The feel good button.

It's that moment of truth, isn't it? Hitting the "Air" button and knowing that everything is working perfectly. For more than fifty years that feeling of confidence has been our ultimate criterion. Whether you're using our switchers, routers, file servers, or any of our products, in fact, you always know you've got the best.

Now there's a new reason to feel good: The Grass Valley® M-2100 Master Control system. Digital Multi-panel. Multi-channel. The M-2100 is the focus of a true revolution in broadcast systems. You now have integrated SqueezeBack™ effects, Profile™ clip stacking, extensive keying capability and flexibility, and seamless interface with other broadcast equipment. It will take your operations into a level of efficiency you never thought possible.

For more information about master control and all of our broadcast solutions, call:

1-888-TEK-VIDEO dept. 603
www.tek.com/VND

Let's talk master control.
**NBC is lone holdout in ratings revision** Other major broadcast and cable networks are ready to augment the age-based ratings system by attaching content warnings, but NBC refuses to go along. / 6

**ABC, affiliates find common ground** ABC’s meeting with its affiliates was described as “somewhere between a bloodbath and a love fest”—not bad, given the network’s programming troubles. ABC did give in to certain affiliate concerns, and agreed to kill a promotional spot that said, tongue-in-cheek, “books are overrated.” / 12

**Upfront sales hit $6 billion** The broadcast TV networks have completed their third consecutive record upfront sales season, reaching $6 billion for the first time. / 14

**Promotion’s state of the art** TV marketers gathered in Chicago last week to plot strategies for allocating at least $500 million worth of advertising and promotion for syndicated programs premiering and returning this summer and fall. / 17

**TCI Looks to buy 30%-plus of Cablevision** Cablevision Systems Corp. is negotiating to sell a 30%-35% equity stake in the company to TCI in exchange for the Denver-based operator’s lucrative suburban New York operation. / 18

---

**CABLE / 41**

**Good times, bad times for DBS** DBS has endured failed mergers, partnership shifts, bankruptcies and general turmoil while still maintaining solid, on-target growth. / 41

**Viacom orders Blockbuster boss from Taco Bell** In an effort to revive Blockbuster Entertainment, Viacom Inc. is bringing in retailing veteran John F. Antico, president/CEO of Taco Bell Corp., to become chairman/CEO of the ailing video rental chain. / 44

**TECHNOLOGY / 48**

**GI develops telco gateway** General Instrument’s Next Level Communications subsidiary has developed a new interface product that will allow telco customers to receive video, telephony and data through one box. / 48

---

**Telematica / 52**

**CNN, Oracle team for custom news** CNN launched personalized online news service CNN Custom News in cooperation with Oracle Corp. last week, permitting PC users to customize news content accessed from more than 300 categories. / 53

---

**Must Reading from Broadcasting and Cable**

June 9, 1997
Fox Kids' Saturday mornings scare the competition, too.

#1 Reach – 3+ million more kids & teens than the closest competitor
#1 Ratings – K2-11, K6-11, P6-17
#1 Line-up – 4 of the top 4 shows
#1 Show – Goosebumps®
#1 New Show – Eerie, Indiana™
#1 Emmy Award Winning Animated Show – Life With Louie™
NBC hanging tough

NBC is lone holdout on plans to add content labels to icons

By Paige Albinia

WASHINGTON

The threat that broadcasters and cable would cave in to congressional pressure to add content warnings to the controversial five-month-old TV ratings system enveloped both industries last week, with NBC the only apparent holdout.

All the other networks, along with the National Association of Broadcasters and the National Cable Television Association, were reported to be leaning toward adding SVL (sex, violence and language) notifications to the age-based ratings now on the nation’s TV screens.

The near unanimity reported back-stage had not yet reached daylight. “We have made no decision,” said NAB President Eddie Fritts. “If we do, it will be largely at the behest of the networks and the stations.” NCTA President Decker Anstrom would say only: “We’re making progress.”

Congress, parent-child advocacy groups and now NBC’s industry peers want NBC to agree. But for now, the network is standing firm.

“We are not prepared to go along with S.V and L... They are misleading [designations] and lead to indiscriminate blocking and censorship,” says one NBC executive.

There’s been no official discussion among the affiliates about NBC’s stance on the latest ratings issue, said affiliate head Douglas Adams of KXAS-TV Fort Worth, but “I share the network’s concerns about the increasing regulation over content from Washington. I think it’s a very dangerous thing for our country as well as for the industry. I’m always concerned when people in Washington want to begin exerting control over content.”

The proposal would also add non-industry participants to the ratings oversight board and would increase the size of the on-screen rating symbols, according to one industry source.

Lawmakers who support content rat-

McCain: “We will uphold our end of the bargain. We will give them time.”

ings are using the threat of legislation to motivate broadcasters. That threat was delivered at least tacitly at a meeting last Wednesday between key lawmakers and representatives of Time Warner and the four broadcast networks in the offices of Senate Commerce Committee Chairman John McCain (R-Ariz.). Also in attendance: Senator Dan Coats (R-Ind.), House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) and Representative Edward Markey (D-Mass.).

Two pieces of legislation are ready for action in the Senate. Senator Ernest Hollings (D-S.C.) has sponsored a bill that restricts violent programing to late-night hours. It passed the Senate Commerce Committee 19-1 and awaits floor action. Markey has a companion piece ready in the House.

A Hollings aide said earlier in the week that the senator would try to attach his measure to a fast-moving piece of legislation if he couldn’t get it on the floor as a stand-alone bill. But McCain shot down that notion, saying that Senate leadership, including Senate Majority Leader Trent Lott (R-Miss.), would not support any movement on the legislation while talks with broadcasters were continuing.

Nonetheless, Markey said, “Hollings’s proposal has sharply focused the attention of the entire industry.”

Another bill, sponsored by Coats, would force broadcasters that do not adopt a satisfactory content-based system to relinquish their spectrum. Coats’s bill is scheduled for markup in the Commerce Committee on June 18, two days before an FCC hearing on TV ratings.

“We don’t want to legislate, but we are prepared to legislate,” Coats said after Wednesday’s meeting.

The lawmakers indicated they wanted consensus on the revamped TV ratings system by next week. But if consensus means NBC, the industry may miss the deadline.

“[Legislators] asked [last Wednesday] if they could say that everyone has agreed to go with content-based ratings systems,” an NBC source said. “[We said] ‘absolutely not.’ We will end up going to the meetings that we are invited to, but in terms of the company’s position, we are not moving.”

Others believe the network will give in to mounting pressure as the deal’s deadline nears. “I don’t think General Electric can afford for its network to be the only holdout, the renegade network that is unwilling to be parent-friendly. GE is supposed to be parent-friendly—what is NBC doing?” asked Jeff Chester, executive director of the Center for Media Education.

The TV ratings were created to facilitate use of so-called V-chip technology, which was mandated by the Telecommunications Act of 1996. Once installed in TV sets, the V-chip will permit parents to block out programing based on whatever ratings system or systems the broadcasters and cable net-
top of the Week

Parents don’t understand, study concludes

While 70% of parents say they are aware of the five-month-old TV ratings system, only about 35% use it to guide their children’s viewing, according to a new survey by the Annenberg Public Policy Center of the University of Pennsylvania.

The center is releasing the survey results and four reports today (June 9) in Washington at Annenberg's Second Annual Conference on Children and Television.

Parents may not use the ratings system because they don’t understand it, Annenberg concludes. Of the survey of 1,228 parents, only 5.9% could correctly define “TV-14” when given a list of options from which to choose. Their children knew better. Some 6.4% of the 297 kids who were polled knew that TV-14 means “parents strongly cautioned.”

Another Annenberg report addressed the way that local broadcasters will implement the FCC’s new educational-TV regulations. Network O&Os and affiliates will cut back slightly on the amount of airtime they devote to educational programming, from 3.6 hours per week to 3.2. “Weblet” affiliates, "who have a greater interest in maintaining a child audience,” plan to slightly increase that time, from 4.2 hours to five, the report says.

Interviews with employes of 28 stations of all kinds across the country revealed that with more networks planning to supply three hours of educational programming a week, the locals would cancel their existing locally produced or syndicated programs.

Respondents in the open-ended interviews added that they no longer have an incentive to provide educational shows beyond three hours. —EAR

Planned obsolescence

House Dems want TV sets to carry labels warning that their days may be numbered

By Paige Albiniak
WASHINGTON

House Democrats are pushing legislation that would require TV sets and VCRs to be equipped to receive digital TV after 2001 and that would mandate labels on new analog NTSC equipment warning that it will become obsolete after 2006.

The legislation comes in response to the federal budget package, which is counting on $26.3 billion from the auction of the analog broadcast spectrum in 2001.

The budget would require winning bidders to pay immediately after the auction, but would not allow them to take possession of the spectrum until more than 95% of the people in a market could receive digital TV signals. Democrats say the provision could keep winners from receiving their spectrum far past the planned 2006 conversion date.

Leading the effort for a DTV reception requirement and warning labels were Representative John Dingell (D-Mich.) and Representative Edward Markey (D-Mass.). They oppose using spectrum auctions to meet budget goals, but want a solid give-back date if auction revenue remains in the budget. They also argue that extending the give-back deadline would devalue the spectrum.

“This budget-driven proposal is pure fantasy,” says Representative Markey (D-Mass.), ranking member on the subcommittee.

“If we are serious about a 2007 spectrum return, then we ought to take steps to accelerate acceptance for digital television in the consumer market,” says one Democratic House staffer.

Republicans believe the Democrats’ goal is not to protect consumers, but to keep spectrum revenue out of the budget.

Markey plans to open another attack Tuesday by introducing legislation that would require shortfalls from spectrum auctions to be made up by increases in capital gains taxes.

“There’s not one member of that committee who believes spectrum auctions will raise $26.3 billion,” says one Hill staffer. “Congress is going to have to do one of two things: take it out of taxes or take it out of programs such as Medicare and Medicaid.”

Support for the Democrats' point of view is strong enough that House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) last Thursday postponed subcommittee action on the broadcast-related part of the budget.

Tauzin remains unsure of Republican support, says aide Ken Johnson. If Tauzin doesn’t have the votes when subcommittee members reconvene on Tuesday, he may move the legislation to full committee Wednesday.

Tauzin tried to assuage Democrats by proposing a measure that would throw out spectrum auctions that failed to bring in at least two-thirds of minimum revenue called for by the Congressional Budget Office.

The legislation also would give the FCC expanded authority to decide when spectrum auctions should be held and for what portion of spectrum. Dingell would also give the commission authority to set minimum limits on auction revenue.

Top of the Week

Parents don’t understand, study concludes

While 70% of parents say they are aware of the five-month-old TV ratings system, only about 35% use it to guide their children’s viewing, according to a new survey by the Annenberg Public Policy Center of the University of Pennsylvania.

The center is releasing the survey results and four reports today (June 9) in Washington at Annenberg's Second Annual Conference on Children and Television.

Parents may not use the ratings system because they don’t understand it, Annenberg concludes. Of the survey of 1,228 parents, only 5.9% could correctly define “TV-14” when given a list of options from which to choose. Their children knew better. Some 6.4% of the 297 kids who were polled knew that TV-14 means “parents strongly cautioned.”

Another Annenberg report addressed the way that local broadcasters will implement the FCC’s new educational-TV regulations. Network O&Os and affiliates will cut back slightly on the amount of airtime they devote to educational programming, from 3.6 hours per week to 3.2. “Weblet” affiliates, "who have a greater interest in maintaining a child audience,” plan to slightly increase that time, from 4.2 hours to five, the report says.

Interviews with employes of 28 stations of all kinds across the country revealed that with more networks planning to supply three hours of educational programming a week, the locals would cancel their existing locally produced or syndicated programs.

Respondents in the open-ended interviews added that they no longer have an incentive to provide educational shows beyond three hours. —EAR

Planned obsolescence

House Dems want TV sets to carry labels warning that their days may be numbered

By Paige Albiniak
WASHINGTON

House Democrats are pushing legislation that would require TV sets and VCRs to be equipped to receive digital TV after 2001 and that would mandate labels on new analog NTSC equipment warning that it will become obsolete after 2006.

The legislation comes in response to the federal budget package, which is counting on $26.3 billion from the auction of the analog broadcast spectrum in 2001.

The budget would require winning bidders to pay immediately after the auction, but would not allow them to take possession of the spectrum until more than 95% of the people in a market could receive digital TV signals. Democrats say the provision could keep winners from receiving their spectrum far past the planned 2006 conversion date.

Leading the effort for a DTV reception requirement and warning labels were Representative John Dingell (D-Mich.) and Representative Edward Markey (D-Mass.). They oppose using spectrum auctions to meet budget goals, but want a solid give-back date if auction revenue remains in the budget. They also argue that extending the give-back deadline would devalue the spectrum.

“This budget-driven proposal is pure fantasy,” says Representative Edward Markey (D-Mass.), ranking member on the subcommittee.

“If we are serious about a 2007 spectrum return, then we ought to take steps to accelerate acceptance for digital television in the consumer market,” says one Democratic House staffer.

Republicans believe the Democrats’ goal is not to protect consumers, but to keep spectrum revenue out of the budget.

Markey plans to open another attack Tuesday by introducing legislation that would require shortfalls from spectrum auctions to be made up by increases in capital gains taxes.

“There’s not one member of that committee who believes spectrum auctions will raise $26.3 billion,” says one Hill staffer. “Congress is going to have to do one of two things: take it out of taxes or take it out of programs such as Medicare and Medicaid.”

Support for the Democrats’ point of view is strong enough that House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) last Thursday postponed subcommittee action on the broadcast-related part of the budget.

Tauzin remains unsure of Republican support, says aide Ken Johnson. If Tauzin doesn’t have the votes when subcommittee members reconvene on Tuesday, he may move the legislation to full committee Wednesday.

Tauzin tried to assuage Democrats by proposing a measure that would throw out spectrum auctions that failed to bring in at least two-thirds of minimum revenue called for by the Congressional Budget Office.

The legislation also would give the FCC expanded authority to decide when spectrum auctions should be held and for what portion of spectrum. Dingell would also give the commission authority to set minimum limits on auction revenue.

Top of the Week

Parents don’t understand, study concludes

While 70% of parents say they are aware of the five-month-old TV ratings system, only about 35% use it to guide their children’s viewing, according to a new survey by the Annenberg Public Policy Center of the University of Pennsylvania.

The center is releasing the survey results and four reports today (June 9) in Washington at Annenberg's Second Annual Conference on Children and Television.

Parents may not use the ratings system because they don’t understand it, Annenberg concludes. Of the survey of 1,228 parents, only 5.9% could correctly define “TV-14” when given a list of options from which to choose. Their children knew better. Some 6.4% of the 297 kids who were polled knew that TV-14 means “parents strongly cautioned.”

Another Annenberg report addressed the way that local broadcasters will implement the FCC’s new educational-TV regulations. Network O&Os and affiliates will cut back slightly on the amount of airtime they devote to educational programming, from 3.6 hours per week to 3.2. “Weblet” affiliates, "who have a greater interest in maintaining a child audience,” plan to slightly increase that time, from 4.2 hours to five, the report says.

Interviews with employes of 28 stations of all kinds across the country revealed that with more networks planning to supply three hours of educational programming a week, the locals would cancel their existing locally produced or syndicated programs.

Respondents in the open-ended interviews added that they no longer have an incentive to provide educational shows beyond three hours. —EAR

Planned obsolescence

House Dems want TV sets to carry labels warning that their days may be numbered

By Paige Albiniak
WASHINGTON

House Democrats are pushing legislation that would require TV sets and VCRs to be equipped to receive digital TV after 2001 and that would mandate labels on new analog NTSC equipment warning that it will become obsolete after 2006.

The legislation comes in response to the federal budget package, which is counting on $26.3 billion from the auction of the analog broadcast spectrum in 2001.

The budget would require winning bidders to pay immediately after the auction, but would not allow them to take possession of the spectrum until more than 95% of the people in a market could receive digital TV signals. Democrats say the provision could keep winners from receiving their spectrum far past the planned 2006 conversion date.

