ray Cole, Citadel Communications, c/o WOTI-TV, 300 E. Locust Street, Des Moines, IA 50309, EOE.

General Managers/General Sales Managers: A new broadcast company is looking for managers seeking an excellent position for their future. We are looking for the right managers for small market television stations, and to find the best we are offering an equity position. If you are looking for your first position and you have a solid track record, or if you've managed a station and you're ready for a piece of your future, then we'd like to hear from you. EOE. Send a resume and a list of references to Box 01150.

General Manager, ABC affiliate, KTUL, in Tulsa, Oklahoma is seeking an experienced, hands-on leader to be its General Manager. Candidates must be highly motivated and possess a strong management background. We are a solid station in an attractive market and owned by an aggressive, growing company. Send resume, cover letter, and salary history to Frederick J. Ryan, Jr., Allbritton Communications Company, 808 17th Street, N.W., Suite 300, Washington, DC 20006. No phone calls please.

HELP WANTED SALES

Television Advertising Sales. Outstanding career opportunity in television advertising sales. Great station! Great market! Will consider entry level candidate who will work, learn, and build for a seasoned seller who wants to move up. Join the best. College degree preferred. Non-smoking. Workplace. EEO. Send resume to: Office Manager, CCA, PO Box 151, Westport, CT 06881.

Regional Sales Agent - Immediate opening, broadcasting's oldest promotion company, TV/Radio sales management experience necessary. Travel is required. Draw against generous commission. Six figure potential. Independent contractor, no relocation required. Resume and recent picture to: Office Manager, CCA, PO Box 151, Westport, CT 06881.

Account Executive. Are you looking to work in a fast paced, competitive environment? NBC 6, an A.H. Belo subsidiary located in Charlotte. WNCN-TV has an opening for an Account Executive. Charlotte is one of the fastest growing markets in the SE. We are looking for someone to maximize existing accounts and create new revenues for the station as a sales representative. Position requires a minimum of 3 years of experience in broadcasting sales. Must have a thorough understanding of Nielsen ratings. Must be proficient in mid to large agency negotiations, co-op vendor, inventory management and have a strong, proven track record with new business. Strong negotiation skills and a creative edge for promotional ideas is essential. Candidates also need to be computer literate. Qualified applicants need to send your resume and salary history to: (no phone calls please) NBC 6, Human Resources Department, DE: 97-14, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. EOE/M/F/V/H.

Manager, On-Air Fundraising. KERA/KDTN seeks 4+ years experience in TV and radio production, demonstrated fundraising and management ability w/excellent communication and organizational skills. Lotus 123 and computer knowledge. Send resume and salary history to KERA, Attn: HN-MF, 3000 Harry Hines Boulevard, Dallas, TX 75201, EOE.

Manager, On-Air Fundraising. KERA/KDTN seeks 4+ years experience in TV and radio production, demonstrated fundraising and management ability w/excellent communication and organizational skills. Lotus 123 and computer knowledge. Send resume and salary history to KERA, Attn: HN-MF, 3000 Harry Hines Boulevard, Dallas, TX 75201, EOE.
National Sales Manager, WTEN-TV, the ABC affiliate in Albany, NY has an opening for a National Sales Manager. We are looking for someone with strong communication skills, a creative thinker and seller and someone with strong interpersonal skills who is able to motivate and lead the national sales team. Applicant should have three years broadcast sales experience with management and/or national experience preferred. 4 year college degree required. Send resume to: Personnel, WTEN-TV, 341 Northern Boulevard, Albany, NY 12204. No phone calls. No faxes. EOE.

Account Executive, WPXI-TV, Pittsburgh has an immediate opening for an individual with a proven track record in media sales. We need a high energy pro-active individual with a strong work ethic, tenacity, creativity and a demonstrable record of business development. A minimum of three years media sales experience is required, and a college degree is preferred. Send resume to: Phil Johnson, Local Sales Manager, WPXI-TV, 11 Television Hill, Pittsburgh, PA 15214 EOE.

Account Executive, WHIO-TV, Dayton's dominant television station, is seeking an Account Executive to join our sales team. The candidate must have previous television, radio or cable sales experience. In addition, the candidate must be highly motivated and a self-starter. The candidate must also possess creative skills, assertiveness and an ability to develop new business. Send letter and resume to John Hayes, WHIO-TV, P.O. Box 1206, Dayton, Ohio 45401-1206. CBS affiliate. Cox Owned and Operated. EOE.

High growth group of stations in Texas looking for Director of Marketing for its FOX, UPN and Cable News Channel. Potential candidates should have a degree in marketing, demonstrated ability to conceptualize opportunities, develop solutions and execute preferably with hands on experience. You should possess knowledge, and practical application, of all media and its impact of driving viewership to each of our television products. We have all of the tools in order to accomplish our mission of being the area's premiere information and entertainment choice. The successful candidate will work for a company that is truly employee centered. If you are a second in command and ready to take the reins or in a smaller market and ready to move up then call Mark McKay, VP & GM, FOX 51/FOX 30/UPN 22/48 FOX4NEWS. at 903-236-0051 to set up an interview at PROMAX. EOE/M/F/ADA.
**TELEVISION**

Growing Burbank TV station has great opportunities for:

**ASST. CHIEF ENGINEER**

Engineering dept needs individual with 4 years supervisory exp. in broadcasting. Requires studio, transmitter and microwave.

**RF ENGINEER**

Requires 4 years exp. Must have transmitter and microwave exp. Prefer studio.

**MAINTENANCE ENGINEER**

UHF transmitter and studio exp. Maintain 24-hour on-air station. Assist with camera maintenance, transmitter, microwave, Sony Beta Cam SP/Sony LMS. Excellent pay and benefits. Send resume to Chris Buchanan, KRCA, 1813 Victory Place, Burbank, CA 91504 or fax to 818-538-4232. No phone calls.

Supervisor, Satellite Products and Services. Wold International, Inc., based in Los Angeles, is seeking a creative professional to help develop new products and services, respond to the myriad opportunities presented by our international customer base, and manage our base of vendors and service providers. Five years experience in television production/transmission, demonstrated ability to "think outside the box", analytical skills to match customer service attitude are required. Second language preferred. Send resume (no calls) to Wold International, Inc., 3440 Motor Avenue, #200, Los Angeles, CA 90034. fax: 310-842-6903.

Supervisor, Satellite Booking and Operations Center. Wold International, Inc., based in Los Angeles, is seeking an experienced professional to supervise nine-person Operation Center. Responsibilities include program booking, order entry, signal origination and monitoring, and quality control. Five years experience in television production/transmission, demonstrated leadership skills and service orientation required. Second language preferred. Send resume (no calls) to: Wold International, Inc., 3440 Motor Avenue, #200, Los Angeles, CA 90034. fax: 310-842-6903.

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

**Assistant Chief Engineer. Unvision 19 KUVS-TV is seeking an Assistant Chief Engineer. KUVS will be constructing and moving into new studio facilities in the next 12 months. We are seeking a qualified ACE to help build and maintain this new state of the art studio. Candidate should possess a FCC GROL or SBE Senior TV certification and have 5 to 7 years of hands on experience in a UHF TV broadcast environment. Please send resume and cover letter to Unvision 19, Attn: Chuck Tifft. 2842 Iowa Avenue. Modesto, CA 95358.**

**Assistant Chief Engineer.** Unvision 19 KUVS-TV, a Tribune Broadcasting station, seeks a highly motivated individual with a BSEE and/or 5 plus years TV broadcast operations and engineering management experience with a major market TV station. Extensive background in news and sports operations with knowledge of total station automation concepts and strong management, communication and interpersonal skills are also required. Experience in the design and implementation of serial digital component television systems a plus. Send resume to: Human Resources, KUVS-TV, 6160 South Wabash Way, Englewood, CO 80111. EOE.

**Computer Video Broadcast Engineer.** News network seeks engineer versed in NT, Sun, Mac OS, video networking, non-linear video editing, Unix language, SSA technology and Fiber Channel. Fax resume (404)872-1140.

**Broadcast Maintenance Engineer. Unvision 19 KUVS-TV is seeking a UHF Broadcast Maintenance Engineer. Candidate must possess 3 to 5 years of hands on experience in a UHF-TV broadcast environment including maintenance experience on cameras, VCR's, ENG and EFP equipment. UHF transmission experience is desirable. Applicant should have a FCC GROL or SBE Senior TV certification. Please send resume and cover letter to Unvision 19, Attn: Chuck Tifft. 2842 Iowa Avenue. Modesto, CA 95358.**

**Advertising Sales Engineer.** Jones Communications of Maryland, Inc. is looking for an Ad Sales Engineer for it's Washington/Baltimore Media Services operation. The successful candidate will be well versed in the installation, repair, and maintenance of lighting systems and equipment and platforms, both analog and digital. The position is one of high responsibility and therefore demands a candidate with a proven track record for managing multiple projects simultaneously while maintaining established high standards. Possible related technical platforms include, but are not limited to, Sony U-Matic decks, Channelmatic Adcart insertion gear, SkyConnect MultiPlex insertion gear, Novell Netware, Desktop and Laptop PCs, Microsoft Office and Mail, and Perfect Sync's Air/Traffic Controller. The successful candidate must have a valid Drivers license and excellent driving record and be able to pass a drug screen and background check prior to employment. Send resume with salary history to 1655 Crofton Blvd., Suite 300, Crofton, MD 21114. Attn: HR - ASE. Equal Opportunity Employer. M/F/H/V

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX? SEND RESUME TO:

Box 245 West 17th St.,

New York, New York 10011

www.americanradiohistory.com
HELP WANTED NEWS

KSTP TV St. Paul/Minneapolis has three great opportunities for high energy individuals:

**GENERAL ASSIGNMENT REPORTER** Job #58-97

Applicant should have a minimum of 3 years prior TV news experience. Person should be prepared to handle a variety of news reporting assignments, including but not limited to, live appearances on the news set and remote locations. Good writing skills and knowledge of production values a must.

**EXECUTIVE PRODUCER** Job #87-97

This person will work with producers, associate producers, assignment editors, reporters, graphic artists and others to create the best newscasts possible. Three to six years of TV news experience, primarily in the area of TV news show production. Outstanding writing, editing and graphic skills a must. Candidate should be able to manage a major market newsroom. Must delegate responsibility, encourage creativity in others, have strong news judgment, and function well under pressure and deadline situations.

**ASSIGNMENT DESK EDITOR** Job #94-97

This person assigns reporters and photographers, handles logistics in covering daily news and special events. Researches and sets up stories. Assignment desk experience preferred. Minimum of two to four years experience in television news. Excellent interpersonal skills a must. Must be able to supervise reporters, photographers and technicians. Ability to act quickly, calmly and rationally in a crisis situation. Knowledge of satellite and electronic news gathering techniques is helpful.

KSTP TV
Human Resources
3415 University Avenue
St. Paul, MN 55114
Please include Job #
No telephone calls please.
AN EQUAL OPPORTUNITY EMPLOYER

---

Weather Anchor/News Reporter. NBC2 in beautiful, historic Charleston, SC is still looking for someone to anchor weekend weathercasts and report general assignments three days a week. Experience anchoring weather a must. Resume, references and non-returnable VHS tape to Weather Search, WCBD-TV, 210 West Coleman Boulevard, Mt. Pleasant, SC 29464. Drug test mandatory. EOE. M/F. Telephone calls will disqualify you.

The fastest growing news service in the West is looking for network level news photographers who can shoot & edit and know how to handle clients from around the world. This is not an entry level position. Travel is a requirement. If you're tired of the local grind and want your video seen around the world, send your resume and non-returnable tape to: CoverEdge, c/o Kevin Ross, 4325 South Industrial Road, #340, Las Vegas, NV 89103.

TV News Evening Anchor. Camera charisma isn't enough. You also need solid producing and writing skills. Will produce and anchor our primary newscasts at 6 and 11PM weeknights. 3 years professional on-air work required including experience in producing and anchoring half-hour newscasts. No beginners, no phone calls, no faxes. Send letter, resume and non-returnable videotape to: News Director, WVIR-TV, 503 East Market Street, Charlottesville, VA 22902, EOE.

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

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

Reporter: We are searching for a digger who knows how to work a beat, develop sources and produce focused, unique stories that are relevant to the viewer. BA and two years experience. Send tapes/resumes to: Human Resources Manager, 505 Rutherford Street, Greenville, SC 29609, WYFF-TV, a division of Pultizer Broadcasting Company, is an Equal Opportunity Employer.

Reporter: Two positions open now! We are looking for a reporter who knows how to dig and do serious reporting. This is a key position in a very aggressive and dynamic newsroom. We have the resources and the dedication to do it right. If you're experienced and excited about great reporting then we should talk. Fill-in anchor experience helpful, but not essential. The ability to tell a story is. Send tape (less than 1 week old), resume, references and salary requirements to: Al Sandubre, News Director, KARK-TV, 201 West Third, Little Rock, AR 72201. Equal Opportunity Employer. Males, females, minorities are encouraged to apply.
Classifieds

Producer/Reporter. Florida Public Television seeks an experienced broadcast journalist to cover the Florida legislature. Must also serve as producer, reporter and writer for public affairs documentaries. Salary $19,000. Send resume and tape to: Personnel, PO Box 10910, Tallahassee, FL 32302-2910. No calls please. AA/EEO.

Producer/Director: NBC2 in Charleston, SC seeks a weekend director for news. Candidate must have experience directing live news and commercial production. Send resume and non-returnable demo tape to: Human Resources Department, WCBD-TV, P.O. Box 879, Charleston, SC 29402. M/F. EOE. Final applicants drug screened.

Photojournalist needed for a shop that expects you to be an equal partner in the storytelling process from beginning to end. No “shooters” allowed in this medium Southeast market known for its photojournalism. We’ve gone on to major market work. If you know why a tripod’s important, like to get the challenging angle on a shot, really understand frame composition and can still run and gun with the best of them. Send your tape and resume to Kim Sadler, WTLV, PO Box TV12, Jacksonville, FL 32231. EOE.

Photographer: Talented, skilled, NFPA-styled team player needed for an immediate opening. At least one year of experience. College degree preferred. Send tapes/resumes to: Human Resources Manager, 505 Rutherford Street, Greenville, SC 29609. WYFF-TV, a division of Pulitizer Broadcasting Company, is an Equal Opportunity Employer.

News Reporter. #1 station in top 50 market seeking individual to cover, write, edit and air stories as assigned; maintain general knowledge of local, regional and national news; assist photographers in shooting and editing stories; and investigate and develop stories for consideration. Must have 3 years reporting experience, a B.A. in Journalism or related field, and be a team player. Please send your resume and tape to Lisa Stevens, News Director, WFMY-TV, P.O. Box TV-2, Greensboro, NC 27420. No phone calls please. EOE.

Morning Co-Anchor/Reporter. Southeast network affiliate looking for an upbeat, experienced, creative, self-starter to team up with morning co-anchor. 2-4 years television anchoring and reporting experience required. We want someone with solid news judgement, excellent storytelling abilities and a team player. Send tape, resume, references and salary history to Box 01151 EOE.

Medium market CBS affiliate looking for two line producers. Prefer minimum one year experience. We are the aggressive, breaking news station and we have the tools you need to produce a live, late breaking newscast, including the only Live Chopper and Satellite Truck in the market. Believe me, we get our fair share of spot news and major news events. You will learn and grow here. Please rush VHS tape and resume to: Michele Gors, News Director, WOWK-TV, 555 5th Avenue, Huntington, WV 25701. WOWK is an Equal Opportunity Employer.

Main Anchor. Proven communicator, minimum 5 years reporting anchoring experience. Must have experience as producer opening. ABC, 82nd market. Non-returnable tapes and resumes to Lee Williams, News Director, WAND, 904 Southside Drive, Decatur, IL 62521.

KMDT-TV, a West Texas ABC, is currently accepting applications for a co-anchor for our main newscasts 6/10 PM weekdays. All applicants must be able to anchor as well as be a good story teller. You must have experience as a reporter with demonstrated writing and editing skills. Send resume and VHS tape to: Tony Ventli, News/Operations Manager, KMDT-TV, Box 60230, Midland, Texas 79711. EOE.

Group owned, sunbelt NBC affiliate is looking for reporters, photographers, producers, directors and bureau personnel. We’re growing fast and need pros who can cover breaking news live when and where it happens! If you have at least two years experience in a commercial television news operation, send resume, references, tape and salary expectations to Box 01149 EOE.

General Assignment Reporter. ABC affiliate in Burlington, VT is looking for a driven self starter for a potential General Assignment Reporter opening. Applicants must be able to shoot, write and edit. Experience preferred, but not essential. Send non-returnable tapes and resumes to: John Cavafois, News Director, WVNV-TV, 100 Market Square, Burlington, VT 05401. WVNV is an Equal Opportunity Employer.

General Assignment Reporters. WFTX-TV in the Fort Myers/Naples market seeks reporters for fastest growing FOX newscast in the country. College degree and two years experience preferred. Send non-returnable tapes and resumes to: John Streit, Recruitment Director, WFTX-TV, 1225 South Fort Myers Boulevard, Fort Myers, FL 33901. No phone calls please. We are an Equal Opportunity Employer.

Executive Producer. #1 station in top 50 market seeking someone to supervise show producers in all aspects of newscast production, following stories from morning meeting to evening shows, communicating any changes along the way. Needs to understand how to produce a story with viewer benefits. Will oversee special projects and direct staff and program development. Must have extensive experience as line producer (fill-in show producer required), be a strong writer, and ability to develop stories from a viewer’s point of view. Take-charged person who’s able to help win the lead when that late afternoon spot news breaks. Must be able to use graphics to illustrate stories, and newscroom computers required. Must be flexible to work all shifts. Attention to detail important. Must have the confidence to work with people and problems head-on. We’re looking for a leader who can find "memorable moments" in every newscast. Please send a resume and tape to Rob Allman, VP/New News, WFMY-TV, P.O. Box TV-2, Greensboro, NC 27420. No phone calls please. EOE.

Assignment Editor, Overnight (10p-7a). 24-hour local cable newswroom looking for a solid, aggressive, no-nonsense assignment editor. The news doesn’t stop overnight and neither does our news-gathering operation. We need someone ready to put their new good judgement to work in the Washington, DC market. Minimum 1-2 years newswroom experience. EOE. Send resume and letter to HR, Newschannel 8, 7600 D Boston Boulevard, Springfield, VA 22153 or Fax to 703-912-5599. No phone calls.

Assignment Desk Editor: Seeking candidate with at least 2 years experience. Duties to include: dispatching reporters and photographers; assisting in the planning of daily and long-term coverage; setting up news stories; gathering facts and writing stories; and communicate with others in the newsroom. Sound news judgement a must. Send resume to: ADE1-BC, Box 44227, Shreveport, LA 71134-4227. EOE.

HELP WANTED PROMOTION

Promotion Producer. Top 40 affiliate needs experienced Promotion Producer. Duties include news series, image and POP promotion. We need a team player who can crack with creativity and drive viewers with a vengeance. AVID experience a plus. Send your killer reel, cover letter and resume to Judy Triska, Promotion Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls please! WAVY Broadcasting Inc. is an Equal Opportunity Employer.

Promotion Director: ABC affiliate in southeast market has opening for full time highly motivated professional. Must be self-starter that can handle quick turnarounds and deadlines. Able to handle news, sales, and community promotions. Some experience with digital equipment required. Send tape and resume to Gina Teague, GM, WWAY-TV, PO Box 2068, Wilmington, NC 28402. EOE. M/F/V/D.

KLTV, Channel 7, ABC affiliate, Tyler, Texas is seeking a Promotion Manager with a proven creative, innovative track record in news promotion. Applicants should be willing to work on a team committed to maintaining its leadership position in the market. Send resumes to Brad Streit, KLTV, P.O. Box 957, Tyler, TX 75710.