Leading the effort for a DTV reception requirement and warning labels were Representative John Dingell (D-Mich.) and Representative Edward Markey (D-Mass.). They oppose using spectrum auctions to meet budget goals, but want a solid give-back date if auction revenue remains in the budget. They also argue that extending the give-back deadline would devalue the spectrum.

“This budget-driven proposal is pure fantasy,” says Representative Edward Markey (D-Mass.), ranking member on the subcommittee.

“If we are serious about a 2007 spectrum return, then we ought to take steps to accelerate acceptance for digital television in the consumer market,” says one Democratic House staffer.

Republicans believe the Democrats’ goal is not to protect consumers, but to keep spectrum revenue out of the budget.

Markey plans to open another attack Tuesday by introducing legislation that would require shortfalls from spectrum auctions to be made up by increases in capital gains taxes.

“There’s not one member of that committee who believes spectrum auctions will raise $26.3 billion,” says one Hill staffer. “Congress is going to have to do one of two things: take it out of taxes or take it out of programs such as Medicare and Medicaid.”

Support for the Democrats’ point of view is strong enough that House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) last Thursday postponed subcommittee action on the broadcast-related part of the budget.

Tauzin remains unsure of Republican support, says aide Ken Johnson. If Tauzin doesn’t have the votes when subcommittee members reconvene on Tuesday, he may move the legislation to full committee Wednesday.

Tauzin tried to assuage Democrats by proposing a measure that would throw out spectrum auctions that failed to bring in at least two-thirds of minimum revenue called for by the Congressional Budget Office.

The legislation also would give the FCC expanded authority to decide when spectrum auctions should be held and for what portion of spectrum. Dingell would also give the commission authority to set minimum limits on auction revenue.
American Journal
WFAA
Dallas 3:30 PM
6.9
Rosie
Jenny
4.3
5.1

American Journal
KING
Seattle 7:30 PM
6.9
Extra
Simpsons
3.9
5.2

American Journal
WFLA
Tampa 7:30 PM
8.3
Access Hwd
Simpsons
4.2
4.6

American Journal
WSOC
Charlotte 12:00 AM
4.0
Tonight
Letterman
2.1
3.1

American Journal
WTMJ
Milwaukee 3:00 PM
5.6
Date/Newly
Jenny
2.0
4.1

American Journal
KMOL
San Antonio 4:30 PM
6.2
Family Matters
Full House
2.7
4.3

www.americanradiohistory.com
WINNING ALISM...

3.8 American Journal WPLG
2.9 Tonight
2.9 Miami 12:00 AM

5.5 American Journal KTVK
3.5 Ricki
3.5 Phoenix 4:30 PM

9.6 American Journal KMOV
4.7 Simpsons
4.7 St. Louis 6:30 PM

5.5 American Journal WPEC
2.2 Blossom
2.2 W. Palm Beach 4:30 PM
...TIME FOR LEADER...

<table>
<thead>
<tr>
<th>City</th>
<th>Time</th>
<th>Program</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago</td>
<td>3:00 PM</td>
<td>Inside Edition</td>
<td>WLS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Rosie</td>
<td></td>
</tr>
<tr>
<td>Boston</td>
<td>7:00 PM</td>
<td>Inside Edition</td>
<td>WCIV</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Home Imp</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Seinfeld</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Simpsons</td>
<td></td>
</tr>
<tr>
<td>Dallas</td>
<td>6:30 PM</td>
<td>Inside Edition</td>
<td>KKAS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Seinfeld</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Simpsons</td>
<td></td>
</tr>
<tr>
<td>Baltimore</td>
<td>7:00 PM</td>
<td>Inside Edition</td>
<td>WBAL</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Home Imp</td>
<td></td>
</tr>
<tr>
<td>Hartford</td>
<td>7:00 PM</td>
<td>Inside Edition</td>
<td>WFSB</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ent Tonight</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Home Imp</td>
<td></td>
</tr>
<tr>
<td>Charlotte</td>
<td>7:00 PM</td>
<td>Inside Edition</td>
<td>WWOR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Home Imp</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Access NW</td>
<td></td>
</tr>
<tr>
<td>San Antonio</td>
<td>10:30 PM</td>
<td>Inside Edition</td>
<td>KSAT</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Seinfeld</td>
<td></td>
</tr>
<tr>
<td>New Orleans</td>
<td>4:00 PM</td>
<td>Inside Edition</td>
<td>WWL</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Seinfeld</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Family Matters</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sally</td>
<td></td>
</tr>
<tr>
<td>W. Palm Beach</td>
<td>4:00 PM</td>
<td>Inside Edition</td>
<td>WPAC</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Montel</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cheers</td>
<td></td>
</tr>
</tbody>
</table>

www.americanradiohistory.com
PERIODSHIP!

Inside Edition
WFLL
5.0
Home Imp
Tampa 7:00 PM

Inside Edition
KTVX
6.1
The Magic Far
Phoenix 4:00 PM

Inside Edition
KMBV
3.2
Ricki
St. Louis 3:00 PM

Inside Edition
KMBC
8.1
3.9
Ent Tonight
Kansas City 6:30 PM

Inside Edition
KTVX
5.5
5.4
Wonder Years
St. Louis 3:00 PM

Inside Edition
KMBV
4.9
2.7
Ricki
St. Louis 3:00 PM

Source: WRAP Nielson Metered Market Reports - DMA HH Rating

©1997 King World. All Rights Reserved.

PRODUCED & DISTRIBUTED BY
KING WORLD

www.americanradiohistory.com
ABC affiliates meeting: ‘Bloodbath and love fest’

Image campaign stirs controversy; network to foot bill for decoders, which would have cost each station $150,000

By Steve McClellan

ORLANDO

For the second year in a row, ABC managed to charm its way out what could have been a confrontational meeting with its affiliates, given the network’s programming troubles.

“It was probably somewhere between a bloodbath and a love fest,” quipped Ed Aiken, general manager, KSTP-TV Minneapolis.

The network did throw the affiliates one large bone last week. It agreed to pay for decoders that affiliates will need to receive ABC digital TV feeds. The price tag is estimated to be nearly $30 million, according to Preston Davis, president of broadcast operations and engineering, ABC.

The average per-station cost of digital decoders will be around $150,000, Davis said. The network has issued a request for proposals by manufacturers. Affiliates would have to choose the decoder designed by the winning bidder to qualify for the reimbursement, to be paid over five years.

Newly appointed ABC Network Television President Preston Padden said that he and Davis will work hard during the summer to come up with, if not a plan, “at least a collection of thoughts” on how to proceed with digital TV implementation, and then begin a dialogue with affiliates.

Most affiliates seemed content to give of ABC Entertainment President Jamie Tarses’ first development season a chance to work in the fall before complaining.

David Barrett, the Hearst Broadcasting executive who succeeded Cox’s Andy Fisher as chairman of the ABC affiliate advisory board last week, said he came away believing “there’s a renewed emphasis on product and creativity” at ABC.

The network and its affiliates avoided one sore point when they decided to postpone action on program exclusivity. Affiliates of all the networks are concerned about network talent and programming showing up on network-owned cable services.

Padden and company president Robert Iger will jointly spearhead the exclusivity issue for ABC and will try to come with a plan in the next 30 to 60 days, officials said. Padden promised...
CONGRATULATIONS
DAYTIME EMMY WINNERS!

THE OPRAH WINFREY SHOW

OUTSTANDING TALK SHOW
DIANNE ATKINSON HUDSON, EXECUTIVE PRODUCER
OPRAH WINFREY, SUPERVISING PRODUCER
ALICE MCGEE, SUPERVISING SENIOR PRODUCER
ELLEN RAKIETEN, SUPERVISING SENIOR PRODUCER
LEGRANDE GREEN, SUPERVISING SENIOR PRODUCER
DANA NEWTON, SUPERVISING SENIOR PRODUCER
DAVID BOUL, SENIOR PRODUCER
KATY MURPHY DAVIS, PRODUCER
ANGIE KRAUS, PRODUCER

OUTSTANDING DIRECTING IN A TALK SHOW
DUKE STRUCF, DIRECTOR

OUTSTANDING GRAPHICS AND TITLE DESIGN
THALIA KALO DI MOS, TITLE DESIGNER
HARRIET SEITLER, TITLE DESIGNER
SUZANNE KILEY, TITLE DESIGNER

OUTSTANDING HAIRSTYLING
ANDRE WALKER, HAIRSTYLIST

OUTSTANDING MULTIPLE CAMERA EDITING
MICHAEL MABBOT, EDITOR
JOHN STROLA, EDITOR
JOSEPH PUGLISE, EDITOR

KING WORLD
© 1997 King World. All Rights Reserved.

www.americanradiohistory.com
Upfront sales hit $6 billion
TV networks show good gains over last year’s market

By Steve McCiellan

ORLANDO

The broadcast TV networks have completed their third consecutive record upfront sales season, reaching $6 billion for the first time. Sales executives credited the continuing strong economy and the fact that the four networks are still the only TV vehicle that reaches virtually all homes.

The car, movie, packaged goods, retail and fast-food categories are all said to be strong, with increased spending over last year.

The most expensive show on television is NBC’s Seinfeld, which agency executives estimate costs about $600,000 per 30-second spot. The most sought-after new shows, they say, include the Gregory Hines and Kirstie Alley sitcoms on NBC, Dawson’s Creek on The WB and Dharma & Greg on ABC.

On the flip side, NBC’s Thursday night newcomer, Union Square, is said to be “universally despised,” as one buyer put it, but advertisers bought it anyway, betting that its replacement show will deliver solid ratings.

NBC once again had the biggest share of the market, raking in about $2.1 billion, up from a little over $2 billion last year. The network also set the pace in cost-per-thousand (CPM) gains: 13%-16%. “Network television is the single most valuable marketing tool,” says Larry Hoffner, head of network sales for NBC, to explain the strength of the market.

Hoffner says NBC sold roughly 77% of its inventory and thus is well positioned to capitalize on what he thinks will be a strong upfront market as well: “It was OK this year, and I don’t see anything on the horizon to indicate a weakening economy.” Scatter sales may add another $700 million to the network coffers next season, executives say.

ABC pulled in the second-biggest piece of the pie, with $1.6 billion in upfront commitments. “That’s slightly up from last year, which is a miracle, given our 12 percent ratings shortfall,” says Marvin Goldsmith, head of sales for ABC.

Goldsmith says ABC sold about 85% of its inventory at CPM rates that were up 7%-9%: “We are very happy and, really, all four networks have good reason to be proud of what they accomplished these past two weeks.”

CBS did about $1.25 billion in business, up from $1.18 billion. The upfront sales do not include the Nagano Olympics, which already have generated $500 million. CBS sales chief Joe Abruzzese says that figure will climb to $550 million by the time the games begin in February.

Abruzzese was surprised that CBS generated $130 million in new business, just over 10% of its total take, from this upfront sales season. “That had less to do with sheer salesmanship and more to do with the shows that Les Moonves put on the schedule,” he says.

One of the hottest-selling new shows on the schedule, Abruzzese says, is Brooklyn South, the police drama from Steven Bochco. The opening episode has 15 minutes of some of the most violent footage ever produced for a TV series, but Abruzzese says buyers recognize the program’s overall quality: “ABC really laid the groundwork for acceptance of such shows with [Bochco’s] NYPD Blue.” In its first year on the air, Blue frequently aired with a lot of its inventory unsold. But advertisers came around after the show caught on with viewers.

Fox also showed strong gains, raking in $1.1 billion in commitments, up from about $960 million a year ago. “With all the firepower aimed at the networks by its competitors, the upfront results are a pretty good vote of confidence,” says Jon Nesvig, head of sales at Fox.

In the battle of the new networks, The WB garnered $150 million in upfront commitments, up from $100 million last year. Jed Petrick, head of sales, says the results reflect the network’s effort this year to “broaden out” its prime time schedule to draw not only teens but 18-34-year-olds in large numbers. Shows like Dawson’s Creek and Ocean Drive are designed to do that, he says, adding that the strategy enabled The WB to get a significant amount of car business that wasn’t there last year.

UPN—selling one hour less than rival WB—sold $135 million worth of inventory for three nights of programming, up nearly 20% from last year. The network won’t start selling the fourth night of programming, which is set to launch in 1998, until later. Roughly 50% of the buyers are new, says UPN, which also reported strong gains in the 18-34 demographic. It expects to retain 15%-20% for scatter sales.
CONGRATULATIONS
DAYTIME EMMY WINNERS!

WHEEL OF FORTUNE

OUTSTANDING GAME SHOW HOST
PAT SAJAK, Host

OUTSTANDING DIRECTING IN A
GAME/AUDIENCE PARTICIPATION SHOW
DICK CARSON, DIRECTOR

JEOPARDY!

OUTSTANDING SPECIAL CLASS WRITING

TERRENCE MCDONNELL, HEAD WRITER
STEVEN DORFMAN, WRITER
KATHY EASTERLING, WRITER
DEBBIE GRIFFIN, WRITER
JEFF PIERSON, WRITER
FREDERIK POHL IV, WRITER
STEVE TAMERIUS, WRITER
BILLY WISSE, WRITER
Hundt has not left the building

Outgoing chairman seeks FCC action on alcohol ads, political airtime and TV news

By Chris McConnell

WASHINGTON

Reed Hundt is not through with television yet. The outgoing FCC chairman last week pressed for government action on a series of TV fronts, including broadcast liquor advertising, free airtime for candidates and—in a new twist—TV news.

"Wouldn't we all be better off if broadcast news was a lot more like print journalism?" Hundt asked during a speech to the Museum of Television & Radio in New York.

Hundt noted that the broadcast business has few traditions along the lines of such print practices as ombudsmen and letters to the editor. "I wonder if we don't need now and in the digital future a stronger and more well-developed set of industry-led principles," he said, adding that the ethical issues "ought to be examined openly and candidly by government and by TV news as an industry."

Hundt also suggested stronger First Amendment protection for TV news. "Perhaps Congress or the FCC should hold hearings on the topic...to ensure that [journalists] go about their business without being chilled by the threat of litigation," Hundt said.

Barbara Cochran, president of the Radio-Television News Directors Association, welcomed the idea of new legal protection but objected to Hundt's assessment of TV journalism.

"Broadcast journalism is in no way a second-class form of journalism," Cochran said in a letter to Hundt. She added her group would oppose any government intervention into TV news.

Also objecting to proposed government initiatives last week was NAB President Eddie Fritts, who responded to Hundt's calls for free airtime. Hundt said he hopes the FCC soon will launch a notice of inquiry to explore public interest obligations of spectrum users.

He discussed the planned action after 30 House members urged the FCC to explore new broadcast public interest obligations.

Hundt applauded the letter and, in a later speech, said the FCC will begin action on the public interest issue this summer. "I very much hope that effective and creative stump-time proposals will emerge from this process," Hundt said.

"The FCC does not have the authority to mandate political time." Fritts responded.

Hundt also continued to press for FCC action on televised liquor advertising. The proposed inquiry invites comments on televised liquor ads and raises the prospect of employing V-chip-type technology to block the spots. FCC sources say, Hundt wants to issue the inquiry at the commission's June 19 meeting, although Commissioners Rachelle Chong and James Quello have opposed the action.

Last week, Hundt took aim at arguments that FCC action would run counter to the First Amendment. "That is offensive to the spirit of the First Amendment," Hundt said.

"I was highly offended by the Chairman's remarks," Chong said of the statement.

"He has a strange interpretation of the First Amendment," added Quello, who said the Federal Trade Commission is investigating the issue.

Quello maintained that an FCC inquiry would be a duplication of efforts. He has not yet decided whether to pull the inquiry from the FCC's agenda or to vote against it on June 19.

A Hundt aide, meanwhile, cited a letter from the U.S. Catholic Conference supporting the inquiry. "We thought they would pause before rejecting out of hand the wise counsel of the bishops of the Catholic church," the aide said.

FCC chairmanship watch

Kathleen Wallman and Bill Kennard continue to top the list of likely White House choices for the FCC helm, but Senate Democrats appear to be having none of it.

The senators are disenchanted with White House telecommunications policy, and sources say word of a possible SBC/AT&T merger has only heightened their objections to a possible Kennard/Wallman combo at the commission. (Kennard already has been nominated for an FCC seat.)

Senator Ernest Hollings (D-S.C.) continues to push Ralph Everett for the chairmanship, and some sources say his odds improved last week. But others doubt that Vice President Gore will cede the choice for chairman to the Senate.

One scenario: The White House picks Kennard for chairman and lets Senate Democrats pick a commissioner of their own—possibly the rural representative that many want. Sources say no such deal was on the table last week, however.

But many expect new names to surface as White House officials seek to avert a Senate standoff over the FCC package. Last week former congressman and Washington lawyer Dennis Eckart's name surfaced as a possible nominee, but Eckart says he isn't interested.

Back at the FCC, the question of Reed Hundt's post-commission career remains a mystery. One long-standing rumor—which Hundt has denied—is that Microsoft chief Bill Gates will hire him. After a Washington appearance last week, Gates was asked if the rumor is true.

Gates hemmed and hawed. How about yes, no or maybe? Again, much wincing and hesitation. OK, Mr. Gates: Have you talked to Reed Hundt? Clearly relieved, Gates replied, "I've talked to him, but not about that."

—CM, EAR
Promotion pitches its state of the art

By Cynthia Littleton, John Eggerton and Joe Schlosser

CHICAGO

TV marketers gathered in Chicago last week to plot strategies for allocating at least $500 million worth of advertising and promotion for syndicated programs premiering and returning this summer and fall.

It takes a brand to sell a brand—that was the message behind extensive cross-promotional campaigns outlined by distributors at the industry's annual marketing brainstorming session, the Promax International conference, June 4-7.

Columbia TriStar Television Distribution unveiled a wide-ranging alliance with Anheuser-Busch to promote the new late-night strip Vibe with everything from radio contests to live events. CTTD is mounting its largest-ever promotional blitz for a first-run strip for Vibe's debut in early August, studio officials said last week.

As a result, Vibe has become a priority for all Sony divisions. Upcoming Sony home video releases will carry Vibe trailers, as will selected Sony-distributed theatricals this summer, including the much-anticipated Will Smith/Tommy Lee Jones action-comedy "Men in Black."

All American Television is linking up with more than 750 Target stores nationwide to spread the word about the Sept. 8 debut of its talk show strip Artel & Fred with shopping spree giveaways and holiday-themed promotions throughout the season. Buena Vista Television has similar plans in the works with the Best Buy electronics chain for Honey, I Shrunk the Kids—The Series.

MCI has hitched its wagon to Tribune Entertainment's Gene Roddenberry's Earth: Final Conflict, promising to cross-promote the futuristic sci-fi drama with advertising for its cutting-edge communications services. Montgomery Ward, No Nonsense Pantyhose, Wellas Hair Products and a soon-to-be-announced U.S. automaker are on board for the off-network launch of Carsey-Werner Distribution's Grace Under Fire.

Worldvision Enterprises Pictionary is partnering with Universal Studios Florida for a watch-and-win contest that calls for Pictionary to tape a week of shows at the theme park.

Saban Entertainment put some high-power FCC-friendliness behind its promotional kickoff for The All-New Captain Kangaroo, complete with a videotaped endorsement from outgoing FCC Chairman Reed Hundt. Hundt said he is "delighted" with the return of the show, whose resurrection he attributed to the tight he and his staff led to approve the new three-hour weekly mandate for children's educational TV.

Noting that the original Captain Kangaroo's Mr. Green Jeans had been his favorite character, Hundt said he was looking forward to introducing the new show to his eight-year-old daughter. The new Kangaroo show will have product tie-ins with pillowcases, pajamas and backpacks; Saban also is in talks with King Features to have the new Captain, actor John McDonough, write a syndicated newspaper column.

No doubt Hundt would have been heartened by a new promotional trend evident at Promax this year. Public service spots are included in regular station press kits for several high-profile new series, including Eyemark Entertainment's Martha Stewart Living and Pensacola: Wings of Gold and CTTD's Vibe. Altruistic motives aside, marketers say PSAs are a great way to get more exposure, with a vehicle that reflects positively on station and show.

The Internet shows no signs of slowing down as the promotional vehicle of choice for many marketers. Martha Stewart is launching her first official Website (www.marthastewart.com) in conjunction with the expansion of her how-to show from a weekly to a strip.

Twentieth Television's new promo catchphrase for the Oct. 18 broadcast syndication launch of The X-Files is also the address for a Website set to surface in mid-August: www.its-happeningagain.com.

Warner Bros. is pulling out all the stops for the online component of its revival of The People's Court. The show will be carried live in many East Coast markets to allow the authors to take live calls, e-mail and fax queries and comments from viewers. The People's Court Website will be fully integrated with the show, offering users the chance to render judgments, offer opinions on past cases and hold live "chats" with other viewers.

In other Warner Bros.-related news from the convention, the studio announced that comedian Paula Poundstone will become a roving reporter—in more ways than one—for The Rosie O'Donnell Show this fall. As the show's special correspondent, Poundstone will travel from city to city in search of Americana and local color, offering field coverage of everything from chili cookoffs to folk music festivals. Poundstone also will be on the lookout for natural promotional tie-ins and stunts in markets where the show faces stiff competition.
TCI looks to buy 30% of Cablevision

By John M. Higgins and Price Colman

Aiming to surround New York City with copper and fiber, Cablevision Systems Corp. is negotiating to sell a 30%-35% equity stake in the company to Tele-Communications Inc. in exchange for the Denver-based operator’s lucrative suburban New York operation.

TCI would pick up 11 million–14 million shares of Cablevision’s stock, worth $365 million–$465 million at Friday’s prices. More important, TCI Chairman John Malone would be able to shift about $400 million in debt to Cablevision along with the properties, furthering his goal to cut TCI’s leverage from about six-times annual cash flow to less than five-times.

At the same time, Cablevision Chairman Charles Dolan would enhance his 1.7 million–subscriber concentration in the New York market, adding about 400,000 TCI customers in high-income parts of Westchester County, N.Y.; Connecticut, and northern New Jersey.


TCI and Cablevision would not comment.

The deal is one in a series of transactions TCI is negotiating with other operators to parcel out $7 billion worth of its systems. TCI President Leo Hindery believes the various transactions will put the systems in hands that might run them better and increase their value.

But just as important is the need to reduce debt. Hindery’s goal is to shed $4.5 billion in debt through these deals.

TCI last Friday announced a joint venture with Adelphia Cable Communications, in which the two operators would combine roughly 465,000 subscribers in upstate New York and Ohio.

Closed Circuit

WASHINGTON

MSTV has digital problems

Broadcasters are planning to ask the FCC to reconsider portions of its digital TV rules and channel assignments. The Association for Maximum Service Television says it has identified a series of interference and signal coverage snags. The group will not be asking the commission to scrap the allotment and assignment table it issued earlier this year, but will be citing several areas where technical fixes are necessary. The broadcasters plan to submit their request to the FCC on June 13.

DENVER

Cap crises?

TCI’s deal frenzy could push the company right through the FCC’s cap on cable ownership. With control of systems serving about 17.5 million subscribers, TCI already serves 27% of the country’s 65 million cable households, just below the 30% cap. But projected pooling of systems with other operators could push TCI past that limit. The MSO’s pending deal to swap systems for one-third of the 2.8 million–subscriber Cablevision Systems Corp., alone could blow the cap. Operators have successfully challenged the cap in court, but the feds are appealing the district court’s ruling.

WASHINGTON

For sale

News Corp. is hoping to find just one buyer for Heritage Media Corp.’s five TV and 24 radio stations. Barring that scenario, one buyer for each group, TV and radio, is the next acceptable option, says a source close to the deal(s). Look for a final decision in the next several weeks. Meanwhile, the FCC released documents describing News Corp.’s plans to put the stations in trust in anticipation of selling. William G. Evans was named trustee. Since it bought Heritage in March, News Corp. has said it will retain only Heritage’s in-store and direct-marketing companies.

DALLAS

Stem does Dallas

Dallas radio insiders say Howard Stern’s on-air rumination about possibly losing affiliate KGKL(FM) Dallas when his contract is up may be a negotiating tactic. One Dallas GM says Stern may be “maneuvering” for improvements in the contract he’s had with KGKL owner Sundusky Radio since 1992 and which is due to expire Sept. 7. Since January, KGKL has been operated by Nationwide Communications, a division of Nationwide Insurance, which plans to close on its option to purchase KGKL in coming months. Another radio insider says Nationwide may be prepared to drop Stern, despite his consistently strong morning drive ratings, because he “scares away” some local advertisers. Stern says if he is dropped by KGKL, he’ll likely lose his voice in Dallas. However, some are skeptical of that scenario, since CBS Radio, which employs Stern, also operates six radio stations in the market.

CHICAGO

It’s who you know

Working with sports icons has its privileges, as Twentieth Television chief Rick Jacobson discovered last week. During the Promax convention in his hometown of Chicago. Like many convention-goers, Jacobson, whose Fox division is launching a daytime strip with NFL legend Terry Bradshaw and a late-night vehicle with NBA great Earvin “Magic” Johnson, had no luck scoring a pair of tickets to the second game of the Chicago Bulls/Utah Jazz NBA finals last Wednesday. He appealed to Johnson for help. A few hours later, an envelope from NBA Commissioner David Stern was delivered to Jacobson’s hotel.

“Magic made a call,” said a beaming Jacobson shortly before he headed to the United Center to watch the Bulls beat the Jazz, 97-85.
TERRY SELLS MORE HOMES THAN ANYONE IN AMERICA.

90% SOLD

HOME TEAM
WITH TERRY BRADSHAW

And Every Home Has A Great View Of The Stars.

With Terry's years of broadcasting experience and Planet Hollywood's star status, Home Team with Terry Bradshaw is one property that station managers appreciate. Where else can you get all this plus food, fashion and fix-it tips under one roof. That's why 90% of the country has already made the move.

www.americanradiohistory.com
Publishers challenge common ownership bars

Print media seeks end to spin-off frenzy

By Chris McConnell
WASHINGTON

Gannett has sold a newspaper in Niagara Falls, N.Y., and a TV station in Cincinnati. Media General has unloaded its CBS affiliate in Richmond, Va. In Miami, Tribune is fighting an FCC order to sell either a newspaper or a TV station.

The publishers want the FCC to stop the spin-off frenzy. In recent weeks, they have stepped up their case at the FCC and in Congress to eliminate the rule barring common ownership of newspapers and broadcast properties.

"The notion that the newspaper is the dominant medium has been pretty watered down," says Tribune lobbyist Shaun Sheehan.

On Oct. 31, Sheehan's company will take aim at the rule in the U.S. Court of Appeals in Washington. Tribune hopes to convince the court it should be allowed to own both the Fort Lauderdale Sun-Sentinel and WTVJ (TV) Miami.

And the company is not alone in its crusade against the rule. More than 30 board members of the Newspaper Association of America have agreed to ask the FCC to eliminate the restriction. Knight-Ridder called for a review of the rule even as it opposed Tribune's bid to keep the Miami properties. Later this week, Gannett Chairman John Curley will discuss the restrictions during a Washington luncheon speech.

The industry's interest in the rule follows a string of media mergers that have forced companies to sell broadcast and newspaper properties in order to comply with the ownership rules.

"There's a sense of urgency," says John Sturm, president of the newspaper group. Sturm agrees that his group's interest in the rule stems in part from the headaches it has caused mega-media giants. He also cites an interest by some newspaper owners in buying TV stations in the markets where they publish.

"There are some efficiencies that they can bring to the marketplace," he says. "If the opportunity existed, certainly we'd be interested," adds Media General Vice President Bob Pendergast.

Additionally, Sturm points to medium-size newspapers that are looking to diversity into radio.

"Newspapers ought to be back in the game," says Tim Kelly, publisher of the Knight-Ridder-owned Lexington Herald-Leader. Kelly cites radio consolidation in Lexington, Ky., as well as in Louisville, Ky., and Cincinnati. He says his newspaper should be allowed to load up on media properties along with the broadcasters.

"What's fair is fair," says Kelly. "It's just an outdated rule."

Early in 1996 the FCC looked like it might be willing to let the newspaper companies own local broadcast licenses. The commission had denied Disney's bid to own newspaper and radio properties in Michigan and Texas but said it planned to review the newspaper/broadcast crossownership rule soon.

"Our current strict prohibition on newspaper/broadcast crossownership...needs review and probably needs significant revision," FCC Chairman Reed Hundt said in February 1996.

The initiative received little support at the time, however. Broadcast industry views on the rule were mixed, and the issue soon faded from the commission's agenda. Last fall, the commission turned its attention to the crossownership rule, but proposed only modifying its policy for waiving the rule to allow for newspaper/radio combinations.

While FCC interest in eliminating the rule has fizzled since early '96, newspaper industry interest in the rule has grown as companies have taken advantage of the loosened ownership rules enacted in the 1996 Telecommunications Act.

"For the most part, anybody could own anything," Sturm says of the act, adding that his group turned its attention to the newspaper/broadcast crossownership rule after Congress declined to eliminate it in the telecom act.

The newspaper group has focused its efforts on Congress as well as the commission. Earlier this year, Senator John McCain (R-Ariz.) introduced a bill to axe the restriction. Since then, the newspaper publishers have been pressing for a House version, which they hope to see from Representative Scott Klug (R-Wis.).

The push comes as others are opposing further relaxation of broadcast ownership rules. "The diverse universe is grossly overstated," says Gigi Sohn of the Media Access Project. FCC Commissioner Susan Ness — the only commissioner not headed for the exit — also has opposed allowing local TV/newspaper combinations.

Last week, the newspaper group received some support from a Media Institute report. Written by Media Institute Vice President Richard Kaplan, the report noted the growth of cable and other media outlets in arguing for elimination of the rule.

Kaplan says that such an action would allow other companies to compete fairly with firms that already own local newspaper and broadcast properties under FCC "grandfather" provisions.
Software leaders take program to D.C.

Gates, Grove et al., seek encryption reform, intellectual property protection

By Elizabeth A. Rathbun

WASHINGTON

Top software industry executives last week presented a unified front to Congress and Vice President Gore in pressing their agenda for encryption-law reform and copyright and piracy protection.

The executives also faced the press last Wednesday between meetings with senators and Gore. Among the industry leaders were Bill Gates, chairman, Microsoft Corp.; John E. Warnock, chairman, Adobe Systems Inc.; Andrew S. Grove, chairman, Intel Corp.; and Jeff Papows, president, Lotus Development Inc.

George S. Bentley, president, Bentley Systems Inc., said the executives were gratified by their Senate welcome. They met with Democratic and Republican leaders and “all the committee chairpeople. That, I think, is rather unique.”

And quite a different picture from the mid-1980s, when Grove started trekking to Capitol Hill. Then, “we had to explain who we were and we had to fight for just recognition.” Now, “that has changed dramatically. We have audiences and attention,” he said.

Nevertheless, industry executives said they are frustrated by the plodding pace of Congress. Senators counseled patience, but “patience is not one of our virtues,” Grove said.

Encryption policy, for example, consists of “outdated laws and regulations that have been on the books since some of us were born,” said Eric Schmidt, chairman, Novell Inc. The software group is united in supporting bills that would ease the encryption export rules, he said. The Security and Freedom through Encryption (SAFE) Act of 1997 has been approved by the House Judiciary Committee. But the White House opposes SAFE and a Senate version, the Pro-Code Bill.

“Getting [encryption] reform now is a huge priority for all of us,” Schmidt said. Without it, “we are sentenced to being behind.”

“We’re [also] very keen on anything related to piracy,” both inside and outside the U.S., Gates said. It’s time to stop people from “spewing stuff on the Internet,” he said of unauthorized software.

If any other industry had lost $11.2 billion in 1996—the estimated worldwide loss of packaged business software to piracy—“people would be furious,” said Carol A. Bartz, chairman, Autodesk Inc. “But we aren’t getting the same kind of support for our industry.... The software industry continues to get stolen blind.”

The administration was particularly supportive last year in helping cut piracy in China, Bartz said. This year, administration support is needed in extending copyright laws to the World Wide Web, she said.