Creative Services Senior Producer: Minimum of two years experience producing compelling news promotion and dynamic Station Image spots. We are looking for an aggressive senior writer/producer to make some big waves on-air! Candidate should be a stand out producer who is resourceful and who knows how to creatively "get to the point" with promotion spots. Working knowledge of marketing strategies and demographics is preferred. AVID editing and 3D graphic on site. Send demo reel with detailed creative log. Send returnable tape and resume to Creative Services Director, WDAF-TV FOX 4, 3030 Summit, Kansas City, MO 64108. WDAF is a FOX O&O and EOE.
A TOP OPPORTUNITY FOR A TOP NOTCH PROMOTION WRITER/PRODUCER

New York's WABC-TV seeks an experienced and dedicated Promotion Writer/Producer. This tough job requires a talented pro with experience in news, topical promotion, movie, episodic and station image promotion.

You: a strong writer, an imaginative producer, visually creative with a great graphic sense and excellent post-production skills.

We: offer a competitive benefits package, loads of opportunities and exposure in the #1 market.

 Lots of pressure, tight deadlines, a great job if you have the skills, a positive attitude and are a team player, rush your resume and non-returnable demo reel (beta preferred) to:

Brigitte McCray
WABC-TV
7 Lincoln Square
6th floor
New York, NY 10023-0217

No phone calls or faxes please
We are an Equal Opportunity Employer.

HELP WANTED ADMINISTRATION

Local Sales Assistant to the Account Executives needed to start immediately. Position requires strong telephone skills, excellent organizational and computer skills. Send resumes to WBMG-TV, Human Resources, PO Box 59496, Birmingham, AL 35259, or fax to 205-320-2710. EEO. M/F. Pre-employment drug test required. No phone calls please.

Executive Assistant to the General Sales Manager needed to start immediately. Excellent communication, organizational and computer skills required. Must be proficient in Microsoft Word and Excel. Please send resumes and references to WBMG-TV, Human Resources, PO Box 59496, Birmingham, AL 35259, or fax to 205-320-2710. EEO. M/F. Pre-employment drug test required. No phone calls please.

Director of Human Resources, WJBK-TV FOX 2 Detroit. FOX O&O TV station in Detroit, Michigan is searching for an experienced, hands-on HR professional to direct/manage the daily operations of the Human Resources Department. Responsibilities include: recruiting, wage/salary benefits, policy and procedure administration, conflict resolution, applicant tracking, affirmative action compliance and monitoring, Bachelor's degree or equivalent experience. Minimum 4 years HR management experience. Strong working knowledge of computer applications. Excellent communication and organizational skills required. For immediate consideration, qualified applicants should send resume and salary history to: M. Talley, VP/Human Resources, Attn: WJBK HR, c/o WFLD-FOX 32, 205 N. Michigan Avenue, Chicago, IL 60601. EOE/M/F/D/V. No phone calls, no taxes please.

HELP WANTED LEGAL

Tribune Company, based in Chicago, seeks a broadcast attorney to handle counseling, drafting, and intellectual property work for its growing group of major market television and radio stations. At least 5 years experience in broadcast, communications and intellectual property practice is essential. Send resume to Debra Keating, Tribune Company, 435 North Michigan Avenue, Suite 600, Chicago, IL 60611. EOE.

HELP WANTED FINANCIAL & ACCOUNTING


HELP WANTED PRODUCTION

WWAY TV 3 is looking for a Television Production Manager. Must have strong leadership and personnel skills. Have knowledge of all production functions including 3/4", digital equipment, commercial and live broadcast. Send resume and tape to: Gina Teague, General Manager, P.O. Box 2068, Wilmington, NC 28402. EOE. M/F/V/D.

Video Production Specialist

To work with scientific users at the Naval Oceanographic Center in Bay St. Louis, Mississippi. Qualifications needed: Scientific Visualization, video technology, video production/editing. BS Degree 5 years experience.

Producer/Director, Position open immediately in Jacksonville, Florida for an experienced, hands-on, creative producer/director. Duties include all phases of commercial production; from creative concept to post production. Must be skilled in writing, EFP and editing. If you are able to take a project from an idea to a finished product please send resume and tape to: Production Manager, 1070 East Adams Street, Jacksonville, FL 32202. Equal Opportunity Employer.

Producer for 5:30pm newscast needed immediately for aggressive #1 news organization. Previous on line producing experience required. Successful candidate must be organized and able to work well under pressure. Send tape and resume or call to: Jim Parisi, WRGB, 1400 Balltown Road, Schenectady, NY 12309. EEO. Absolutely no phone calls.

Graphics Operator. New Mexico's #1 TV station is searching for a talented graphics operator for its top-rated newscasts. Ideal candidate has excellent design and operational skills. The ability to collaborate successfully with producers and the power to thrive under tight deadlines. Working knowledge of Mac, Chyron Infinit/Maxine, Spencer Still Store. Adobe Photoshop and Illustrator programs or equivalent experience preferred. Position is full-time and requires a flexible work schedule. Resume and non-returnable work samples: Brandt Magic, PO Box 25982, Albuquerque, NM 87125. Drug free workplace. No phone calls! Equal Opportunity Employer.

To Place An Ad In Broadcasting & Cable Classified Section, Call Antoinette Fasulo Phone 212-337-7073 Fax 212-206-8327 or Sandra Frey Phone 212-337-6941 Fax 212-337-6957
C-SPAN is seeking a Producer for the Washington Journal, a 3-hour daily live public affairs program. Directs production team, identifies and suggests relevant programming, coordinates creation and execution of editorial, visual and sound elements. Line produces several shows weekly. Bachelor’s degree in related field, minimum five years relevant work experience, including production. Knowledge and interest in C-SPAN, public affairs and policy. Ability to work with and lead a team and to work a flexible schedule, under deadline pressure. Send resume and salary requirements to: C-SPAN/BC, Human Resources, 400 N. Capitol Street, NW, Suite 650 Washington, DC 20001. EOE.

Broadcast Personnel Needed. ENG Field Operations with Camera and Microwave experience. Videotape Editors, Studio Operators, and Maintenance. For the Midwest. Would commence Spring/Summer 1997. Out-of-town applicants accepted for those 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.

Broadcast Personnel. Technical Directors (GVG 300 Switcher with Kaleidoscope), Audio (mixing for live studio and news broadcasts). Studio Camerapersons (studio productions and news broadcasts). Chyron Operators (Infiniti). Still Store Operators, Tape Operators (Beta). Maintenance Supervisors (plant systems and tape production). Lighting Director Engineer. Employment would commence Spring/Summer 1997. Out of town applicants accepted for these positions will be reimbursed for airfare, hotel, and per diem expenses. Send resumes to: MMS, Suite 345, 847A Second Avenue, New York, NY 10017 or fax 212-338-0360. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

HELP WANTED PROGRAMMING

Program Director, WLVT-TV. In beautiful Lehigh Valley of Pennsylvania, seeks an outstanding public television professional to lead our program department. This person reports to the President and General Manager and is a member of the executive staff. Duties and responsibilities include: screening, purchasing and scheduling of all programs. Supervision of scheduling/tracking and implementation of new Local Insertion Server (LIS) system. If you can make a program schedule sizzle during pledge, this is the place for you! Send cover letter outlining your program philosophy, resume, salary history, and three professional references to: WLVT-TV, Attn: PD, 123 Sesame Street, Bethlehem, PA 18015.

Local Program Producer, WPWR, Chicago's UPN affiliate is looking for a strong program producer to join its programming department. Individual will be responsible for producing a weekly public affairs program and a series of specials. This self motivated individual must be creative, have 3-5 years experience producing, strong knowledge of equipment and an eye for details and deadlines. Interested parties should send resume and tape to: Tom Feie, Program Manager, WPWR, 2151 North Elston, Chicago, Illinois 60614. Please no calls. EOE.

HELP WANTED TECHNICAL

Cox Communications is seeking an Operations Engineer for its CableRep Advertising Division. Extensive PC software and hardware skills and significant experience with network operating systems is desired. In addition, experience with ad insertion systems and video equipment, knowledge of ad industry traffic and billing systems, and a college degree are preferred. The position requires frequent travel. Successful candidates will have a blend of the above skills, the ability to interact with all levels of management, and a proven record of success. Resumes should be directed to: CableRep Engineering, 1400 Lake Hearn Drive, Atlanta, GA 30319 or faxed to (404) 843-5992. No phone calls please. Cox Communications is an Equal Opportunity Employer.

SITUATIONS WANTED NEWS

Legal Reporter. Spent 15 years as an award-winning sportscaster before going to law school. An outstanding communicator, I can convey the essence of complex legal issues to your viewers. Legal reporters are becoming standard on newscasts, so call Dan Faber at 505-842-5924. Investigative Producer, Emmy award winning producer looking to “right the wrongs.” Enterprise, research, write, direct and produce. I do it all! Short or long form....I help make your anchors and reporters look great! Chip Wallace 818-981-4476.

Black female packing bags to join station as Reporter Assignment Editor. Deborah Allen 815-877-9384.

WANTED: CAREER VIDEOS prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free stock. Great track record. 847-272-2917.

TV SALES TRAINING

Call for FREE Info Packet ANTONELLI MEDIA TRAINING CENTER (212) 206-8063 Over 25 years in the TV industry.

LEARN TO SELL TV TIME

Programs and Services:

- National Weather Network
- NewsLab
- Stock Video
- Tape Library
- Software
- Satellite

Your own on-air meteorologist via satellite. Custom and localized TV weathercast inserts for FOX, UPN, WB, local stations and cable stations. Three satellite feeds daily. Your own on-air meteorologist with live weathercast inserts and make money. Low cash and barter and very simple to receive and use. Call Edward St. Pe at WGN 601-352-6673 and start today.

TV RESUME TAPES

Career Video prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free stock. Great track record. 847-272-2917.