CBS recasts on D.C. set

CBS’s Marty Franks is giving up his day-to-day lobbying responsibilities in Washington and taking on expanded duties in New York, including running a revitalized CBS Foundation, according to CBS’s Jack Bergen, senior vice president. In his new post, Franks will oversee CBS’s Washington office, which will have a new cast, including a yet-to-be-identified lead lobbyist. Staff will include Gail MacKinnon, who was just hired to take over for departing Ceci Cole McInturf. MacKinnon had been working on Capitol Hill for Tele-Communications Inc. According to one report, Wine Institute’s Robert Koch was offered Franks’s Washington job, but turned it down. Koch declined to comment. Meanwhile, following MacKinnon’s departure from TCI’s Washington office, David Krone, TCI’s director of government relations, was promoted to vice president. TCI is splitting the responsibilities of top lobbyist and PR man Robert Thomson, giving press duties to former TCI PR vice president Lela Cocoros, who left in January to become NBC’s vice president of corporate communications. Cocoros returns to TCI as senior vice president of media and employee communications. Thomson’s new title was not disclosed, but the company says he will remain in a senior post responsible for all lobbying and other government relations.

Jackson blasts concentration

Jesse Jackson was at the FCC last week calling for a moratorium on media concentration. “It’s a clear path toward resegregation” Jackson said of the consolidation trend. In a letter to Hundt, he criticized the commission for not undertaking a study of how the 1995 Adarand case affects FCC minority policies. “The FCC in the past few years has assembled a record in which it can take little pride,” Jackson wrote, citing a list of complaints including a reduction in equal employment opportunity investigations and conditional license renewals. “The commission has winked at discrimination, permitted the growth of monopoly and stood by while the media is being resegregated,” wrote Jackson, who also discussed the media concentration issues with President Clinton. Jackson said the FCC should stop approving media mergers unless “they serve the public interest by impacting positively on minority ownership and diversity of voices.”
Syndication Faces Boom Times

As radio station consolidation drives up the need for quality, cost-efficient programming, group owners, start-up companies and networks compete to meet the demand and, hopefully, discover the next big talent. In this special report, Broadcasting & Cable looks at who's hot and what's on the horizon.

By Donna Petrozzello

The demand for syndicated radio programming has never been stronger as group owners operating clusters of stations in a single market hunt for quality shows to put on their airwaves. Over the past year, groups including Jacor Communications and SFX Broadcasting have ventured into managing syndicated radio programming. Such long-standing syndicators as Premiere Radio Networks—recently acquired by Jacor—have expanded by developing new product and acquiring smaller companies.

Program providers, such as United Stations Radio Networks, Westwood One Inc. and the WOR Radio Network, have launched new shows hosted by personalities well known to music and media circles. The race to find the next hit has spurred start-up syndicators to action and has encouraged radio stations like WPLJ(FM) New York to take local acts national.

The result is that more program providers are vying to develop shows that deliver audience, ratings and advertisers nationwide. "There is no question that the radio business is good and that demand for syndicated programming is high," says Jacor Communications Chief Executive Officer Randy Michaels.

"From both from a clearance and an advertiser standpoint, the acceptance of network and syndicated radio is at an all-time high," says Nicholas Verbitsky, president of United Stations Radio Networks. "I started in the network end of the radio business in 1979, and this is the best I've ever seen it."

Radio's In Crowd: clockwise from top, center: Don Imus, Tom Joyner, Howard Stern, Rush Limbaugh, Laura Schlessinger and The Fabulous Sports Babe

June 9 1997 Broadcasting & Cable
“The syndicated marketplace is hotter than ever,” says talk format consultant Walter Sabo of Sabo Media of New York. “Consolidation has opened the door for many shows, and group owners can experience enormous economies and quality programming by putting on syndicated shows.”

As proof of syndication’s enduring success, the heavyweights of the industry continue to be Rush Limbaugh, carried by 660 stations; Don Imus (100 stations); Howard Stern (39 stations); Dr. Laura Schlessinger (389 stations); Tom Joyner (82 stations), and the Fabulous Sports Babe (187 stations).

Darryl Brown, ABC Radio Networks senior vice president, affiliate marketing, says ABC cleared three new affiliates each for Joyner and the Sports Babe (both launched in 1994) this year. “Clearing these shows is getting much easier not only because of their success but because of the success of so many other syndicated shows.”

“It wasn’t until the late 1970s that stations would have dreamed of putting anything longer than a top-of-the-hour newscast on the air from a network,” says radio consultant Holland Cooke. “Now two of the top-three-rated morning shows in Boston are from New York—Imus and Stern. For the trendy imports to be running on such a big track says something about the acceptance stations have for shows off a satellite.”

National sales representatives estimate that syndicated programing earned $125 million-$200 million for program distributors last year.

“The syndication marketplace is very healthy,” says Steve Lehman, president of Premiere Radio Networks. “As an industry, the overall cost per point is up in network radio and is stronger than last year.”

Syndicated programing produces “amazing targetability,” says Leslie Sturm, vice president, national broadcast buyer, The Media Edge. “It can be bought according to format, and an advertiser can tie in a sponsorship or promotional campaign that links them to the syndicated personality.”

“Syndication is the closest thing radio has to what is described as appointment television, where listeners schedule time to listen to a syndicated show,” Sturm says. “And advertisers are seeking a safe environment.”

It is the health and relative stability of the syndication marketplace that have attracted both new investors and greater investment in syndicated product by established programers and networks.

SFX President Mike Ferrel says the effort that SFX has made to distribute nationally three morning shows originating from group-owned stations in Charlotte, N.C.; Jacksonville, Fla., and Indianapolis “is a logical fit” with operating stations: “The intention is to grow the company, and that means taking on roles beyond simple station operation. We’re in the business of developing personalities for the radio stations, and as they become successful the potential obviously is there to syndicate them. And this presents a revenue opportunity for SFX.”

Yet veteran syndicators argue that the marketplace is choosy and that the key to succeeding in syndication remains the ability to produce top-quality programing.

“Norm Pattiz, chairman of Westwood One Inc., says the “reality is that these programs live and die based on their importance to radio stations.”

“The reality is that these programs live and die based on their importance to radio stations.”

—Norm Pattiz

“Morning drive is a tough time slot for a launch, but I believe in this product enough to know there is definitely room out there for it to do well,” says Cammarata. “We feel there is no other hot adult contemporary syndicated morning show, and the syndication business is really hot.”

Many program suppliers agree that high ticket prices for stations—prices forced up by the trading that followed deregulation last year—drove up demand not only for programing but also research and show prep services.

SJS Entertainment Chairman Steve Saslow and June Brody agree that station owners increasingly are looking for ways to get the services they need and drop dollars to the bottom line to repay investors.

“In a world where owners have five, six or seven stations in a market—
believe me, not all of them are ranked in the top five. Stations are clearly looking for answers for that fifth, sixth or seventh station," Michaels says. "Taking a convenient, satellite-delivered product and giving up some inventory for it is not at all onerous. It's a wonderful option."

Meanwhile, veteran syndicator Westwood One launched a daily, 90-second news commentary hosted by NBC TV's Tom Brokaw and is trying to lure other media celebrities into radio. For Pattiz, celebrities make dollars and sense. "You just can't get around the fact that someone who is well known is easier to market than someone you have to develop who may not be a national personality," he says.

"With the immediate pressure on lots of companies to deliver revenue and ratings, it's important to make sure you've got the right mix of shows that you are developing and programming, where you can say, 'here is Tom Brokaw or Garth Brooks or Larry King,' and you don't have to explain who they are," Pattiz says.

Likewise, WOR Radio Network debuted media celebrity Joan Rivers to host a weekday evening talk show in February. WOR Vice President/General Manager Bob Bruno says the network took a chance on Rivers, a newcomer to hosting radio talk, for her "marquee value and name power.

"We considered several quality talk show hosts, but we needed a person with name power and immediate recognition who was marketable for the network," says Bruno. "We wanted someone who would be a strong draw for advertisers and a powerful spokesperson. All that wrapped up under the heading of a big entertainer, and we reached out for Joan."

As syndication continues to provide affordable, quality programming and services for stations, Saslow predicts more demand for morning prep and information services and for special-event music programming. He also expects syndicators to offer programming that is personality-driven and tailored to specific music formats.

"It's an understatement to say deregulation changed the face of our industry," says Saslow.

---

**Rivers makes run at radio**

**WOR syndicates her talk show to about 50 stations**

By Donna Petrozzello

Joan Rivers has found a new platform from which to ask, "Can we talk?" The former TV talk show host earlier this year jumped into syndicated talk radio with her debut on WOR(AM) New York and the WOR Radio Network.

For two hours, she entertains with provocative guest interviews, lively discourses on subjects of national interest and her trademark sense of humor.

Rivers admits to early reluctance to hosting a weekend show for WOR: "I didn't think I was going to like it at first because I had great trepidation that it was going to bite into my life too much. But now I'm crazy about it."

Although Rivers jokes that the 7-9 p.m. ET time slot makes it difficult to plan dinners with friends, she plans to "do the show until I'm dead." In five months, her show has been picked up by nearly 50 WOR Radio Network affiliates.

She hosts fashion specials and covers the Oscars and other awards shows live on E! Entertainment Television. Rivers also manages her jewelry design business, and she tours to support her new book, "Bouncing Back: I Survived Everything, and I Mean Everything, and You Can Too."

On her show, Rivers covers topics ranging from teenagers who commit vio-

Rivers made her radio debut in March.

lent acts, to recent discoveries in the Titanic wreck, to an interview with comedian Rita Rudner. Unlike more boisterous talk radio talent—who thrive on interrupting callers and cutting short the comments of guests—Rivers sets herself apart by allowing both sides of an issue to be heard.

"I want to make sure everybody gets their chance to speak," she says. "I also want them to know how I feel. Try doing that on The Tonight Show. I couldn't."

Although she's polite on the air, Rivers is no wimp. She's repeatedly called O.J. Simpson prosecutor Marcia Clark a bitch. In introducing renowned plastic surgeon Steve Hoffman, Rivers told callers they "at least wouldn't look like a pig" if they went to him.

"Radio is the last bastion of truly being able to say what you think." Rivers says. "I'm doing a show for E! Entertainment Television, and that's all fashion and fluff. I'm a regular on Regis and Kathie Lee, and that's American and family stuff. There is no other place where I can say that this one is a bitch, that one is crazy and this other one is nuts except on WOR. I love it."

Rivers also sets herself apart from traditional radio talkers who define themselves politically. "I'm not a Republican and I'm not a Democrat. I hate them all," she says. "I guess I'm in the talk radio arena, but I'm very different simply based on the fact that I'm a woman screaming and having an opinion."

Rivers attributes her initial radio success to her wide interests and ability to tap into what Americans want to discuss: "I knew from the very beginning that I wasn't special. Every girl wants a rose from her boyfriend. Everyone thinks a sunset is pretty. I figured I'm just like everybody else. So if I'm interested in it, I think everybody is interested in it. And good radio is controversy on a subject that people are interested in."

---

*June 9 1997* Broadcasting & Cable
After July radio will never be the same!

Don't miss out. Talk Radio's next SuperStar debuts in July.

The Susan Powter Show... outrageous, without limits and unpredictable!
This is talk radio unmuzzled. **This is not a fitness show.** Susan is provocative, honest, daring, sensitive and charismatic. Your station can now attract Generation X listeners with off-the-wall tough talk. Starting July, Monday-Friday. For information, call NetStar Entertainment: Los Angeles (714) 650-3800 or New York (201) 890-9192.

The Susan Powter Show
EXPANDING HORIZONS

Local personalities take a shot at becoming the next national pastime

By Donna Petrozzello

The rush to find the next big hit in syndicated radio has led programmers to launch some local hosts nationally, while others have developed shows around recognized leaders in various fields. Below are profiles of some of the acts hoping to stir up national radio airwaves.

COVER STORY

Matthew “Mancow” Muller

Welcome to Mancow’s Morning Madhouse, where the host claims to have a rare disorder that causes him to blurt out curses: the scapegoat on-air sidekick “Turk” has just kissed a pig in the studio, and comedian Chris Farley waits to be interviewed. Broadcasting from WRXN(FM) Chicago since 1994, Muller has signed five affiliates in markets including Las Vegas and Kansas City since his launch nationally late last year. Muller consistently earns top ratings among Chicago adults 18-49, outranking rival Howard Stern there. On remote broadcasts, Muller is fond of broadcasting naked, and he promises to air something offensive every weekday. His show is syndicated by Robert Eutman Enterprises.

SPECIAL REPORT

Scott Shannon

Scott Shannon and Todd Pettengill

Scott & Todd’s Big Show on WRZT(FM) New York is preparing to hit the road later this summer. Aimed at adults 25-54, the comedy show is peppered with phony calls, song parodies and witty commentaries on news events, and is typically humorous without resorting to expletives or overtly offensive skits. The show attracts top guests, including Roseanne. A veteran on-air talent, Shannon also is program director of hot adult contemporary WPIL. Pettengill co-hosts weekend World Wrestling Federation shows and produces programs for radio’s Satellite Comedy Network. The Big Show was test marketed in Tampa, Fla., and Albany, N.Y., earlier this year. It is syndicated by WRJL.

John Kobyilt and Ken Chiampou

Kal and Los Angeles hosts John and Ken are on a tear about President Clinton’s initiative to introduce welfare recipients into the workplace of major U.S. companies, such as Burger King. “These people are not capable of working,” argues Kobyilt. “At Burger King, burgers are going to come without meat.” In just four months, Kobyilt and Chiampou’s brand of laughable yet in-your-face debates on news and politics has landed 13 affiliates, including KMRD Phoenix, WGRT-AM Atlanta and KRVM Sacramento. At flagship KFI, John & Ken is a staple of the station’s slogan: “News, traffic, a whole lot of B.S.” The show is syndicated by Fisher Entertainment.

Bob Lacey and Sheri Lynch

From their morning show haven at WWSN(FM) Charlotte, N.C., Bob and Sheri air their humorous Morning Breath wake-up call, which inevitably covers food, sex and jobs at their spouses. Lacey, a veteran broadcaster who hosted PM Magazine on WBT(TV) Charlotte before returning to radio in the late 1980s, hired Lynch away from a marketing job at WBT(TV). Lynch is one of the few women in radio who are not semi-silent sidekicks to a male host. She chats wryly about questions that perplex most women. “You know what’s funny?” says Lynch. “Men always say they like our personalities the best, but if you have a big old ass, they won’t ask you out.” The show is the first syndicated program from Jefferson Pilot Radio Networks.
How Do You Reach an Audience?

- You TALK to them
- You ENTERTAIN them
- You make them LAUGH

That’s how!
United Stations Radio Networks – with over 2,300 rated affiliates.

For programming and national sales information call (212) 869-1111 or e-mail radio@usrn.com
Dr. Dre, Ed Lover and Lisa G.

The reigning kings and queen of morning urban rap, Dr. Dre, Ed Lover and Lisa Glassberg, will launch their WQHT(FM) New York show nationally later this month. Known as hosts of Yo! MTV Raps and as leaders in the rap music industry, Dre and Lover are a mainstay of the top-ranked urban rap/hip-hop station. Their on-air banter about issues and celebrities and satiric bits on urban lifestyle provide a perfect backdrop to WQHT's progressive urban playlist. Glassberg provides a well-spoken woman's perspective on a variety of issues. Syndicator SJS Entertainment will shop the show to progressive and mainstream urban stations "to fill a big hole in the youth end of the urban marketplace."

Debbie Nigro

A self-described Working Mom on the Run, comic satirist and radio talker Debbie Nigro plans to take her national Saturday morning show into weekday syndication in mid-August. Syndicated by Nigro's own Sweet Talk Production company, her midday show blends humorous insights into life as a working mom, with contest prizes, direct mail and shopping via the Home Shopping Network.

Ramsey Lewis

Jazz artist Ramsey Lewis hosts a weekly, two-hour retrospective music and talk show, The Legends of Jazz with Ramsey Lewis, which profiles vanguard and enduring jazz masters from Dizzy Gillespie to Herbie Hancock. Syndicated by United Stations Radio Networks, Lewis's show debuted March in 25 major markets.

JACOR SETS ITS SIGHTS ON SYNDICATION

Randy Michaels leads radio group owner into programming side of the business

Jacin Communications' strategic acquisitions in syndicated programming have placed the Cincinnati-based company, long recognized as a leading radio station owner, at the helm of a vast national distribution arm.

In recent months, Jacor has taken over Rush Limbaugh syndicator EFM Media Management, Premiere Radio Networks and syndicated shows, including Love Phones and an overnight truckers' network.

Jacor's acquisition of NSN Network Services Ltd. will allow its stations to receive and distribute programing produced in-house, and will create an intranet of programing communications among its owned and operated stations.

As Jacor embarks on syndication, CEO Randy Michaels discussed his strategy with Broadcasting & Cable's Donna Petrozzello.

What motivated you to acquire Premiere Radio Networks and EFM Media Management?

EFM Media Management?

What makes a winning radio station? After you buy a good signal, it comes down to the product. If you look at the transmitters on the Empire State Building, they are all the same. Why do some have high ratings and others have low ratings? It's all a matter of the product. We've always believed that on a local level: all we're doing now is recognizing that owning powerful product that works is meaningful on a regional and national basis.

Do you consider program syndication a natural extension of station ownership, and a profitable venture?

Sure. I don't think there is a more product-oriented company than Jacor, so why shouldn't we be big in product? Product that makes a difference is certainly a powerful ingredient for fixing some of the stations we buy that may not be achieving the highest ratings, and it's a wonderful way to get more inventory to sell. The synergies that exist between a radio group and an owned network or syndication company are phenomenal, particularly with today's technology and the ability to hook the network up to 150 stations.

Michael, CEO of Jacor, which owns or is buying 140 radio stations, now syndicates Rush Limbaugh.

28 June 9 1997 Broadcasting & Cable
What does the acquisition of NSN Network Services mean for Jacor?

A local radio station is either originating programing live or pulling down programing off a satellite. There is no talking back; there’s no talking to each other. We’re making plans for Jacor stations to share audio clips and to have an intranet that may allow production managers in Atlanta and in San Diego to work on a promotion simultaneously from different cities, insert different call letters and run it in a number of places.

That technology is out there. In some cases, the supermarkets and discount retailers are ahead of broadcasters in their communications. It’s kind of crazy. Our whole company will be a virtual company before the end of the year. We’ll be able to send anything from anywhere to anywhere in any format via satellite and intranet. We’ll be hooked up bidirectionally. If the station in Lima wants to take some programing from Cleveland, Columbus, Cincinnati and Toledo and feed something out to all of them, it will be able to do it. We now can be truly nationwide.

Could this in-house programing network eliminate the need for Jacor stations to take syndicated programing from outside sources?

No. I think all broadcasters ought to operate in an arena of enlightened self-interest. We have hundreds of contracts with ABC Radio Networks and CBS/Westwood One and other suppliers, and some of these shows get good ratings. We don’t want to see other major groups reticent to take our programing, and we don’t want to be reticent to take programing from the other groups.

I want the best programing on each of my stations, wherever it comes from. But I do see us growing. I do see us being able to produce more powerful programing that works on a regional basis in-house for our stations, and perhaps others.

Will Jacor look into syndicating local talent at its stations through NSN?

Yes. The combination of NSN and the station group that we have gives us a little research and development lab in the making. We have the ability to take talent that we think has some potential. put them on in five, six or seven regions of the country for very little cost, and see what is going to stick and what is not.

Some radio groups have moved in the direction of owning billboards. concert promotion agencies, even transmission towers. Is syndicated programing where Jacor plans its growth?

Those are all great businesses. There is no question that there is tremendous synergy among radio, TV and billboards. But they are all somewhat tangential. There’s nothing tangential about programing. And there’s nothing tangential about adapting today’s technology to today’s deregulation and figuring out how in the world you’re going to effectively manage and program 150 stations.

I don’t view this as anything more than a natural evolution. I don’t see it as a different business. We have to have powerful programing that works. We’ve always been in the programing business; to get into it in a larger way and supply it to others is completely natural.

---

**sjs entertainment**

A leader in the production of cutting edge programing

and services for today's Country, Urban, NAC, Adult Contemporary & Rock Radio

Give us a call...we're here to help you win!

For more information call June Brody at 212-679-3200 Ext. 220
Traffic services dish out news

As stations cut costs by eliminating in-house staff, news services flourish

By Donna Petrozzello

A s consolidation continues to influence radio stations’ programming needs and bottom lines, traffic and news suppliers are broadening their reach.

From their roots as traffic news services, Metro Networks of Houston and Shadow Broadcast Services of Rutherford, N.J., have grown into major news, weather and sports information providers.

Metro launched in 1978, providing traffic reports to one station in Baltimore. In 1996, when Metro made its initial public stock offering, it was supplying customized reports to some 1,280 radio stations and 100 TV stations. Metro says its network has added more than 200 radio stations since last year. “In the past three years, the network has really evolved into what we have always aspired to be,” says Metro Networks Chairman David Saperstein.

While traffic coverage is still Metro’s strongest link—the network serves 67 markets with traffic news—it is clearing affiliates for its local, regional and national news broadcasts at a quick pace.

Metro has about 325 news affiliates and is gaining one more daily, Saperstein says. Metro’s affiliate base for sports and weather reports is “growing, but not at the same pace” as its news base, he says.

Saperstein attributes station demand for his products to the cost efficiencies many stations have found in eliminating in-house news reporting staffs in favor of Metro’s customized reports. “Our philosophy has been to provide products that stations need and can’t duplicate on their own,” he says. “We’re focused on growing

Shadow serves 300 radio and 12 TV stations with traffic, news and weather.

“Our philosophy has been to provide products that stations need and can’t duplicate on their own.”

Metro’s David Saperstein

our existing product line and delivering news to affiliates in an efficient way.”

From its beginnings as a truckers’ traffic service in Philadelphia, Shadow Broadcast Services has grown its affiliate base to 300 radio stations and 12 TVs in nine of the top 20 markets. Westwood One Inc. acquired Shadow in March 1996.

In recent months, Shadow has added a short-form, syndicated entertainment news report and a health news report to its slate of traffic, news, sports news and weather forecasts.

“Stations are looking for sources of information, and they want more and more of it,” says Richard Marks, president and general manager of Shadow Broadcast Services. “We’re constantly building our product line.”

The increasing economic pressure on stations to meet bottom-line targets as the industry consolidates into large groups has led many to choose Shadow services for a wider array of programming. Marks says: “With the radio mega-groups, there is more pressure to show a profit. A lot of stations that in the past used us only for traffic now tap into our news and sports. There is more interest in news all the time.”

Metro and Shadow each customize reports to suit their affiliates, tailoring their news content and delivery to suit different audience tastes. For both networks—as for many traditional program syndicators—the goal is to deliver reports that sound as if they were read by in-station staffs.

“We are the station’s news department,” Saperstein says.

With the radio mega-groups, there is more pressure to show a profit. A lot of stations that in the past used us only for traffic now tap into our news and sports.”

—Shadow’s Richard Marks
'Lost World' finds home on Fox

Network pays reported $80 million for Spielberg film

By Lynette Rice and John M. Higgins

Proving that Steven Spielberg films are in a class by themselves, "The Lost World"—like "Jurassic Park" before it—will bypass the pay cable window for broadcast debut on the Fox network.

For a reported $80 million, Fox outbid ABC's $75 million and NBC's $70 million for the broadcast rights to the "Jurassic Park" sequel, which has grossed more than $145 million since its Memorial Day weekend debut, according to a source close to the negotiations. The 10-run deal is similar to the $50 million package bought by NBC three years ago that included the broadcast debut of "Jurassic Park" after the home video release and the pay-per-view run. The blockbuster ultimately garnered a 34 Nielsen share when it debuted on NBC during the May 1995 sweeps.

The 1994 package sold to NBC also included the broadcast rights to "Schindler's List," which went to Starz! before its debut on the network last February, when it earned the network a 31 share. (Starz! has an output deal with Universal that allows it to match any offer on films from Spielberg's Amblin Entertainment.)

But Starz! didn't have a chance with "The Lost World," a source says. Starz! reportedly looked at the deal on May 29 and offered just under $20 million—what it would pay for any output deal from Universal. Yet it was no match for a broadcast network that can reap huge rewards from advertising sales: 30-second spots in "Jurassic Park," for instance, sold for more than $600,000.

"If a broadcast network can get a movie like 'The Lost World' 18 months earlier (before the standard pay cable window), it can get the ratings," says an industry executive close to the deal.

A Fox spokesperson declined comment.

"The pattern was set by 'Jurassic Park,'" says Steve Bell, president of Encore Media Group. After the big opening of "The Lost World," he says, "the people at Universal went into overdrive."

A source close to the deal says Fox first bid $50 million before NBC followed with $70 million and ABC—surely looking for good news to present to its affiliates meeting in Orlando, Fla., last week—rang in with $75 million. Fox then successfully upped the ante to $80 million.

'AJ' gets new look, anchors

Charles Perez returns to talk stage, this time with sister Michele

By Cynthia Littleton

American Journal is getting new co-anchors and a new look next season.

Michele Dabney-Perez and her brother, Charles Perez, will take over anchor duties in September from the departing Nancy Glass. The King World Productions news magazine is also getting a new on-air look to coincide with the introduction of its new "coast-to-coast" format. The format will draw editorial contributions from reporters and anchors at AJ affiliate stations.

Last season, AJ was revamped to target an audience younger than the norm for TV news magazines. The show's performance over the past nine months has shown that viewers of all ages tune in primarily for AJ's investigative work and coverage of breaking stories, says Marc Rosenweig, King World's vice president, pro-
graming and production, East Coast.

Affiliate contributions will allow the half-hour strip to offer additional in-depth reporting on local angles to national stories, Rosenweig says.

To boost AJ's profile in local markets for the coming season, King World is offering to swap promotional spots with stations—giving up a 10-15-second slice of its share of the AJ inventory in exchange for an AJ promo spot during a local newscast.

The latest overhaul of AJ demonstrates King World's faith in the companion to Inside Edition, even in a difficult marketplace for news magazines.

"With our new hosts and new [coast-to-coast] concept we have a good opportunity to be out in the forefront this fall," says Rosenweig. "We're doing all we can to deliver."

Dubney-Perez came to AJ last season. Before hosting his own talk show for Tribune Entertainment in 1995, Charles Perez worked as a producer on talk shows including Ricki Lake and Montel Williams.

Universal adds Povich to talk arsenal

Pays estimated $10 million per year; jilted Paramount may repackage existing episodes

By Cynthia Littleton

Universal Television Enterprises ended its brief courtship of Maury Povich last week, signing the talk show veteran to a long-term deal beginning in fall 1998.

Povich will relaunch his show with the new distributor after eight successful seasons with Paramount Domestic Television. Paramount balked at Povich's asking price for a contract renewal, reportedly offering him $6 million per year. Universal raised the bar to a seven-year deal netting Povich an estimated $10 million annually for at least the first few seasons.

Given the cost and risk of launching a talk show with unproven talent, Universal obviously thought Povich was worth the price. The studio "made a financially sound deal that is good for both parties," says Jim McNamara, president of the studio's newly invigorated syndication and international units.

Povich initially planned to wrap up his talk show run at the end of the coming season to co-anchor a fall 1998 news magazine for DreamWorks Television with his wife, Connie Chung. When the momentum on that project stalled (B&C, May 26), Povich had second thoughts about walking away from his talk career.

Paramount officials hinted that they are thinking about repackaging some of the 1,200 episodes of Povich's talk show as a strip to flood the market next year. Povich's unexpected segue to Universal, coming a year after he caught Paramount off guard with the DreamWorks announcement, has created some hard feelings.

"Obviously, Paramount places a higher value on loyalty than Povich does," says a studio source.

Last week, it was unclear how much of the Povich franchise would be transferable to Universal. Povich's longtime executive producer, Diane Rappaport, has just re-signed a long-term deal with Paramount. Universal is expected to launch an aggressive renewal campaign later this year because many of Povich's existing station contracts, including his berth on WNBC (NY) New York, expire at the end of 1997-98.

Nevertheless, landing Povich was seen as a coup for Universal chief Greg Meidel and for McNamara. Povich has been friendly with Meidel since the early 1990s, when Meidel was a senior Paramount syndication sales executive charged with clearing the way for Povich's talk TV debut in 1991.

Last year, Universal signaled its intent to become a bigger player in daytime TV by buying the talk franchises Sally Jessy Raphael and Jerry Springer from Multimedia Entertainment.

Handicappers' track record

Now that the networks have announced their fall schedules, it's time for the advertising agencies to project how the new and returning shows will fare next season. But how did the prognosticators do last year? In Broadcasting & Cable's fifth annual agency forecast, published last August, Suddenly Susan was earmarked as the most promising newcomer with a 28 share—a no-brainer, given its coveted spot following Seinfeld.

CBS's Promised Land and Moloney topped the list of shows that bettered the projections significantly. Promised Land was projected to earn a 10 share, but ultimately averaged a 14; Moloney ended up with a 12, up from the projected 9 (but still was dropped for fall). Other shows that were seen as comers but ultimately earned shares lower than the projections were ABC's Common Law (13 vs. actual 9), Fox's Millennium (17 vs. 12) and ABC's Spin City (24 vs. 18).
Thayer out as Universal TV head

Studio's few fall pickups triggered speculation about his future

By Lynette Rice

Tom Thayer, president of Universal's network television arm since 1991, has signed an exclusive multiyear development and production deal with the studio, TV Group Chairman Greg Meidel said last week.

Under Thayer's supervision, the network TV division produced such hits as Law & Order, Coach and Murder, She Wrote, as well as American Gothic and Feeds. He will vacate his post Aug. 1; no replacement has been named.

"It's easy for one to get lost in the trees when these decisions are made," says Thayer, who joined Universal in 1978 as executive assistant to former senior vice president Robert Harris.

"What's important is to keep your eye on the big picture—what's good for the company and, ultimately, what's right for you."

"This new deal with Tom demonstrates our incredible faith in his creative abilities, and the fact that we want him around for seasons to come," Meidel says.

Industry speculation about Thayer's future with the company had been brewing, given Universal's few pickups for fall: Timecop (ABC), The Tom Arnold Show (The WB) and Players (NBC). Universal, in fact, has only four shows that will air next season—down from last year's eight—because of cancellations of Something So Right and Mr. Rhodes, both on NBC, Sliders on Fox and The Burning Zone on UPN. One of Universal's mainstays, Coach, just finished its last season on ABC.

Universal still has two dramas in the works for Fox, Roar, on the summer schedule, and New York Undercover, a potential midseason show next year, were produced under Thayer's watch.

During his tenure with Universal, Thayer was named director of longform programming in 1981, vice president of movies for TV in 1983 and senior vice president of movies for television and ministries in 1987. Before being named president in 1991, he served as founding president of MCA Television Entertainment.

Trust no one?

All local advertising and promotion for the October broadcast syndication launch of The X-Files will have Chris Carter's seal of approval. Carter, creator/executive producer of the Fox hit, intends to exercise his creative control over the syndication marketing of the series. Twentieth Television officials told promotion managers during a Promax convention workshop last Wednesday. Stations carrying weekend runs of X-Files, which also premiers as a strip on cable's FX network this fall, have to submit any original ideas for promos in advance to Twentieth for Carter's final approval. Twentieth had a similar policy for the syndication launch of The Simpsons in 1994. Twentieth's new promo catchphrase 'or The X-Files' Oct. 18 debut in syndication is also the address of a new Website set to surface in mid-August: www.its-happeningagain.com.

Magic music

Magic Johnson is getting ready to roll in late night, tapping R&B diva Sheila E. as bandleader for his upcoming musical/variety strip from Twentieth Television. "She was my first and only choice to lead my house band," says Johnson of the accomplished percussionist, who has toured and recorded with such superstars as Prince and Lionel Richie. Johnson's syndicated late-night vehicle is expected to premiere early next year.

Keeping up with the Joneses

A candid and compelling look at the roller-coaster career of Jenny Jones—that's what the talk show host is promising to deliver in her autobiography, due out from Andrews and McMeel Publishing in November. Jones says she will donate the proceeds from sales of "Jenny Jones: My Story" to breast cancer research.

Big wheel in game shows

Wheel of Fortune and Jeopardy! now share the same producer. Harry Friedman, who has produced Wheel for the past two years, has been tapped by the Columbia TriStar Television Group to succeed George Vosburgh as producer of Jeopardy! CTGG officials say that having Friedman produce both shows will make it easier to cross-promote the top-rated strips.