OPERATIONS ENGINEER

CableRep Advertising

Cox Communications is seeking an Operations Engineer for its CableRep Advertising Division. Extensive PC software and hardware skills and significant experience with network operating systems is desired. In addition, experience with ad insertion systems and video equipment, knowledge of ad industry traffic and billing systems, and a college degree are preferred. The position requires frequent travel. Successful candidates will have a blend of the above skills, the ability to interact with all levels of management, and a proven record of success. Resumes should be directed to: CableRep Engineering, 1400 Lake Hearn Drive, Atlanta, GA 30319 or faxed to (404) 843-5992. No phone calls please. Cox Communications is an Equal Opportunity Employer.

Classifieds

58 May 26 1997 Broadcasting & Cable
EMPIRE SPORTS NETWORK

Applicant must have a 4 yr. degree in broadcast communications or comparable technical degree. Must have at least 5 yrs. Commercial broadcast experience in live studio format or sportsnews format. Must have working knowledge of editing video tape and support equipment. Must have superior verbal and written communication skills. Must have a keen interest in sports and a working knowledge of NY State regional sports teams. A background in radio talk format is helpful. Should have a resume tape with an impressive body of work available and be able to visually demonstrate past exp. Must possess valid driver's license and good driving record.

PRODUCER

Student must have a 4 yr. degree in broadcast communications or comparable technical degree. Must have at least 5 yrs. of commercial broadcast experience in producing live studio productions. Must have superior creative writing and verbal communication skills and have a background in video production. Must have working knowledge in staging, lighting and audio set up for in-studio and on-location events and programs. Must have a keen interest in sports and a working knowledge of NY State regional sports teams. Background in radio talk format is helpful. Should have a resume tape with an impressive body of work available and be able to visually demonstrate past exp. Must possess valid driver's license and good driving record.

Successful applicants must pass a drug/alcohol and/or physical examination, criminal record check and driving record check. Submit resume/application, specifying position, by June 9, 1997, to: EMPIRE SPORTS NETWORK, Attn: Bob Koshinski, 795 Indian Church Road, W. Seneca, NY 14224. No phone calls. EOE.

HELP WANTED CREATIVE SERVICES

Senior Broadcast Designers

Lifetime Television for Women, the dynamic cable network, is looking for seasoned designers, who possess strong conceptual and typographical skills and have solid broadcast experience. Ideally, you will be fully versed in both the Macintosh World (Illustrator and Photoshop) and Quantel Paintbox (Adobe Aftereffects a plus — Quantel Hal a big plus).

We're looking for that "organic" touch — the original, creative designer who can think outside the computer and can utilize anything from film and video to paintbrushes and crayons to get the job done.

Excellent communication and presentation skills are essential for your work with editors, producers and art directors while seeing projects through from concept to completion. Lifetime offers a competitive salary and a comprehensive benefits package. Please submit reels and resumes to: Graphics Department

LIFETIME TELEVISION
34-12 36 St., Astoria, NY 11106

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

HELP WANTED RESEARCH

MEDIA/MARKETING RESEARCH SPECIALIST

MEDIA/MARKETING RESEARCH SPECIALIST: A South Florida Intercom cable channel is searching for a highly motivated individual in the Media & Marketing Research field. Candidate must have superb analytical skills, knowledge of ratings and consumer product databases and excellent writing & communications skills. Bilingual in Spanish & English a plus.

REQUIREMENTS: Chosen candidate will have ability to prioritize work load and handle multiple tasks. Computer knowledge of Microsoft Word, Excel, Harvard Graphics, PowerPoint & Simmons Choices. Salary commensurate with experience. Please submit resume to: GEMS Television, c/o Sorbi Martinez, 10360 U.S.A. Turnpike, Miramar, FL 33025. Fax 954-430-8400. Email: smartinez@gemstv.com

ALLIED FIELDS

HELP WANTED INSTRUCTION

Director of Telecommunications. Applications and nominations are invited for the position of Director of the Telecommunications Center at Ohio University. Position Description: The successful candidate will assume leadership of a unit that serves the instructional mission of Ohio University through academic program support and extends the service mission of the institution through its public broadcasting facilities and programming. The director should be committed to building a Telecommunications Center at Ohio University that will serve as a model in higher education, integrating existing and emerging technologies to serve the university community and the southeast Ohio region. The director reports to the associate provost for information and instructional technology and is a key member of the university-wide team responsible for planning and developing the technology infrastructure of the university. Qualifications: Candidates will be expected to demonstrate a track record of successful management in broadcasting and/or electronic media services. Applicants must also have successful personnel management experience and thorough understanding of and commitment to the role of universities in American society. Advanced degree preferred; teaching experience, ability to demonstrate a strong commitment to professional development is desirable. Experience working in diverse groups and a strong record of leadership in a multicultural setting are preferred. Application Process: Each applicant must submit a comprehensive resume, names and contact information for three references, and a cover letter discussing qualifications for the position as described in this announcement. Review of applications will begin May 26 and will continue until the position is filled. Send all materials to: Dean Kathy A. Krendl, Chair, Telecommunications Director Search Committee, Ohio University, 310 Cutter Hall, Athens, OH 45701. E-mail: krendl@osu.edu. Ohio University is an Equal Opportunity/Affirmative Action Employer.
Waynesburg College. Department of Communication. Position: Instructor or Assistant Professor. Tenure-Track. Required: Master's degree in Communication. Preferred: Doctorate. Knowledge of radio, audio/video production, print media, broadcasting, and graphic design. Encourage women and persons with disabilities to apply. Send letter which addresses Christian higher education, current resume, three references, and copies of transcripts to: Dr. William Rambin, Chair, School of Communication, Northeastern Louisiana University, Monroe, LA 71209. (318)342-1390, EOE/AA.

Graduate Assistantships are available in RTVF department for M.A. - Communication students. Assignments include two public radio stations: television production; assisting announcing, production, and TV/marketing labs. Knowledge of lab work required. Send letter which addresses Christian higher education, current resume, three references, and copies of transcripts to: Dr. William Rambin, Chair, School of Communication, Northeastern Louisiana University, Monroe, LA 71209. (318)342-1390, EOE/AA.

PROFESSIONAL JOBS WITH ENTERTAINMENT COMPANIES
BROADCAST & CABLE TELEVISION, DISTRIBUTORS, MOTION PICTURE, POST PRODUCTION & MORE
Entry to senior level jobs nationwide in all fields (news, sales, production, management, etc.)
Published biweekly. For subscription information: (800) 335-4335
In CA, (818) 901-6330.
Entertainment Employment Journal

Your best job hunting source now online! MediaLine.
Job leads, low-cost video tapes, Talent Shop—and more! www.medialine.com
800-237-8073
Since 1966

Looking for someone to fill a position in your station? List your job opening for just $55.00 for a one month listing. Your listing includes your name, phone number, address, and a brief description of the position. Your listing will appear in FREE Classifieds for Broadcast News, TV & Radio.

BROADCAST PLACEMENT SERVICE
Now accepting tapes and resumes for all categories. R-TV-Cable.
J. WILLIAM GORDON ASSOCIATES
209 Randolph Place, NE
Washington, DC 20002
Call (202) 526-2211
MINORITIES AND WOMEN are encouraged to respond

TV Reporters, Anchors and Producers!!! You deserve the best chance to achieve your career goals. Call Tony Windsor at NEWSDirections (422)843-0547 or leave toll-free voice mail at (800)839-7347.


INVESTOR WANTED
Investor Wanted: Seeking investor to fund a Radio Station for children's operation and advertisement. Please call Robert Pinsky at 718-815-7880 or 917-612-5777 (pager). Brokers invited!

FOR SALE PRODUCTION TRUCK

FOR SALE STATIONS
SWR 24 bay TV Antenna Model #SWFS 24/45.
Channel 45-60 KW input with cardioid pattern, 2 years old. With Radomes, H.C. Jeffries 512-847-2449. $15,000.

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

Acrodyne Tru/30 KV TV Transmitter, 2 years old currently at channel 45 complete with factory power supply and heat exchange system. Transfer switch, electrical disconnects and other associated equipment included. H.C. Jeffries 512-847-2449. $180,000.

AM and FM transmitters, used, excellent condition, tuned and tested your frequency, Guaranteed. Financing available. Transcom, 800-441-8454, 215-884-0738.

520' 6 1/8" 75 OHM Rigid Transmission Line. 2 years old with spring hangers. 19.75' long each. SWR k-line. Like new condition. H.C. Jeffries 512-847-2449. $29,000.


1100' 6 1/8" Andrew Rigid Transmission Line. 20" sections 75 OHM new watch bands and teletions. $800.00 per stick. H.C. Jeffries 512-847-2449.

EDUCATIONAL SERVICES
On-camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Vacancies. Critiquing. Private lessons with former ABC News correspondent, Julie Eckhardt, ESP. Call Jeff Wetter at Flex Lease, Inc. 800-699-FLEX.

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

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

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

Opportunities for top sales professionals:
Your own central Oklahoma combo. $600,000, or Florida Keys FM. $1,300,000. Mayo Communications Inc., 813-971-2061.