NSS Pocketpiece

Top ranked syndicated shows for the week ending May 25, as reported by Nielsen Media Research. Numbers represent average audience in millions for shows that have aired 26 or more times.

1. Wheel of Fortune 10.8/230/99
2. Jeopardy! 8.8/224/99
3. Home Improvement 8.1/222/99
5. Seinfeld 7.3/228/97
6. Simpsons 6.2/206/97
7. Xena: Warrior Princess 6.1/229/98
8. Entertainment Tonight 5.7/189/96
9. Hercules, Journeys of 5.7/235/98
10. Wheel of Fortune-wknd 4.9/174/93
12. Live with Regis & Kathie Lee 4.5/240/99
13. Montel Williams Show 4.5/194/97
15. Jenny Jones Show 4.3/186/95

Coast Guard is shipping out for a third season this fall. MG/Perin's weekly half-hour has been renewed on 91 stations covering 74% of the country with a lineup that includes NBC and CBS O&Os in the top 30 markets.
**ABC revamps Saturday**
Geraldine Laybourne, ABC/Disney cable networks president, unveiled the network's new Saturday morning lineup for fall at the network's annual affiliates meeting in Orlando, Fla., last week. The schedule is as follows: 8 a.m., Disney's 101 Dalmatians: The Series (new); 8:30-10:30, Disney's One Saturday Morning, featuring Brand Spanking New Doug, Disney's Pepper Ann (new) and Disney's Recess (new); 10:30, The Bugs Bunny & Tweety Show; 11:30, Disney's Jungle Cubs; noon, The New Adventures of Winnie the Pooh: 12:30, Science Court (new). The shows that are expected to qualify under the new FCC educational guidelines are Dalmatians; the One Saturday Morning block, Winnie the Pooh and Science Court. Also returning to the kids lineup are the Schoolhouse Rock musical vignettes.

**TGIFSaturday?**
ABC may be looking to break up viewing patterns by moving TGIF mainstay Family Matters to 8 p.m. Saturday beginning June 21. The Warner Bros. comedy was picked up by CBS for fall to help boost its family-friendly Friday lineup. Come September, CBS will run Family Matters in its traditional 8 p.m. time slot, where it thrived on ABC.

**Schultz leaving Roman**
Effective June 30, Bill Schultz will resign as executive vice president of Film Roman, the animation company responsible for The Simpsons, King of the Hill, The Mask and C-Bear and Jamal. Said Phil Roman, company president: "I would like to thank Bill Schultz for the contributions he has made to Film Roman's development over the past eight years. We are delighted that Bill has agreed to stay with us in a consultancy capacity and we wish Bill great success in the future."

**Snipes, Reeve in TV projects**
Wesley Snipes will make his network television debut next season, and Christopher Reeve will star in a role close to reality on ABC. Snipes will star in Futuresport, a futuristic action thriller from Dove Four Point, a division of Dove Entertainment and Amen Ra Films. Reeve will star in an updated version of the 1954 Alfred Hitchcock suspense classic "Rear Window," which starred James Stewart. Reeve will play a paralyzed man, confined to a wheelchair, who believes he has witnessed a murder from his apartment window. Reeve also will be co-executive producer with Steven Haft ("Emma," "Dead Poets Society").

**Gumbel show gets executive producer**
Michael Rubin has been named executive producer of the new Bryant Gumbel show, set to debut this fall at 9-10 p.m. Wednesday on CBS. Rubin was executive producer of Coast to Coast, the network's short-lived news magazine that aired in the middle of the 1996-97 season.

**Tonys tops for CBS**
CBS's broadcast of the 51st Annual Tony Awards scored its highest rating for the ceremony in 10 years (9.6 Nielsen rating/16 share), but NBC still finished the week ended June 1 in first place with a 9.5/17 in households, up 10% over the same week last year. CBS finished second with an 8.1/15, up 5%; followed by ABC, 7.4/13 (down 13%), and Fox, 4.8/9 (down 6%).

**Perry checks in**
*Friends* star Matthew Perry—who tickled funny bones during NBC's upfront presentation in New York last month—voluntarily admitted himself for treatment for prescription drug addiction. The actor's publicist, who wouldn't disclose why Perry was taking the drug, said the treatment would not interfere with the show's production when it resumes in August.

---

**Not that there's anything wrong with that**

In an effort to end rumors, Oprah Winfrey announced last Wednesday that she is not gay and will not be "coming out." In her keynote address at the Promax convention in Chicago, Winfrey said: "I'm not coming out. I have nowhere to go to come out to. I'm not gay."

Winfrey said that since her appearance on the controversial episode of ABC's *Ellen*, rumors have circulated that she is gay. Winfrey said the fire was fueled by an item in Liz Smith's syndicated newspaper column that said a major TV icon would be coming out soon. "I did Ellen's show because I wanted to support her in her desire to be herself," Winfrey said.

In her speech, Winfrey also acknowledged that she hasn't decided whether to wrap up her hugely successful talk show at the end of the coming season or to renew her distribution deal with King World. The reason she'd return would be to "continue helping others." Winfrey told a packed house that TV marketers have a unique power and responsibility. "Those of us who go into people's homes every day have the power to make a change. I urge you to do so."

---

**June 9 1997 Broadcasting & Cable**

---

www.americanradiohistory.com
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
### PEOPLE'S CHOICE

**Ratings according to Nielsen**

**May 26 - June 1**

**Weekly Schedule**

<table>
<thead>
<tr>
<th>Day</th>
<th>Program</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>Champions of Magic</td>
<td>6:00/6:30</td>
</tr>
<tr>
<td>Monday</td>
<td>Murder One: Chapters 15 &amp; 16</td>
<td>8:30/9:00</td>
</tr>
<tr>
<td>Monday</td>
<td>Chicago Hope</td>
<td>10:30/11:00</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Roseanne</td>
<td>8:00/8:30</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Life's Work</td>
<td>8:30/9:00</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Home Improvement</td>
<td>9:30/10:00</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Spin City</td>
<td>10:30/11:00</td>
</tr>
<tr>
<td>Wednesday</td>
<td>NYPD Blue</td>
<td>9:00/9:30</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Prime Time Live</td>
<td>12:00/12:30</td>
</tr>
<tr>
<td>Thursday</td>
<td>High Incident</td>
<td>8:00/8:30</td>
</tr>
<tr>
<td>Thursday</td>
<td>Murder One: Chapters 17 &amp; 18</td>
<td>9:30/10:00</td>
</tr>
<tr>
<td>Friday</td>
<td>Family Matters</td>
<td>8:00/8:30</td>
</tr>
<tr>
<td>Friday</td>
<td>Boy Meets World</td>
<td>8:30/9:00</td>
</tr>
<tr>
<td>Friday</td>
<td>Sabrina/witch</td>
<td>9:30/10:00</td>
</tr>
<tr>
<td>Friday</td>
<td>Step by Step</td>
<td>10:00/10:30</td>
</tr>
<tr>
<td>Saturday</td>
<td>Lois &amp; Clark</td>
<td>8:00/8:30</td>
</tr>
<tr>
<td>Saturday</td>
<td>Leaving L.A.</td>
<td>9:00/9:30</td>
</tr>
<tr>
<td>Saturday</td>
<td>Gun</td>
<td>10:00/10:30</td>
</tr>
<tr>
<td>Sunday</td>
<td>Second Noah</td>
<td>7:00/7:30</td>
</tr>
<tr>
<td>Sunday</td>
<td>Am Fun Hm Vld</td>
<td>8:00/8:30</td>
</tr>
<tr>
<td>Sunday</td>
<td>Am Fun Hm Vld</td>
<td>8:30/9:00</td>
</tr>
<tr>
<td>Sunday</td>
<td>Port Charles</td>
<td>9:00/9:30</td>
</tr>
<tr>
<td>Sunday</td>
<td>51st Annual Tony Awards</td>
<td>10:00/10:30</td>
</tr>
</tbody>
</table>

**Weekly Ratings**

<table>
<thead>
<tr>
<th>Day</th>
<th>Weekly Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>7.4/13</td>
</tr>
<tr>
<td>Tuesday</td>
<td>8.1/15</td>
</tr>
<tr>
<td>Wednesday</td>
<td>9.5/17</td>
</tr>
<tr>
<td>Thursday</td>
<td>4.8/9</td>
</tr>
<tr>
<td>Friday</td>
<td>9.6/16</td>
</tr>
<tr>
<td>Saturday</td>
<td>3.1/5</td>
</tr>
<tr>
<td>Sunday</td>
<td>5.2/4</td>
</tr>
</tbody>
</table>

**Top Shows**

- Champions of Magic
- Murder One: Chapters 15 & 16
- Chicago Hope
- Roseanne
- Life's Work
- Home Improvement
- Spin City
- NYPD Blue
- Prime Time Live
- High Incident
- Murder One: Chapters 17 & 18
- Family Matters
- Boy Meets World
- Sabrina/Witch
- Step by Step
- Lois & Clark
- Leaving L.A.
- Gun
- Second Noah
- Am Fun Hm Vld
- Am Fun Hm Vld
- Port Charles

**Ratings Schedule**

- Champions of Magic (6:00/6:30)
- Murder One: Chapters 15 & 16 (8:30/9:00)
- Chicago Hope (10:30/11:00)
- Roseanne (8:00/8:30)
- Life's Work (8:30/9:00)
- Home Improvement (9:30/10:00)
- Spin City (10:30/11:00)
- NYPD Blue (9:00/9:30)
- Prime Time Live (12:00/12:30)
- High Incident (8:00/8:30)
- Murder One: Chapters 17 & 18 (9:30/10:00)
- Family Matters (8:00/8:30)
- Boy Meets World (8:30/9:00)
- Sabrina/Witch (9:30/10:00)
- Step by Step (10:00/10:30)
- Lois & Clark (8:00/8:30)
- Leaving L.A. (9:00/9:30)
- Gun (10:00/10:30)
- Second Noah (7:00/7:30)
- Am Fun Hm Vld (8:00/8:30)
- Am Fun Hm Vld (8:30/9:00)
- Port Charles (9:00/9:30)
- 51st Annual Tony Awards (10:00/10:30)

**Prime Time Schedule**

- Champions of Magic (6:00/6:30)
- Murder One: Chapters 15 & 16 (8:30/9:00)
- Chicago Hope (10:30/11:00)
- Roseanne (8:00/8:30)
- Life's Work (8:30/9:00)
- Home Improvement (9:30/10:00)
- Spin City (10:30/11:00)
- NYPD Blue (9:00/9:30)
- Prime Time Live (12:00/12:30)
- High Incident (8:00/8:30)
- Murder One: Chapters 17 & 18 (9:30/10:00)
- Family Matters (8:00/8:30)
- Boy Meets World (8:30/9:00)
- Sabrina/Witch (9:30/10:00)
- Step by Step (10:00/10:30)
- Lois & Clark (8:00/8:30)
- Leaving L.A. (9:00/9:30)
- Gun (10:00/10:30)
- Second Noah (7:00/7:30)
- Am Fun Hm Vld (8:00/8:30)
- Am Fun Hm Vld (8:30/9:00)
- Port Charles (9:00/9:30)
- 51st Annual Tony Awards (10:00/10:30)

**Additional Information**

- KEY: RATING/SHOW (PROGRAM RATING/SHARE)
- TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED
- TELEVISION UNIVERSE ESTIMATED AT 97.0 MILLION HOUSEHOLDS
- ONE RATING POINT = 97,000 TV HOMES
- YELLOW TINT IS WINNER OF TIME SLOT
- NOT RANKED: RATING/SHARE ESTIMATED FOR PERIOD SHOWN
- PREMIERE: SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH
- GRAPHIC BY KENNETH RAY

**Program Ratings**

- Champions of Magic: 3.0/5
- Murder One: Chapters 15 & 16: 3.0/5
- Chicago Hope: 3.0/5
 Sudoku, flintstones, flintstone, & flintstone

 Broadcasts.

 Affiliation: Reel; to be in TV.

 Proposed station sales

 By dollar volume and number of sales, involving substantial non-station assets:

 THIS WEEK:

 TV’s: $650,530,000 / 5
 Combos: $105,531,000 / 11
 FM’s: $40,095,000 / 16
 AM’s: $246,930 / 1
 Total: $796,372,930 / 33
 SO FAR IN 1997:

 TV’s: $2,867,918,000 / 54
 Combos: $4,717,541,764 / 153
 FM’s: $1,334,731,298 / 188
 AM’s: $102,264,345 / 96
 Total: $9,023,197,407 / 493
 SAME PERIOD IN 1996:

 TV’s: $2,069,643,896 / 46
 Combos: $3,307,271,290 / 172
 FM’s: $939,278,120 / 188
 AM’s: $830,072 / 404 / 102
 Total: $6,399,265,710 / 508

 Source: BROADCASTING & CABLE

 Swap of WCPX-TV Orlando, Fla. and WFSB(TV) Hartford/New Haven, Conn.

 Value: $375 million (includes $60 million cash to Meredith Corp.)

 Swapper, WCPX-TV: Me edith Corp., Des Moines, Iowa (William T. Kerr, president); owns wgox(TV) Olando. Meredith owns/is acquiring 16 TVs in 10 markets.

 Swapper, WFSB: Post-Newsweek Stations Inc., Hartford, Conn.; owns wjxt(TV) Jacksonvill a and wplg(TV) Miami. Post-Ne wsweek owns/is acquiring six TVs in six markets.

 Facilities: wcpx(TV) ch. 6, 74.1 kW visual, 14.8 kW aural, 1.460 ft. wfsb(TV) ch. 3, 100 kW visual, 20 kW aural, 904 ft.

 Affiliations: Both CBS.

 KTV-Cedar Rapids, Iowa, and WAQF(TV) Batavia/Buffalo, N.Y.

 Price: $8 million ($5 million for ktcv; $3 million for waqf)

 Buyer: Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); is buying wkgr-fm, wol-FM, WBZ(TV) and wata(TV) West Palm Beach, Fla.; kapa(TV) Keonehi/Honolulu, Hawaii, and wefc(TV) Roanoke, Va. (see items below).

 Seller: Vine & Branch Inc., Roanoke (C. Kenneth Wright, president); no other broadcast interests.

 Facilities: Ch. 38, 1,335 kW visual, 135 kW aural, Ant. 2.022 ft.

 Affiliation: Religion; to be in TV.

 Broker: Patrick Communications Corp.

 KHAS-TV Hastings/Lincoln, Neb.

 Price: $4.5 million

 Buyer: North Platte Television Inc., North Platte, Neb. (Richard F. Shively, principal); owns knop-tv North Platte. Shively has interest in wxxv-tv Gualp, Miss.

 Seller: Nebraska Television Corp., Hastings (Donald R. Seaton, president); no other broadcast interests.

 Seaton owns Hastings Tribune.

 Facilities: Ch. 5, 100 kW visual, 20 kW aural, Ant. 731 ft.

 Affiliation: NBC.

 Broker: Kalil & Co.

 WBZ(TV) and WET(TV) West Palm Beach and WGRF-FM Fort Pierce/West Palm Beach and WOLL-FM Riviera Beach/West Palm Beach, Fla.

 Price: $33 million + antenna tower in Fort Pierce, Fla.

 Buyer: Paxson Communications Corp., West Palm Beach (Lowell W. "Bud" Paxson, chairman/owner); is buying wkgr-fm, wol-FM, WBZ(TV) and wata(TV) West Palm Beach, Fla.; kapa(TV) Keonehi/Honolulu, Hawaii, and wefc(TV) Roanoke, Va. (see items below).

 Seller: Vine & Branch Inc., Roanoke (C. Kenneth Wright, president); no other broadcast interests.

 Facilities: Ch. 38, 1,335 kW visual, 135 kW aural, Ant. 2.022 ft.

 Affiliation: Religion; to be in TV.

 Broker: Patrick Communications Corp.

 WGRF-FM Fort Pierce/West Palm Beach and WOLL-FM Riviera Beach/West Palm Beach, Fla.

 Price: $33 million + antenna tower in Fort Pierce, Fla.