ATLAST! A BETTER WAY TO BUY OR SELL YOUR RADIO STATIONS!
Thousands of Prospects a Day!
You don't have to be online to use us!
http://www.buyorsellradio.com
debbie@buyorsellradio.com
(319)243-8679

SALE EQUIPMENT

STOCK ANSWERS.
**OWNERSHIP CHANGES**

**Dismissed**
- Charlotte (2 stations) and Gastonia, N.C.; Seattle and Tacoma, Wash. (BTC-961224GE, H, F, 1001HF, G)—Shareholders of EZ Communications Inc. for WBAV (AM), WFTZ (AM), WBAV-FM, KRPM (AM), KERS (FM): voluntary TOC to American Radio Systems Corp. (dismissed as moot). May 14

**Granted**
- Florence, Ore. (BTC-970414ED)—Coast Broadcasting Co. for KCST (AM), involuntarily transfer of control from Charles A. Farmer, deceased, to Elizabeth Farmer, personal representative. May 1

**NEW STATIONS**

**Dismissed**
- Los Molinos, Calif. (BPED-940210MD, BPHD-940210MG)—Tehama County Community Broadcasters and Broad Spectrum Communications Inc. for FM at 101.7 mhz. May 6
- Tunka, Miss. (BPH-941223MA, D, 28MA, 29MC)—George S. Finn Jr., Tunka Broadcasting, Bobby Caldwell and Kaye G. Rober- son for FM at 96.1 mhz. May 15

**Syracuse, N.Y. (BPCT-941024KE)—Trivision Group for TV at ch. 56. April 21**

**Returning**
- Key Largo, Fla. (BPED-961040MB)—Ocean Reef Public Radio Inc. for FM at 89.1 mhz. May 9

**Filed**
- Nikiski, Alaska (BPH-970507MC; 0BMY)—Nikiski Communications Inc. (Charles F. Dunham, president, 10914 E. 46th Ave., Spokane, Wash. 99206) for FM at 93.3 mhz, 50 kw, ant. 83.1 m., Mile 3.8, Kenai Spur Rd., 24 km from Nikiski; Peninsula Communications Inc. (David F. Becker, president/50% owner, PO Box 109, 66140 Diamond Ridge Rd., Homer, Ark. 99603) for FM at 93.3 mhz, 50 kw. ant. 74.3 m. May 20

**Blytheville, Ark. (BPED-970509MA)—New Life Evangelistic Center Inc. (Rev. Lawrence W. Rice, president, 1411 Locust St., St. Louis, Mo. 63103) for noncommercial FM at 88.1 mhz, 20 kw, ant. 49 m., 310 Greenway, Steele, Ark. May 16

**Fayetteville, Ark. (BPED-970508ME)—Board of Trustees of University of Arkansas (Lewis E. Epley Jr., chairman, 421 Administration Bldg., Fayetteville, Ark. 72701) for FM at 88.3 mhz., 47 kw, ant. 50 m., Humphreys Hall on campus. May 16

**Bishop, Calif. (BPED-970513ME)—Living Proof Inc. (Daniel McGlennan, president, PO Box 637, Bishop, Calif. 93513) for FM at 88.5 mhz., 9 kw, ant. 889 m., near intersection of White Mtn. and Coldwater Spring rds., 19 km ENE of Bishop. May 20

**Soledad, Calif. (970508MF)—Family Station Inc. for FM at 89.9 mhz. May 16

**Weaverville, Calif. (BPED-960205MB)—George S. Finn Jr. (188 S. Bellevue, Memphis, Tenn. 38104) for FM at 101.1 mhz., 25 kw, ant. 474 m., Hoadley Peak, 4.8 km ESE of Lewiston, Cal. May 20

**Weaverville, Calif. (BPHD-970508MH)—Brian Edward Power (Box 7134, Nut Tree Ranch, Nut Tree, Calif. 95696) for FM at 101.1 mhz., .64 kw, ant. 297 m., at Oregon Mtn. Communications Site, 4 km SW of Weaverville. May 16

**Weaverville, Calif. (BPHD-970508ML)—Terry L. Dunning (PO Box 4, Fortuna, Calif. 95540) for FM at 101.1 mhz., .049 kw, ant. 1,050 m., 9 km NW of Weaverville. May 20

**Taylorville, Ill. (960116MF)—Milek Communications Inc. for FM at 97.3 mhz. May 19

**TOWER HILL, Ill. (951208MA)—Virden Broadcasting Corp. for FM at 98.3 mhz., ERP 2.89 kw, ant. 143 m. May 19

**Cedar Rapids, Iowa; Great Falls, Mont. (BPED-970509MB; 12MA)—American Family Association (Donald E. Wildmon, president, PO Drawer 2440, Tupelo, Miss. 38803) for noncommercial FMs at 89.1 mhz., .25 kw, ant. 93 m., 6101 Blairs Ferry Rd., 90.7 mhz., 25 kw, ant. 76 m., 1215 36th Ave. NW. May 20, 16

**Imlay City, Mich. (BPED-970508MG)—Rabット Enterprises Corp. (Donald L. Rabbit, president/owner, 1077 Meadow Lane, Fond du Lac, Wis. 54935) for FM at 105.9 mhz., 6 kw, ant. 100 m., 2.5 km SE of intersection of CRs 6 and 62. April 17

**Belview, Minn. (BPED-970417MO)—Rabット Enterprises Corp. (Donald L. Rabbit, president/owner, 1077 Meadow Lane, Fond du Lac, Wis. 54935) for FM at 105.9 mhz., 6 kw, ant. 100 m., 2.5 km SE of intersection of CRs 6 and 62. April 17

**Belview, Minn. (BPED-970417MP)—John R. Linder (PO Box 1420, Mankato, Minn. 56001) for FM at 105.9 mhz., 6 kw, ant. 100 m., 9.3 km S of Renville. Minn. Linder has interest in KARP (FM) Glencoe, KTOE (AM) Mankato, KDOG (FM) Mankato, KKAX (FM) St. James, KWMQ (AM) Watertown and KITN (FM) Worthington, Minn. April 17

**Boonville, Mo. (BPED-970423MD)—Big Country of Missouri Inc. (Richard L. and Patricia A. Billings, co-owners, 1600 Radio Hill Rd., Boonville, Mo. 65223) for FM at 93.1 mhz., 3.8 kw, ant. 126 m., on Hwy 98 1 km S of Overton near Clayton Cemetery. Big Country owns KWT (AM) Boonville. Richard Billings is 50% applicant for FM in Jefferson City, Mo. April 23

**Boonville, Mo. (BPED-970424MD)—Viands Enterprises Inc. (William L. Viands, president/owner, 19600 W. St. Andrews Dr., Miami, Fla. 33015) for FM at 93.1 mhz., 6 kw, ant. 100 m., N side of CR 440., .43 km SE of intersection with US 40, Moniteau Township, Mo. April 24

**Jackson, Mo. (BPED-970508MD)—IGWT Community Radio Inc. (Carl John Sims, president, 318 Monroe Ave., Belton, Mo. 64012) for FM at 89.9 mhz., 9.9 kw, ant. 100 m., N of CR 234, 10.5 km NE of Marble Hill, Mo. May 8

---

*Compiled by Elizabeth A. Rathbun

---

**BY THE NUMBERS**

<table>
<thead>
<tr>
<th>Service</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,813</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>5,458</td>
</tr>
<tr>
<td>Educational FM</td>
<td>1,871</td>
</tr>
<tr>
<td>Total Radio</td>
<td>12,142</td>
</tr>
<tr>
<td>VHF LPTV</td>
<td>543</td>
</tr>
<tr>
<td>UHF LPTV</td>
<td>1,402</td>
</tr>
<tr>
<td>Total LPTV</td>
<td>1,945</td>
</tr>
<tr>
<td>FM translators &amp; boosters</td>
<td>2,769</td>
</tr>
<tr>
<td>VHF translators</td>
<td>2,283</td>
</tr>
<tr>
<td>UHF translators</td>
<td>2,697</td>
</tr>
<tr>
<td>Total Translators</td>
<td>7,749</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Service</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial VHF TV</td>
<td>557</td>
</tr>
<tr>
<td>Commercial UHF TV</td>
<td>633</td>
</tr>
<tr>
<td>Educational VHF TV</td>
<td>124</td>
</tr>
<tr>
<td>Educational UHF TV</td>
<td>241</td>
</tr>
<tr>
<td>Total TV</td>
<td>1,555</td>
</tr>
</tbody>
</table>

**CABLE**

<table>
<thead>
<tr>
<th>Service</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total systems</td>
<td>11,600</td>
</tr>
<tr>
<td>Basic subscribers</td>
<td>64,800,000</td>
</tr>
<tr>
<td>Homes passed</td>
<td>93,790,000</td>
</tr>
<tr>
<td>Basic penetration*</td>
<td>68.3%</td>
</tr>
</tbody>
</table>

---

*Based on TV household universe of 97 million

Sources: FCC, Nielsen, Paul Kagan Associates

**GRAPHIC BY BROADCASTING & CABLE**
Foreign policy
The following is a letter to Representative Edward Markey:

Dear Representative Markey: It has come to my attention that you are considering introducing a bill that would “clarify” the 1934 Communications Act as it pertains to the foreign ownership of U.S. broadcasting facilities. As I understand it, you intend to introduce a bill that would, in effect, continue to limit foreign ownership to 20%.

The very real question is: why?

With some 12,000 radio stations in the U.S., plus an increasing number of VHF, UHF, LPTV and cable television facilities, what possible reason could there be to restrict the foreign ownership of any of these outlets?

When the Telecommunications Act of 1996 was being debated, the Vice President actually stated that these kinds of restrictions were necessary for “national security.”

In the case of radio’s 12,000-plus stations, for instance, how could the national security of the country ever be threatened if some of these stations were owned by non-U.S. entities? In the first place, the major-market radio stations are priced at such levels today as to make their acquisition limited at best by a foreign investor. Second, the number of foreign investors who have the wherewithal to make such an acquisition, such as a Bertelsmann or a Virgin, are so few as to make their presence in the U.S. almost negligible. And last, there is no doubt that any investor who might purchase a broadcast facility in this country would do so for the sole reason of being a major, professional competitor, and not to inflict some sort of jingoistic philosophy into the putty-like brains of the American citizen. Mr. Murdoch is a good example.

I can assure you, Congressman, that the only reason a foreign entity would invest in the U.S. would be to develop an audience, serve that audience and to make a profit. In other words for the very reasons that our own citizens invest in broadcast properties. If the programing was not to local tastes, the station would generate little or no audience, and would ipso facto become even less of a threat...if one existed in the first place.

The fact is, if the U.S. were to encourage foreign ownership, it would be a powerful tool to force foreign governments to do the same. As a worldwide media broker, I speak and deal with owners and investors throughout the world. While there is some interest in the U.S. market by foreign companies, there is far greater interest in those overseas markets by U.S. investors.