 Buyer: Paxson Communications Corp., West Palm Beach (Lowell W. "Bud" Paxson, chairman/owner); is buying wkgr-fm, wol-FM, WBZ(TV) and wata(TV) West Palm Beach, Fla.; kapa(TV) Keonehi/Honolulu, Hawaii, and wefc(TV) Roanoke, Va. (see items below).

 Seller: Vine & Branch Inc., Roanoke (C. Kenneth Wright, president); no other broadcast interests.

 Facilities: Ch. 38, 1,335 kW visual, 135 kW aural, Ant. 2.022 ft.

 Affiliation: Religion; to be in TV.

 Broker: Patrick Communications Corp.

 The Rewards Program

 Our Travelodge Miles™ Guest Rewards Program™ lets you earn free night stays, free car rentals, airline frequent flyer miles or your choice of great merchandise including cameras, watches — even the classic comedies of the Pink Panther™ Movie Collection on video. All that, plus a great room and rate, and special extras! like free fresh-brewed in-room coffee, free weekday lobby newspaper and more. Get your free Travelodge Miles membership card today at any Travelodge location. And start racking up the miles tonight!

 Call Now For Reservations:

 1-800-578-7878

 Also available at participating Travelodge Locations.

 *Rewards Mileage Miles™ Guest Rewards Program™ lets you earn free night stays, free car rentals, airline frequent flyer miles or your choice of great merchandise including cameras, watches — even the classic comedies of the Pink Panther™ Movie Collection on video. All that, plus a great room and rate, and special extras! like free fresh-brewed in-room coffee, free weekday lobby newspaper and more. Get your free Travelodge Miles membership card today at any Travelodge location. And start racking up the miles tonight!

 www.americanradiohistory.com
Big Deals

The following station-sale applications, previously reported in Broadcasting & Cable, were made public last week by the FCC:

- **Tax-free merger of Heritage Media Corp.**, Dallas into News Corp. Ltd., South Australia, involving five TV and 24 radio stations. **Value**: $60 million (stock for stock). Note: final figure to be determined by station sales.

- **WBIS-TV** New York. **Price**: $257.5 million. **Buyer**: Paxson Communications Corp. **President**: Lowell W. "Bud" Paxson, chairman/owner. **Value**: Not final. Note: final figure to be determined by station sales.

### Facilities

**Karn(AM)**: 390 khz, 5 kw day, 1 kw night; **KDFM**: 96.1 mhz, 100 kw, ant. 1,500 ft.; **KKPK**: 94.9 mhz, 100 kw, ant. 1,004 ft.; **KKEZ-FM**: 95.7 mhz, 50 kw, ant. 670 ft.; **KLX-FM**: 1310 khz, 5 kw day, 2.5 kw night; **KFLX**: 96.5 mhz, 100 kw, ant. 130 ft.

**Formats**: **KDFM**: news/talk; **KDFM**: lite AC; **KKPK**: oldies; **KKEZ-FM**: country; **KLX-FM**: news/talk; **KFLX**: oldies

**Brokers**: Cramer Co.

**WMYF(AM)**-**WERZ(AM)** Exeter/Portsmouth and **WZNN(AM)**-**WSRI(AM)** Rocherster/Portsmouth, N.H.

**Price**: $6 million.

**Buyer**: American Radio Systems Corp. **President**: Bill Ayres, chairman/owner. **Value**: $4.2 million (stock for stock). Note: final figure to be determined by station sales.

**Facilities**: **KDFM**: 1540 khz, 5 kw day; **WSRZ**: 107.1 mhz, 5.2 kw, ant. 351 ft.; **WZNN**: 930 khz, 5 kw, wsrz: 96.7 mhz, 3 kw, ant. 459 ft.

**Formats**: **KDFM**: news/talk; **KDFM**: classic rock; **KDFM**: KID-FM: 1540 khz, 5 kw day; **KID-FM**: 107.1 mhz, 5.2 kw, ant. 351 ft.; **WSRZ**: 107.1 mhz, 5.2 kw, ant. 351 ft.; **WZNN**: 930 khz, 5 kw, wsrz: 96.7 mhz, 3 kw, ant. 459 ft.

**Brokers**: HVS Partners, Potomac, Md.

**Price**: $5 million.

**Buyer**: Cumulus Media LLC, Chicago (William M. Burgother, president; State of Wisconsin Investment Board, 38.4% nonvoting owner; NationsBanc Capital Corp., 25.6% nonvoting owner). Cumulus is buying 13 FM's and four AMs.

**Brokers**: HVS Partners, Potomac, Md.

**Price**: $5 million.

**Buyer**: Cumulus Media LLC, Chicago (William M. Burgother, president; State of Wisconsin Investment Board, 38.4% nonvoting owner; NationsBanc Capital Corp., 25.6% nonvoting owner). Cumulus is buying 13 FM's and four AMs.

**Brokers**: HVS Partners, Potomac, Md.

**Price**: $5 million.

**Buyer**: Cumulus Media LLC, Chicago (William M. Burgother, president; State of Wisconsin Investment Board, 38.4% nonvoting owner; NationsBanc Capital Corp., 25.6% nonvoting owner). Cumulus is buying 13 FM's and four AMs.

**Brokers**: HVS Partners, Potomac, Md.

**Price**: $5 million.

**Buyer**: Cumulus Media LLC, Chicago (William M. Burgother, president; State of Wisconsin Investment Board, 38.4% nonvoting owner; NationsBanc Capital Corp., 25.6% nonvoting owner). Cumulus is buying 13 FM's and four AMs.

**Brokers**: HVS Partners, Potomac, Md.
Broadcasting

Price: $3 million
Buyer: American Cities Broadcasting LLC, Chicago (Bruce Buzil, 4% equity manager). Buzil is 96% owner of Marathon Media IV LLC, which is buying KNEI-AM-FM Waukon, Iowa (see item, below).
Seller: One-on-One Sports Radio Stations Inc., Northbrook, Ill. (Christopher Brennan, president); is buying KMXG(AM) Lo: Angeles, WCWO(AM) Miami and WXIL(AM) New York
Facilities: KGHL: 790 kw, 5 kw; KIDX: 98.5 mhz, 85 kw, 1.370 ft; KCAP: 1340 kw, 1 kw; KZMT: 101.1 mhz, 95 kw, ant. 1,899 ft.
Formats: KGHL: classic c country; KIDX: hot country; KCAP: n35Wtalk; KZMT: hot AC

Price: $25 million
Buyer: West Virginia Radio Corp. of Charleston, Morgantown, W.Va. (John R. and David A. Raees, co-owners/brothers). Raees owns 50% each of WFBY(AM) Clarksburg and WCHS(AM), WCAW(AM), WKWS(FM) and WAVE(FM) Charleston; is buying WONE-AM-FM Elkins; has applied to build FM in Salem, W.Va. Raees also owns 41.4% each of WAIR(AM)-WWAO(FM) Morganton and WSN(FM) Weston, W.Va., and MetroNews news and sport network; 33.3% of daily Morgantown Dominion Post
Seller: Empire Broadcasting System Inc., Panama City, Fla. (Donald A. Cavalieri, president/37.3% owner); is buying WSNR-FM Griswold/Annapolis, Md. Md. Cavalieri owns 29% of Empire Broadcasting Systems LLP, which owns WLN(FM) Panama City; has TBA with WTBQ(FM) Bonifay, Fla.
Facilities: AM: 1490 kw, 1 kw; FM: 107.3 mhz, 50 kw, ant. 600 ft.
Formats: AM: rock 'n' roll; FM: oldies

KLTG(AM)-KCAD(FM) Dickinson, N.D.
Price: $1.4 million
Buyer: Roberts Radio LLC, Pleasantville, N.Y. (Robert V. Pittman, chairman/13% owner; Robert B. Sherman, president/7% owner; Alpine Radio LLC, 18.1% owner); owns/is buying 13 FMs, six AMs
Seller: Western Medica & Rough Rider Communications Inc., Dickinson (Ray Davie, president/ent); owns KERAFM) Dickinson
Facilities: AM: 1460 kw, 5 kw; FM: 99.1 mhz, 100 kw, ant. 712 ft.
Formats: AM: C&W; FM: country

KNEI-AM-FM Waukon, Iowa
Price: $600,000
Buyer: Marathon Media IV LLC, Chicago (Bruce Buzil, manager/96% owner); owns kwk(FM) Decorah, Iowa (for other holdings, see "Changing Hands," June 2)
Seller: David H. Hegendor, Waukon
Facilities: AM: 1140 kw, 1 kw; FM: 103.9 mhz, 3 kw, ant. 200 ft.
Formats: Both country

Price: $381,000 ($270,000 for FM; $110,000 for AM)
Buyer: Innovative Broadcasting Corp., Pittsburg (William B. Wachter, director/53.3% owner); owns kwkq (FM) Asbury, Mo.; is buying KSEX(FM) Girard, Kan.; has applied to build FM in Ingalls, Kan. Wachter has applied to build FMs in Dearing and Galena, Kan.
Facilities: AM: 1340 kw, 1 kw; FM: 99.1 mhz, 3 kw, ant. 325 ft.
Formats: AM: news/talk; FM: AC

WWXQ(FM) Georgetown/Myrtle Beach, S.C.
Price: $7 million
Buyer: Root Communications Ltd., Daytona Beach, Fla. (James L. Devis, president; Susan S. Root Revocable Trust, owner); is buying wgrt(FM) Buckspoor/Georgetown, wwsx(FM) Mullins/Georgetown, wdar-FM Darlingston, wjmx(AM) Florence-wjmx(FM) Cheraw, wgsx(AM) Kingstree and wsqn(FM) Scanton, all S.C.; wplm(AM), wdrx(AM), wqjt(FM) Panama City, Fla.; wmos(AM), whfx(FM), and wfga(AM)-wbsa(FM) Brunswick/Savannah, Ga.; new FM at Ocean isle Beach, N.C. Trust owns kmvt(TV) Twin Falls, Idaho; has applied to build FM in Sun Valley, Idaho.
Seller: Coastline Communications of Carolina Inc., Narbarth, Pa. (Jerome Bresson, president); no other broadcast interests
Facilities: 97.7 mhz, 100 kw, ant. 492 ft.
Format: CHR
Broker: Stan Raymond & Associates

WRQK(FM) Canton, Ohio
Price: $6.5 million
Buyer: Connoisseur Inc., Westport, Conn. (Jeffrey D. Warshaw, 75% general partner); is buying wsom (AM)-wwsk(FM) Salem/Canton, Ohio. Connoisseur owns/is buying 18 FMs, 10 AMs.
Seller: Sabre Communications Inc., Williamsport, Pa. (Paul H. Rothfuss, president; Axiom Venture Partners LP, 56.2% owner); owns wnkw(FM) Corning, woxi(AM)-wpqg(FM) Horseheads and whdl(AM)-wpig(FM) Olean, all N.Y., and whto(FM) Muncy and wfxk(AM)-wzkr(FM) South Williamsport, Pa.; is buying wgmf(FM) Watkinsg-wnzwg-FM Montour Falls, N.Y. Rothfuss has interest in company applying to build FM in Lakewood, N.Y.
Facilities: 106.7 mhz, 27.5 kw, ant. 340 ft.
Format: CHR
Broker: Blackburn & Co.

WRDR(FM) Egg Harbor City, N.J.
Price: $6.25 million
Buyer: New Jersey Broadcasting Partners LP, Morristown, N.J. (New Jersey Broadcasting Inc., general partner; Burke Ross Jr. chairman/owner); owns wrat(FM) Point Pleasant, N.J. New Jersey Broadcasting Inc. is limited partner in Northern New Jersey Radio LP, which owns waha-FM Dover and wtrm(AM) Morristown, N.J.
Seller: Radio Radio Inc., Egg Harbor City (James N. Rodio, principal); no other broadcast interests
Facilities: 104.9 mhz, 10 kw, ant. 508 ft.
Format: Big band

WTAF-FM Hardest/Huntsville, WXQW (FM) Meridian/Huntsville and WWXQ(FM) Trinity/Huntsville, Ala.
Price: $5.45 million
Buyer: Capstar Broadcasting Partners LP; Austin, Tex. (Thomas O. Hicks, owner); is buying whos(AM)-wdrm-FM and wgbh(AM) Huntsville; CP for FM in Columbiana, Ala. (see item, below). Capstar owns/is buying 161 FMs and 73 AMs.
Facilities: WTAF-FM: 106.1 mhz, 5.4 kw, ant. 725 ft; wxxw: 94.1 mhz, 3 kw, ant. 328 ft; wxxq: 92.5 mhz, 3.1 kw, ant. 423 ft.
Formats: WTAF-FM: classic rock; wxxw: rebroadcasts wxxo; wxxq: top 40
Broker: Stan Raymond & Associates

KXDC(FM) Carmel/ Monterey, KPJG(AM) Freedom and KAXT(FM) (formerly KCDU) Hollister, all Calif.
Price: $5.3 million
Buyer: New Wave Broadcasting LP, Saddle River, N.J. (Ferrari Broadcasting Inc., 1% general partner; CMNY Capital II LP, 62% limited
Errata

The $30,000 purchase of KREH(AM) Oakdale, La., was inadvertently reported in both the May 26 and the June 2 issues.

---Compiled by Elizabeth A. Rathbun
A mixed bag for DBS

While subscribers and revenue are growing, industry faces variety of challenges

By Price Colman

The story of the direct broadcast satellite industry today—with apologies to Charles Dickens—is really a tale of two industries.

On one hand, it’s a time of turmoil. Mergers are announced, melt down, then reform with the dance partners changed. The financial pressures have already taken a toll, with minor player AlphaStar declaring bankruptcy.

But it’s also the best of times, because the fledgling industry has maintained solid, on-target growth despite the nagging sense that things are slowing down.

“There’s no question that the industry, particularly DBS, fell behind some expectations others had had for us and we had set for ourselves,” says Stanley E. Hubbard of USSB. “But that said, DSS was the fastest selling.”

As of the end of May, the three surviving providers showed healthy year-to-year and quarter-to-quarter growth. The DSS consortium (DIRECTV and USSB) reached 2.7 million subscribers, Primestar hit 1.88 million subs and EchoStar, in the wake of a merger meltdown, had 545,000.

“We surprised ourselves,” says EchoStar spokeswoman Judy Attencio.

Perhaps even more important, revenue per subscriber is up: $53.15 at DSS, $50-plus at Primestar and around $40 at EchoStar. Even the bad news has a silver lining—there’s more subscriber pie for the entrenched players.

But tougher times may be ahead. The strong subscriber growth is both more and less than it seems. DSS signed up roughly 240,000 new customers during the first quarter. The problem was that about 70,000 customers dropped the service.

“The growth in sales is way better than expected, and the growth in disconnects is way higher than expected,” says Rick Westerman of UBS Securities. “Net-net, the growth is as expected.”

DIRECTV and EchoStar have been subsidizing their subscribers to varying degrees, leading to negative cash flow. Of the three DBS firms, only Primestar has positive cash flow. In the race to achieve critical mass—roughly 3 million subs—subsidies may increase, although DIRECTV CEO Eddy Hartenstein contends that DSS’s subsidies are actually decreasing as hardware prices drop.

There are different reads on the subsidy issue. One is that the bigger the subsidy, the further out it pushes break-even for the DBS provider. The DBS companies counter that subsidies are primarily just a crunch of cash flow and that the money

<table>
<thead>
<tr>
<th>DBS SUBSCRIBER NUMBERS (as of May 31)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DSS (DIRECTV/USSB)</strong> 2.71 million; revenue per sub: about $55</td>
</tr>
<tr>
<td><strong>DIRECTV</strong> 2.575 million; revenue per sub: about $42</td>
</tr>
<tr>
<td><strong>USSB</strong> 1.43 million total (includes overlap with DIRECTV and 130,000 USSB-only subs); revenue per sub: about $24-$25</td>
</tr>
<tr>
<td><strong>EchoStar</strong> 545,000; revenue per sub: about $40</td>
</tr>
<tr>
<td><strong>Primestar</strong> 1.88 million; revenue per sub: $50+ (includes rental fee)</td>
</tr>
</tbody>
</table>

Source: Carmel Group, industry sources

From top: DIRECTV CEO Eddy Hartenstein; USSB President Stanley E. Hubbard; TCI Satellite Entertainment CEO Gary Howard

Broadcasting & Cable June 9 1997
comes in eventually.