It is my firm belief that by reducing the restrictive U.S. ownership regulations, there would be a negligible amount of overseas investing in this country. By using the prospect of reduced regulations, however, the U.S. could accomplish a great deal on behalf of our own citizens who are looking to become truly global broadcasters.—Robert E. Richer, International Media Consulting, Farmington, Conn.

Znaimeter fan
EDITOR: Thank you. Finally, you put a great broadcaster on your cover: Moses Znaimer (B&C, April 21). He is the only TV programer who gets it. Every local TV station in the U.S. programs show to show. He has a radio mind and programs the station as a totality. Believe me, no U.S. station has stolen anything from Citytv—because they just don’t “get it.” Good work.—Walter Sabo, Sabo Media, New York

Reception problem
EDITOR: I wonder how much of your May 5 interview with Tom Rogers is offbase as his comment that “if they’re in cable areas and are subscribing to satellite, they’re holding on to a broadcast basic tier, so it’s not as if consumers are being deprived of broadcast reception. It’s not as if we are missing any of our audience.”

Either satellite subscribers in Atlanta are remarkably out of step with those in other parts of the country, or this statement is terribly wrong and misleading. As a challenger of thousands of satellite subscribers who are importing the CBS signal by satellite from distant cities, I have reached conclusions based on conversations with those told by satellite companies to ask me for a waiver.

These subscribers’ animosity toward cable is palpable. They do not have a basic broadcast tier, and many do not ever want to have another conversation with a cable company representative.

They do not have adequate, properly installed rooftop antennas with which to receive local stations’ signals optimally. In their minds, they have moved on to better technology in the form of digital satellite reception.

They want broadcast network programing. They want CBS by satellite and are convinced that they can’t get it from my station by satellite because I am refusing to allow the satellite provider to distribute my signal. They would be thrilled to receive CBS from my station by satellite. Second choice is CBS by satellite from a distant city. Not acceptable is no CBS by satellite when they are watching ABC, NBC and Fox by satellite without challenge.

My firmly held belief is that Mr. Rogers’s network, NBC, is not missing any of its Seinfeld audience on Thursday night in satellite homes but that those homes are viewing it from a distant, imported-by-satellite signal if they have not been challenged by the local NBC station. Those people with a choice of the same program by satellite or from attic antennas or rabbit ears are not opting for 1950s technology. They are not watching the local station if they have a choice. For Mr. Rogers to suggest to broadcasters that they don’t have a problem is to mislead.

His statement suggests that consumers are not being deprived, and he is correct. He also suggests, “It’s not as if we are missing any of our audience.” Who is “we”? Certainly, he cannot be including local broadcast stations in that “we.”

I strongly suggest with overwhelming evidence that a satellite home with network signals imported and challenged is viewing network programing by satellite at the expense of the local station. Ultimately, I submit, a weakened affiliate base will change the nature of networks as we know them to no one’s satisfaction.

Clearly, as NBC’s point man, Mr. Rogers confuses his perceived interest as a “broadcaster” to be the same as the interest of the local station “broadcaster.” I believe he does so creating risk to all. Networks as we know them cannot survive by bypassing the local affiliate into the home of the consumer. (networks) will become something less.—Herman Ramsey, vice president/GM, WGNR(TV) Atlanta


June 4—Cable-Tec Expo '97, presented by the Society of Cable Television Engineers. Orange County Convention Center, Orlando, Fla. Contact: (617) 963-8688.

June 4—PROMAX and BDA '97 conference and exposition, presented by PROMAX International and BDA International. Navy Pier Convention Center, Chicago. Contact: (312) 788-7600.


June 6—New Jersey Broadcasters Association 50th anniversary gala dinner, dance and show. Trump Plaza, Atlantic City. Contact: Millicent McMillian, (888) 652-2366.


June 6-14—18th annual Banff Television Festival. Banff Springs Hotel, Banff, Alberta, Canada. Contact: (403) 578-9260.


June 10—Fred Friendly First Amendment Award, presented by Quinnciace College to Ted Koppel, ABC News, New York City. Contact: (203) 281-8655.

June 10-12—Fourth annual Global DBS Summit, presented by Link Events/Globex and DBS Digest. Hyatt Regency Tech Center, Denver. Contact: (303) 281-4616.


June 11-12—Fourth annual Iberica Link, Spanish and Portuguese pay-TV conference presented by Link Events/Globex and Ipetel S.L, Meliá Castillia Hotel, Madrid. Contact: (341) 567-5077.


June 12—The Museum of Broadcast Communications 10th Anniversary Salute to Television Gala. Chicago Cultural Center, Chicago. Contact: (312) 629-6023.


June 13-15—ShowBiz Expo West '97, conference and trade show for the entertainment production and exhibition industry presented by Variety and Reel Exhibitions Companies. Los Angeles Convention Center, Los Angeles. Contact: (800) 840-5688.


June 16-17—1997 Forum on Cable/Telco Video Franchising, presented by Strategic Research Institute, Geoengineering Conference Center, Washington, Contact: (800) 599-4950.

June 17—Cable & Telecommunications Human Resources Association interactive training workshop. Discovery Communications Bldg., Bethesda. Md. Contact: Kim Ota, (703) 739-5001.


June 18-21—Native American Journalists Association 13th annual conference. Minneapolis Regal Hotel, Minneapolis. Contact: (612) 874-6833.

June 19—Federal Communications Bar Association convention and international conference presented by the National Association of Broadcasters and Maxar cid International. Omni Dallas Hotel Park West, Dallas. Contact: (800) 738-7231.


June 21-24—Public Broadcasting Service annual meeting. Windham Anatole Hotel, Dallas. Contact: (730) 739-5001.

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


June 23-26—Wireless Cable Association 10th annual convention and exposition. Anaheim Convention Center/Anaheim Marriott Hotel, Anaheim, Calif. Contact: (202) 452-7823.


July 1—New York State Broadcasters Association 36th annual executive conference. Sagamore Resort, Lake George, N.Y. Contact: Mary Anne Jaco, (518) 456-8888.

July 1-2—Cable Telecommunications Association of Maryland, Delaware and the District of Columbia annual convention. Sagamore Resort, Lake George, N.Y. Contact: Mary Anne Jaco, (518) 456-8888.

July 1-4—Society of Motion Picture and Television Engineers Australia North Section SMPTE '97 conference and exhibition. Exhibition Centre at Darling Harbour, Sydney, Australia. Contact: +61 2 9297 0888.


July 14-16—"Optimizing the Functionality and Cost of Set-Top Box," conference presented by Institute for International Research. Hyatt Regency, San Francisco. Contact: (800) 999-3123.


August 11-14—Cable Telecommunications Association of America's Datacasting conference at the Hyatt Regency Hotel, Long Beach, Calif. Contact: Mary Anne Jaco, (518) 456-8888.

August 11-14—36th annual Cable Television Hall of Fame gala. Desert Inn, Las Vegas. Contact: (800) 738-7231.


September 25-27—Society of Broadcast Engineers national meeting and 25th annual Central New York SBE regional convention. Four Points Hotel and Conference Center, Syracuse, N.Y. Contact: John Poray, (313) 253-1640.

November 10—Broadcasting & Cable 1997 Fall Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Circle Special Events, (212) 523-5266.

December 9-12—The Western Show, presented by California Cable Television Association. Anaheim Convention Centre. Anaheim, Calif. Contact: (510) 428-2225.

Major Meeting dates in red

Compiled by Kenneth Ray (ken.ray@bdc.calners.com)
Jerry Gepner deserves as much credit as anyone for Fox’s successful entry into big-league sports with the NFL in 1994.

Recruited from CBS Sports, the three-time Emmy winner arrived at the upstart network in April 1994 facing a monumental task: to coordinate the entire mobile production of 17 weeks of NFL games. “I was given 16 weeks from the day I was hired to put the damned thing together,” says Gepner. “At that point, the entire field division was me, a telephone and a desk.”

So Gepner brought a couple of key personnel over from CBS and got cracking—hiring technical producers in the field, contracting technicians, organizing payrolls, dealing with labor unions, securing production trucks. He also bought the technical equipment that would distinguish Fox’s sports production, such as the graphics gear for the FoxBox and the Dolby Surround Sound audio equipment.

By the time of the first NFL broadcast, Fox’s field division had coordinated a budget of more than $15 million, and more than 4,500 personnel.

Since then, Fox’s sport presence—and Gepner’s workload—has kept growing, with the addition of NHL coverage in 1995 and Major League Baseball in 1996. As with football’s FoxBox, Gepner was instrumental in developing such production innovations as the FoxTrax graphics system for hockey and the in-base microphone for MLB coverage.

Gepner’s field production experience goes back 20 years, to when he worked as a video engineer trainee with PBS affiliate WRLK-TV Columbia while attending the University of South Carolina. After graduating in 1978, he took a job with Philadelphia-based E.J. Stuart, working as a “combination truck driver and technician” while cutting his teeth on the mobile production of college football and basketball games.

Gepner was fascinated by the operational end of the mobile production business, and benefited from the friendly advice of network technicians he met while working games. “I had a pretty good background in electronics, so the maintenance came naturally. But they taught me the tricks of the trade.”

After leaving E.J. Stuart in 1989, Gepner worked for several large mobile vendors, including Scranton, Pa.-based NEP and St. Petersburg, Fla.-based F&F Pro-productions. His big break came in 1989 at F&F, when Gepner served as the engineer-in-charge of a mobile unit producing the CFA college football package for CBS—the first time CBS had gone to an outside vendor for its mobile unit and crew.

“It was an interesting experiment,” he says. “None of the networks had everfarmed out the below-the-line portion of any national telecasts. They always had their own trucks and their own people. We had an ongoing weekly series of games, with a network producer, director, production team and announcers, and everything else came from outside sources. While today that’s the norm, at the time it was absolutely radical.”

Gepner’s 1989 CFA gig led to a job at CBS Operations, where he started as field technical manager in 1989. There he oversaw the technical operation of remotes for regular and postseason baseball; college football; NCAA basketball; the NFL; the NBA: Super Bowl XXIV; and alpine skiing at the 1992 and 1994 winter Olympics.

“They were the boom years for CBS Sports,” he says. In 1993, he was named director of production for CBS Sports, putting him in charge of the technology and operations for all sports broadcasts. While in that position, he introduced nonlinear laserdisc recorders to CBS’s live sports coverage and improved the audio for NCAA basketball and PGA golf.

“That put me on the path I’m on now,” says Gepner. “My mission at Fox is to search out new technology and bring it to sports.”

But now that Fox Sports has a field organization in place, Gepner plans to spend more and more time focusing on how new technologies, such as HDTV and virtual advertising insertion, will affect sports production in the future.

“In today’s world where the rights fees are higher than they’ve ever been—and there are no signs of them backing off—technology has a different role,” he says. “It’s actually an active part of what makes a product better or more noticeable. In today’s world, a difference of half a rating point means a lot. So while technology used to be just a necessary component of remotes, now it’s the differentiating component at times. Fox has recognized that, and I think other broadcasters are beginning to. There didn’t use to be intense competition to exploit technology as part of sports production—but that’s a lot of what my job has turned into.”
BROADCAST TV

Bill Harper, GM, WBH-TV Jackson, Tenn., joins Bahakel Communications’ WSPR-TV Springfield and WCCL-TV Urbana, both Ill., in same capacity.

Karen Thomas, reporter/anchor, WHTM-TV Harrisburg, Pa., joins WTXF-TV Philadelphia as reporter.

Diana Penna, health reporter, joins KTVU-TV Stockton/Sacramento, Calif., as health reporter. Daily Checkup and other news segments and special reports.


Marty Miller, general sales manager, WBBN-TV New Haven, Conn., joins WJWB-TV Jacksonville, Fla., in same capacity.

Appointments at AMS Productions, Dallas: Robin Taviner joins as director, sales; Dietrich Volkland joins as director, marketing.

Marc Robertz, president/creative director, Really Cool Creative Inc., Baltimore, joins WJXH-TV Jacksonville, Fla., as director, marketing and on-air product.

Gary Ferrell, senior VP, finance/CFO, KCFTV-Los Angeles, adds senior VP, business development, to his responsibilities.

Cheryl Carson, acting news director, WGN-TV High Point, N.C., joins WTVT-TV Tampa, Fla., as VP, news.

Kim Dawson, weekend anchor/reporter, WKOW-TV Madison, Wis., joins KMNO-TV St. Louis as reporter.

Appointments at WFAA-TV Dallas: Holly Shannon named executive producer; Annette Smith named producer, 10 p.m. newscast; Carolyn Fessler, executive producer, named news director, KOTV-TV Tulsa, Okla. (A.H. Belo owns WFAA-TV and KOTV.)

Appointments at WBZ-TV Boston: Sean Mooney, anchor, WWOR-5 Secaucus, N.J., joins as co-anchor, News 4 New England at 5 p.m.; John Dougherty named New England special correspondent; Kevin Fitzpatrick, local sales manager, WABU-TV Boston, joins in same capacity; Ben Newman, local sales manager, named national sales manager.

Appointments at WTVO-TV Lexington, Ky.: Michael Fowler joins as marketing manager; Keith Combs, senior copy writer, marketing, named production manager; Jim Brady, director, engineer, Park Communications, joins as operations manager.

Michael Michell, research analyst, WNBC-TV New York, named research manager.

Appointments at Gray Communications Systems Inc., Knoxville, Tenn.: John Ray, president/GM, WJHG-TV Panama City, Fla., joins WRDW-TV Augusta, Ga., in same capacity; Terry Cole, VP/general sales manager, WRDW-TV, joins WJHG-TV as president/GM.

Caryn Brooks, executive producer, special projects, WJBK-TV Detroit, joins WSYM-TV Lansing, Mich., as news director.

Gary Zenkel, VP/executive assistant to the president, NBC Sports, New York, named senior VP, Olympics marketing and business development.

PROGRAMPING

Linda Cardoso, senior VP, entertainment division, Marketplace Media, joins Network Event Theater, Los Angeles, as senior VP, corporate marketing.

Matthew Borten, producer/director, Discovery Channel, Bethesda, Md., leaves to devote his time to Visions Unlimited Productions Inc., Gaithersburg, Md., a production company he formed 10 years ago.

Eileen Potrock, director, creative services, DLT Entertainment Ltd., New York, joins The itsy bitsy Entertainment Co. there as communications manager.

Tony Miraglia, executive VP, CBS Radio Sales, joins Allied Radio Partners, New York, as managing partner.

Lance Primis, president/COO, the New York Times Co., joins American Radio Systems Corp., Boston, as a member of the board.

Jeff Hedges, VP, sales and station manager, WWDC-FM Washington, joins CBS Radio as VP, sales, for nine CBS stations in Washington and Baltimore.

Appointments at KDRC(FM) Mesa, Ariz.: J. David Holmes, on-air host, KSFG(FM) Tucson, Ariz., joins as afternoon drive co-host; Tracy Lea, on-air personality, adds music director to her responsibilities.

Pat McMahon, director, operations.
KEZK-FM St. Louis, joins KKRW(FM) Houston as program director.

Earl Baer, general sales manager, KFWB(AM) Los Angeles, joins CBS Radio as director, business development, for eight CBS Los Angeles stations.

Ramona Rideout, VP, affiliate relations, and Tom Powell, VP, production, Radio Today, New York, named senior VPs.

Tony Palmisano, senior account executive, WEEI(AM) Boston, joins WBCN(FM) there as local sales manager.

Dave Morton, newscaster, WDAF(AM) Kansas City, Mo., named news director.

Appointments at Sci-Fi Channel. New York: Karen Reynolds, manager, media relations, named director; Sharon Levy, publicist, named senior publicist; Steve Albani, media relations coordinator, Madison Square Garden, joins as junior publicist.

Alex Henry, director, information services, William Morris Agency, joins Disney Channel, Burbank, Calif., as executive director, information services.

Timothy Munoz, managing director, consumer markets, Nynex Corp., joins Comcast Cable Communications, Philadelphia, as VP, relationship marketing.

Kim McQuilken, VP/GM, Cartoon Network Enterprises, adds VP, licensed promotions, Turner Broadcasting Sales Inc., Atlanta, to his responsibilities.

Appointments at Home & Garden Television, Knoxville, Tenn.: Carol Hicks, director, public relations, named VP, communications: Mariane Whittemore, manager, events marketing, named director; Lila Everett, VP, marketing, named senior VP, marketing and communications.

Brian Diamond, senior VP, MTV Networks, and Ed Levine, marketing advisor, join American Sports Classics, Woodbury, N.Y., as consultants.

Bob Kusbah, president, MoPo Productions, joins MTV, New York, as senior VP, production.

Daniel Yankelevits, director, business and legal affairs, New Line Cinema, Los Angeles, joins Home Box Office there as director, business affairs, West Coast.

Appointments at Turner Network Sales: Susanne Smith, marketing manager, Turner International Inc., named marketing manager, Central region; Wilson Milne joins as regional marketing manager, Southeast; Meg Valentine named local advertising sales and promotion manager, Southeast.

Lauri Gross, former director, communications, Discovery Networks, launches free-lance publicity business primarily serving television industry, based in Alexandria, Va.

Simon Pearce, group account director/client services director, D’Arcy Masius Benton & Bowles, Warsaw, Poland, joins St. Louis office as senior VP/group account director.

MULTIMEDIA

Timothy Sean Kelly, director, research, Banner Radio, joins Katz Millenium Marketing, New York, as director, marketing.

Appointments at Tam Communications, San Jose, Calif.: Susan O’Connor Fraser named president/CEO; Tam Fraser named chairman of the board in addition to producer/director, entertainment business unit; Connie Segreto, director, development, entertainment programming, named VP, entertainment business unit; Sandra Silva, art director/director, media development, named VP, creative services; Julie Easley, operations manager, named VP, finance and administration; Timothy George named director, production services; Marianne Lucchesi joins as director, corporate marketing.

ASSOCIATIONS/LAW FIRMS

Appointments at FCC’s Common Carrier Bureau, Washington, accounting and audits division: Mindy Ginsburg named deputy chief; Debora Dupont named assistant division chief, legal; Chuck Needy named assistant division chief, economics; Jeanine Poltroniere named chief, universal service; Andy Mulitz named chief, legal; Ken Ackerman named chief, audits; Jose Rodriguez named chief, accounting systems; Fati na Franklin named chief, competitive safeguards; Gary Siegel named deputy chief, competitive safeguards; Tom Power named chief, legal, competitive pricing division; Kent Nilsson named deputy division chief, network services; Ann Stevens named associate division chief and Melissa Newman named assistant division chief, policy division.

TECHNOLOGY

Efi Araz, CEO, Imedia Corporation, San Francisco, receives the Edwin Land Medal, a joint award from the Society of Imaging Science and Technology and the Optical Society of America, recognizing his achievements in image motion stabilization equipment and data processing procedures.

—Compiled by Denise Smith

E-mail: d.smith@b&c.ahlers.com
Tim Helfet has succeeded Keith Samples as CEO of Rysher Entertainment, the production-distribution company Samples founded in 1991. Samples, who sold the company to Cox Broadcasting in 1993, resigned last week, saying he wanted to concentrate on his work as a writer, director and producer. Samples has recently produced a number of theatricals for Rysher, including "Howard Stern’s Private Parts" and "The Evening Star," but Cox insiders discounted speculation that His departure was prompted by the film division's spotty performance. His resignation is not expected to affect the management of Rysher's TV arm, which has successfully expanded during the past two years from syndication into network prime time production. Helfet previously was president of Rysher.

With the Los Angeles Dodgers almost in hand, Rupert Murdoch reportedly is pursuing deals with other sports teams that could pave the way for Fox to buy a controlling interest in the Los Angeles Kings and the Los Angeles Lakers. The Los Angeles Times reported last week that Fox is pursuing a partnership with the Kings hockey team with the goal of gaining access to the Kings' option to buy a 30% stake in the Lakers. Fox officials declined comment on the report. Meanwhile, sources say News Corp.'s deal to buy the Dodgers for an estimated $350 million is "all but done" and could be announced early next month.

E.W. Scripps Co. and Paxson Communications Corp. both entered new television markets last week. Scripps is acquiring KENS-AM-TV San Antonio, Tex., as part of a deal with Harte-Hanks Communications. The purchase, which includes six newspapers and 25 non-daily publications, could reach $775 million, depending on how it is structured. Scripps already publishes daily newspapers in 16 markets and runs TVs in nine markets. Six of those TVs are ABC affiliates; KENS would be Scripps' first CBS affiliate. Meanwhile, Paxson added KTVC(DC) Cedar Rapids/Dubuque, Iowa, and WAOF(TV) Batavia/Buffalo, N.Y., to its portfolio of 36 TVs that the company owns or is buying or building. Both stations, sold by Anthony J. Fant for an undisclosed price, are dark. They eventually will air Paxson's inTV infomercial network. Charter Communications Inc. has blown out former Time Warner Inc. adviser Ed Abood in the $590 million auction of US West Media Group Inc.'s Minneapolis systems, sources familiar with the deal say. Abood's Alpine Capital was leading after the first round of bid-

Albert Murdoch denies charges, criticizes investigation

NBC and Madison Square Garden Network sportscaster Marv Albert emphatically denied charges that he sexually assaulted a Virginia woman, and criticized police for the investigation leading to his indictment.

Albert, 53, will continue to work the NBA playoffs for NBC while fighting the Arlington, Va., grand jury indictment, in which a 41-year-old Virginia woman, woman alleges that Albert repeatedly hit her and forced her to perform oral sex on him in an Arlington hotel in February.

Accompanied by his four children at a press conference late last week, Albert said: "No one, neither the police nor prosecutors, ever approached me or my representatives at any time before the allegations were made public on Tuesday. Nor was I heard from by the grand jury that indicted me. Had I spoken to the grand jurors, I would have told them what I'm telling you now. I'm innocent."

Albert is scheduled to be arraigned in Arlington Circuit Court tomorrow morning (May 27). Albert and his attorney's repeatedly questioned the tactics Arlington Police used in putting their case together.

An Arlington County police spokesperson said an attempt was made to contact Albert a week earlier and that investigators spent more than an adequate amount of time checking the woman's allegations and credibility.

After the indictment was made public, court records revealed that the woman had been arrested last year for making death threats against an ex-boyfriend. The woman also reportedly was accused in an Equal Employment Opportunity Commission complaint of physically harassing a fellow employee at a Washington hotel. —JS
Proposals designed to blunt the threat of major distributor defections from next year's NATPE convention will be considered by the association's two-day board meeting in Los Angeles this week.

Some of syndication's major players have questioned the need for the elaborate annual gathering, given consolidation in the station community. Any decisions made at the May 29-30 meeting will be presented to distributors at a meeting June 3.

One of the biggest challenges is boosting attendance on the last day of the three-day exhibition. NATPE officials are said to be considering asking the Association of Local Television Stations (ALTV) and network affiliate groups to scale back meetings and events held in the days leading up to the exposition. The rationale, say sources, is that fewer distractions will encourage program buyers to get more business done on the trade show floor.

ALTV officials couldn't be reached for comment last week, but an ALTV representative said the group's 1998 meeting is set for Jan. 18-19, dovetailing with NATPE '98 on Jan. 19-22 in New Orleans. Other proposals expected to come before the NATPE board this week include opening the floor earlier than 10 a.m. and limiting the number of seminars and panel sessions scheduled during exhibition hours. Some distributors say they're also concerned about the sprawl on the convention floor, fueled by the increased participation by nonsyndication companies.

—CL

ding in April, but sources said Charter stepped in with a higher—and firmer—offer. Charter is backed by major institutional investor Kelso & Co., but the sources say US West executives were wary about how readily Aboodi could finance a deal.

Justice Antonin Scalia says he has changed his mind about allowing cameras into the Supreme Court. Scalia, a friend of C-SPAN Chairman Brian Lamb, says he originally favored the idea, but has since decided most people would likely watch only glimpses of court action rather than gavel-to-gavel coverage. Addressing communications lawyers last week, Scalia also voiced distaste for the idea of using trial coverage for entertainment.

Kathie Lee Gifford has re-signed with Buena Vista Television for another season as co-host of the popular syndicated morning show Live with Regis & Kathie Lee. Her co-host, Regis Philbin, recently re-upped with Buena Vista through 2000.

The NBC affiliates meeting in Phoenix was largely lovefest, with the exception of continuing talks over network program exclusivity. Talks on about issue took up a lot of time during closed business sessions, with little progress being made, sources say. The affiliates are still pressing for one-year exclusivity and the network is still balking—and looking to create as many loopholes and exceptions as it can for whatever agreement it finally comes to. CBS executives say they plan to present a proposal at their meeting with affiliates this week in Los Angeles that will offer one-year exclusivity for much of the network's programming. Talks on the issue with ABC have been shelved until Preston Padden officially signs on as the network's new president, expected this week.

Still unhappy with Sinclair Broadcast Group Inc.'s explanation for why it should own two TV stations in Indianapolis and have ties to a third, the FCC has called for an evidentiary hearing. Despite chances for Sinclair to respond to an FCC query, "the [ownership] applications still appear inconsistent with the commission's cross-interest policy," a May 7 letter says.

Rod Calarco, formerly executive VP of Westwood One Radio Networks, was named VP of sales for WorldSpace Management Corp. Washington-based WorldSpace is a satellite digital radio developer, slated to launch its first bird in mid-1998.

The number of duopoly-owned radio stations jumped by 47% in 1996 over the previous year, according to a survey of radio ownership by BIA Publications. It reports that 2,439 stations were in duopolies at the end of 1996 compared with 1,660 a year earlier. Also, at least 50% of radio stations in 91 markets were duopoly-owned in 1996, a large jump from 28 in 1995.

"The boss told me I'm doing such a good job he named May 'Sweeps Month' in my honor!"
Editorials
COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

The penultimate coup

The fallout from last week's reorganization of CBS will take a while to settle, but it looks to us as though Mel Karmazin has emerged as the man of the hour. Already the largest individual stockholder, his primacy in the corporation was confirmed by last week's events. As we read it, Karmazin's displeasure with the nonperformance of the owned TV stations triggered the changes. There's no longer any question about who will have his way with that group. As of Friday the stock was up two points, which is hardly a vote of confidence for the old management. One wonders what the market will say when Karmazin goes for broke. Or rich.

Lessons of the fall

If we had any doubts that criticism of TV coming out of Washington often had more to do with knee-jerking and posturing than thoughtful criticism, the comments of Senator Joseph Lieberman (B&C, May 19) erased them.

The senator was upset that NBC had the audacity to program its own new fall schedule, even after the warning from Congress that networks should think twice before scheduling anything in the so-called family hour that didn't feature puppies and happy endings. Pointing to the move of Men Behaving Badly to Sunday at 8 p.m. next fall, Lieberman said the network "continues to put profits ahead of what's best for the country." The relative merits of the show aside, what Lieberman is saying is that NBC continues to program to its audience rather than cater to Washington's idea of what it should be watching. Lieberman goes on to decry the scheduling of the show opposite Touched by an Angel. The whole point of that scheduling is the assumption that not everyone likes or wants to watch, or should have to watch, the same kind of show.

To their credit, the networks appear not to have been bullied into a de facto family hour. Their new schedules from 8 to 9 are geared to a variety of tastes, including those favoring more "family friendly" fare.

Let's let broadcasters worry about programming to their audience and let Congress worry about balancing the budget. Now, that would be family friendly.

Clear day on Capitol Hill

The news hasn't been all bad from the Hill lately. The Senate last week approved a budget resolution that advises the government to spend less if the auction of returned analog spectrum yields less than anticipated. There are two good things working here. One is that Congress recognizes that such estimates are most likely unreliable. More important is the suggestion that government ought to live within its means rather than penalize broadcasters (through some kind of digital spectrum fee) for the shortcomings of government prognosticators. Unfortunately, the resolution is not binding, but it ought to be.

Toward meritocracy

It is a tribute to the strides that women have made in this industry that the fact that women now run the top three Fox O&Os (B&C, May 19) came with little in-house fanfare. Maybe it shouldn't have come as any surprise since, according to the FCC's Equal Employment Opportunity Trend Report, women occupy more than a third of all management positions at TV stations (defined as the top four jobs). "The great thing about television," says Carole Black, GM of NBC's Los Angeles O&O, "is the only thing that really matters is how talented you are." It's the only thing that should matter anywhere.
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
THE RIGHT VIDEO MANAGEMENT COMPANY MAKES EVERY SECOND COUNT.

And every dollar, franc, pound, or peso too! That’s why you need a company that offers more than just shrink-wrapped software and board sets. One that has an ongoing history of customer satisfaction and field-proven system solutions. A company like Odetics Broadcast. We understand your station automation needs and have systems to meet those requirements. Like SpotBank, a complete on-air automation system that provides smart management of video server storage.

SpotBank is a flexible system that supports multiple on-air channels. And SpotBank uses RAID servers for maximum data protection, so you can count on every spot.

To assure a smooth transition, Odetics includes system installation, training and round-the-clock customer support. Clearly, the SpotBank family makes every second count.

Odetics SpotBank™ family, a plug and play automation solution. The SpotBank family of format-independent disk-based disk automation systems covers all your on-air needs. From single-channel MicroSpot™ to multichannel SpotBank configurations, the SpotBank family includes a configuration that will meet your on-air requirements. SpotBank systems can be expanded to control up to 24 external devices including a variety of VTRs, routing switchers and master control switcher. SpotBank is compact, affordable, field-proven and available today.

The Automated Storage Management Company
USA Tel (714) 774-2200 EUROPE Tel +44 (0) 118 927-4600 ASIA Tel +65 324-0636
WWW http://www.odetics.com/ E-mail broadcast_sales@odetics.com

© ODETECS, INC 1996 11/97
www.americanradiohistory.com