That would be all well and good if there were some way of ensuring that the more heavily subsidized subs would stick around. Enter the law of inverse relationships: The more passionately DBS companies seek to mine the subscriber vein—cutting hardware prices, unbundling services—the more fickle those newly won subscribers become.

“As the price point approaches zero, the churn rate presumably will increase and the elasticity of demand for the product increases as well,” says Curt Alexander of Media Group Research. “At some point, you’re only bringing in subs who choose you for the price point. There are two impacts of that: Churn goes up and those new subs may not choose the same programing the previous guy did. Then the revenue per sub goes down.”

Hartenstein says DIRECTV’s churn rate is “remarkably low,” roughly 10% annually, or under 1% per month. But he also acknowledges that percentage could change as price wars among the DBS providers escalate.

“The more investment a customer makes in the product, the higher the confidence you can have that the customer is not going to churn out,” Hartenstein says.

EchoStar, in a bold but potentially risky move, “unbundled” programing and hardware on June 1. Customers now can buy the hardware for EchoStar’s DISH network beginning at $199 and buy programing packages on a monthly instead of annual basis. DIRECTV has tested a similar program in limited markets and will make a decision soon, Hartenstein says, about launching a national program in July.

Primestar has had the toughest time with churn, with about a 40% rate during 1996. Thanks to customer retention and credit check programs, Primestar reduced churn to 27% in the first quarter.

“We look at the trends in the first part of the year and we’re quite pleased with our own financial performance,” says TCI Satellite Entertainment CEO Gary Howard. “We have a more stable, satisfied customer base in the Primestar world.”

But with a solid first half over, the DBS industry—like the cable industry—is entering the summer doldrums when television viewing drops. It’s a tough time to gain subscribers. From the perspective of Media Group’s Alexander, that makes EchoStar’s unbundling move problematic.

“The key in my mind is, how successful are they going to be in generating additional sales? And if they are successful will DIRECTV match them?” asks Alexander. “Then the issue is, will these guys see an increased number of subs to more than make up for the increased subsidy they’re paying to get there? Then the question is, have they successfully increased subscriber acquisition or have they permanently increased acquisition cost?”

Like Alexander, Stephen Blum of the Carmel Group, publisher of DBS Investor newsletter, figures only time will tell: “By instigating unbundling now, by the time the selling season starts to pick up in mid-August, everything is up and running at speed. By mid-to-late October, we should have good idea of whether this has put a jump start on demand. End-of-September numbers should tell a good story. By the end of October, we should be able to make some kind of judgment based on numbers.”

Meanwhile, challenges are ahead for all the players. The predicament is most pronounced for EchoStar, which desperately needs a cash infusion, a partner or (the best selection) both. For Primestar, assuming that the partnership consolidation and News Corp. merger are consummated, there’s the nagging problem of a new satellite that suffered a power loss and how that will affect launch of a high-power service and introduction of TCI Satellite’s Cable Plus program.

Finally, there’s the larger question of just how big the DBS market can really be and who will be left standing when the dust settles.

Blum projects 7 million subscribers by year end with plenty of business for all three players. Others aren’t so sure.

“I think in the end there will be no more than three,” Hartenstein says. “If ASkyB hooks up with cable and Primestar, it probably means someone else has to come in and invest heavily in EchoStar, or else you could have the whole business go down to two. From the consumer perspective, that’s still pretty competitive.”
Leonard Slye → Roy Rogers

Christina Ciminella → Wynonna Judd

William Dukenfield → W.C. Fields

Group W Satellite Communications → CBS CABLE

We know a good idea when we see one.
Same people. Same quality. New name. We look forward to working with you again for the very first time.
Viacyom taps retailer for Blockbuster, again

Brings in Taco Bell president/CEO to replace Fields as head of video chain

By John M. Higgins

For the second time, Viacyom Inc. is bringing in a retailing veteran in an effort to revive Blockbuster Entertainment, its ailing video rental chain.

John F. Antioco, president and CEO of Taco Bell Corp., has been named chairman and CEO of Blockbuster, replacing chairman Bill Fields, a former Wal-Mart executive who quit in April. Although Antioco is currently in charge of Pepsico Inc.'s Mexican fast-food chain, the bulk of his career has been spent in convenience store chains, including 7-Eleven and Circle K.

Taco Bell was a short-term job for Antioco, only eight months. He had been competing to become CEO of Pepsi's entire restaurant unit—including the KFC and Pizza Hut chains—which is being spun off later this year. Pepsi expects to name the head of that unit in two weeks.

Antioco's main accomplishment in his brief stay was to boost sales for Taco Bell after an attempt to focus on low-fat meals faltered.

In a statement, Viacyom Chairman Sumner Redstone praised Antioco for his "top-to-bottom understanding of large multistore retail chains, extensive experience in marketing and brand building."

Redstone needs the help. Sales and cash flow for Blockbuster, acquired in 1995 to help support debt for Viacyom's takeover of Paramount Communications, have been sagging for more than a year. First, margins were sliced by a Redstone directive to emphasize selling tapes, rather than renting them, to recapture money being lost to discount retailers that were selling millions of copies of some titles. But the whole retail industry has been slumping in recent months, with heavy renters' interest fading.

During the first quarter, Blockbuster's cash flow plunged 15%, even though revenue jumped 15%.

The problems have been a huge drag on Viacyom, overshadowing the success of some other divisions and pushing the company's stock down to as low as $25 per share from the mid-$30s. Last week Viacyom shares traded at $30.50.

The praise that Redstone lavished on Antioco last week sounded much like the plaudits Fields received when he arrived in February 1996. To revive Blockbuster's growth, Fields crafted an ambitious expansion plan. One thrust called for refitting Blockbuster units into "whole entertainment" stores including movies, music, games, software and even books. Another called for expanding into small towns underserved by video stores that the company had previously ignored in favor of suburbs and cities. Some analysts estimated that the move could burn as much as $600 million in capital.

Although Redstone heartily endorsed Fields and his plans when they were announced last October, he largely scrapped them in March and eased Fields out.

Antioco was well received on Wall Street last week. "He's just what Blockbuster needs," said Farman Selz & Co. media analyst Fred Moran. "He's a real aggressive turnaround specialist."

Redstone kept Fields under wraps for six months after he was hired, so investors may not see much of Antioco until he gets his arms around Blockbuster. Before joining Taco Bell, Antioco was chairman and CEO of The Circle K Corp., a 2,500-unit convenience store chain. The Circle K stint shows that Antioco has an appetite for turnaround. He led the chain out of Chapter 11 after it was crippled by debt from a leveraged buyout. He took the company public in 1995 and sold it to Tosco Corp. last year.

Previously, he briefly served as COO of eyeglass chain Pearle Vision. Before that he spent almost two decades at Southland Corp., owner of the 7,000-unit 7-Eleven convenience store chain, rising through the ranks to senior posts of vice president of marketing and senior vice president of operations.

"The big question is whether he can get along with Sumner," said one investment banker. "If he's used to a lot of autonomy, he'd better watch out."

Lockheed Martin thinks in Russian

U.S. satellite manufacturer Lockheed Martin and Russian-led satellite group Intersputnik have unveiled a global satellite joint venture which is forecast to generate $300 million-$500 million in revenue by 2001. The group will offer satellites with DTH and telecommunications capacity.

Lockheed Martin, which will hold an undisclosed majority stake in Lockheed Martin Intersputnik, will supply satellites and launch services. The venture's first 44-transponder satellite, LMI-1, is scheduled to launch into the 75 degree east orbital slot during fourth quarter 1998.

US West abandons Spain

Baby Bell US West is withdrawing from the Spanish cable scene. The telco confirmed the sale of its 25% stake in cable group CTC, which holds the license to conduct pilot cable services in Barcelona. A U.S. investment consortium, Spain Telecoms, backed by GE Capital, Bank of America and Callahan Associates International, has acquired half of US West's CTC interest. Italian telecommunications giant Stet has purchased the remaining stake via its international arm, Stet International.

—Nicole McCormick
168 PEOPLE KILLED, 260 MILLION HURT.

TELL ME SOMETHING I DON'T KNOW. CBS Eye On People is the network dedicated to bringing you more. New shows offering timely updates, insightful revelations and retrospectives on the people and stories you want to know more about.

Call Jim Babchak, Eastern Region: 203-965-6405 • Ken Mulane, Midwest Region: 312-245-4843 • Lynn E. Wells, Western Region: 303-771-9800.
Pegasus extends DBS reach
Pegasus Communications Corp. cut deals for five more independent DirecTV dealers, agreeing to pay $37 million for rural retailers in three states. Pegasus has been working to consolidate the rural DBS franchises issued by the National Rural Telecommunications Co-Operative as part of its deal with DirecTV to cover fringe areas poorly served by broadcast and cable TV. The new territories pass 254,000 TV households in Alabama, Minnesota and Utah. About 27% of those are not passed by cable. Dealerships serve 18,200 homes, so penetration is just 7% of the homes passed, making the price $2,032 per sub, about 30% higher than rural cable systems. The deals will boost Pegasus' holdings to 100,000 DBS subs and 2 million homes passed in 26 states. That leaves total penetration at 5%. The company also owns broadcast stations and cable systems.

RCN settles Boston dispute
Residential Communications Network has settled a dispute with the City of Boston that clears the way to extend integrated cable and telephone service to the city. RCN was already offering service to 3,000 customers in Boston's ritzy Back Bay area while insisting it didn't need a cable franchise—provoking harsh opposition from the city, state and incumbent cable operator Cablevision Systems Corp. But RCN relented, agreeing to immediately pay fees and meet other burdens faced by Cablevision. That includes paying 5% of its gross revenue to the city and making room for public access, education and government channels. For two years, RCN will operate an open video system under FCC provisions laid out for phone companies entering the video business. During that period, however, the company will negotiate a formal franchise agreement with the city. RCN is a subsidiary of MSO C-Tec Corp. and is teamed in the Boston venture with local electric utility Boston Edison, which controls critical conduits, pole and other pathways into densely populated city apartment buildings and houses.

Court TV goes interactive
Court TV says it will be the first cable network to go interactive, using an Interactive Channel operating system and ChannelLink feature. The new service, expected this fall, will offer interactive content from Court TV and its Website. "We will use this platform to offer Court TV BackChannel, providing supplemental information for viewers, including case summaries, bios of major players, recent verdicts and our programming schedule," says John Moran, Court TV's vice president of broadband distribution. The next-generation version of Interactive Channel, expected out this fall, builds on original multimedia programming introduced in Colorado Springs in third quarter 1996. The advanced operating system is expected to include such features as Internet programming, e-mail and extensive local and national programming.

Good news, bad news
Sources tell Broadcasting & Cable that Nostalgia Television is changing its name to Good TV. Officials at Nostalgia say they are working on a name change and plan to unveil it on June 25. Nostalgia has lost nearly 2 million subs in the past year.

Chet to host
Sports personality Chet Coppock will host a new series, Timeless Moments, on American Sports Classics. The weekly show will look back on memorable moments in sports history. American Sports Classics launches July 9.

TCI, Washington Post swap
Subsidiaries of Tele-Communications Inc. and the Washington Post Co. are swapping cable systems encompassing roughly 103,000 subscribers. General terms call for TCI American Cable Holdings II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give the Washington Post II LP to give.

Redirected service
Cox Communications Gainesville/Ocala, Fla., plans to add Call Redirect for customer service. The service allows cable systems to automatically transfer a caller to a second destination: For instance, it moves a caller to a customer service rep when a pay-per-view movie transaction receives an error message. Call Redirect is part of Synintellect's Hole Ticket PPV order-processing service. Cox's goals: to increase revenue lost to unsuccessful PPV orders and to clean up its subscriber database. Instead of hearing a recorded message, the caller will now go directly to a service rep, who will describe the problem and attempt to resolve it.

Two Charter, four systems
Two Charter Communications limited partnerships acquired four cable systems encompassing nearly 52,000 subscribers from two Cencom Partners limited partnerships. Charter, which is poised to enter cable's Top 10 MSO ranks, owns many of its 1 million-plus subscribers to the systems it acquired from Cencom. The latest acquisitions include systems in North and South Carolina. The value of the transactions was not disclosed, but based on the industry benchmark of $2,000 per sub, the deals would be worth around $100 million.

Direct mail adds buys, study says
Cable operators are increasing buy
rates through direct mail, according to a Request affiliate survey. The company surveyed 261 cable affiliates, about 28% of the addressable subscriber base. Request says that 68% of the respondents use direct mail to promote pay per view and that those systems average 33% more movie revenue per sub than do respondents who do not use direct mail. Direct mail includes both bill-stuffers and a separate mailing. Request says its research also shows that 78% of the respondents use PPV guides: the All Day Movie. Ticket concept is growing, and premiums receive high grades as marketing material.

USA Latin America boosts subs

USA Latin America has secured more than 325,000 subs in Chile in deals with MSCs, and will increase its subscriber base in Argentina by more than a half-million subs by year’s end, says Mauricio Gerson, vice president, USA Latin America. USA Latin America entered into a four-year renewal agreement with Chile’s leading MSO, VTR, raising the base by more than 325,000 subs. The deal brings virtually 100% penetration in that country, as the network also is carried on Metropolis-Intercom there. With its Argentine partner, Productora Federal, USA Latin America entered a three-year agreement with Mendoza Partners that covers provinces including Buenos Aires, Santiago and Misiones. All Mendoza’s current and future systems are included in the agreement. The company’s subscriber base will immediately increase USA Latin America’s penetration in Argentina by 400,000 subs, raising to 500,000 by the end of 1997. In the central region, USA Latin America has added 100,000 subs from deals struck at the recent TEPAL conference in Caracas. The new subs are in Venezuela, Colombia and Dominican Republic.

50 PEOPLE’S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of May 26–June 1, 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>HHS. (000)</th>
<th>Rating Cable US</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. NASCAR/Miller 500</td>
<td>TNN</td>
<td>Sun 12:00p</td>
<td>3,300</td>
<td>4.8</td>
<td>3.4</td>
</tr>
<tr>
<td>2. Rugrats</td>
<td>Nick</td>
<td>Sun 10:00a</td>
<td>3,072</td>
<td>4.0</td>
<td>3.2</td>
</tr>
<tr>
<td>3. Angry Beavers</td>
<td>Nick</td>
<td>Sun 10:30a</td>
<td>2,885</td>
<td>4.1</td>
<td>3.0</td>
</tr>
<tr>
<td>4. Hey Arnold</td>
<td>Nick</td>
<td>Sun 11:00a</td>
<td>2,808</td>
<td>4.1</td>
<td>3.0</td>
</tr>
<tr>
<td>5. Rugrats</td>
<td>Nick</td>
<td>Thu 7:30p</td>
<td>2,563</td>
<td>3.7</td>
<td>2.6</td>
</tr>
<tr>
<td>6. Secret World of Alex Mack</td>
<td>Nick</td>
<td>Tue 8:00p</td>
<td>2,541</td>
<td>3.6</td>
<td>2.6</td>
</tr>
<tr>
<td>7. Rugrats</td>
<td>Nick</td>
<td>Sat 10:00a</td>
<td>2,509</td>
<td>3.6</td>
<td>2.6</td>
</tr>
<tr>
<td>8. Rugrats</td>
<td>Nick</td>
<td>Tue 7:30p</td>
<td>2,470</td>
<td>3.5</td>
<td>2.5</td>
</tr>
<tr>
<td>9. Rugrats</td>
<td>Nick</td>
<td>Wed 7:30p</td>
<td>2,445</td>
<td>3.5</td>
<td>2.5</td>
</tr>
<tr>
<td>10. Secret World of Alex Mack</td>
<td>Nick</td>
<td>Thu 8:00p</td>
<td>2,422</td>
<td>3.5</td>
<td>2.5</td>
</tr>
<tr>
<td>11. NHL Colorado @ Detroit</td>
<td>ESPN</td>
<td>Mon 7:30p</td>
<td>2,414</td>
<td>3.4</td>
<td>2.5</td>
</tr>
<tr>
<td>12. World Champ. Wrestling</td>
<td>TNT</td>
<td>Sat 9:00p</td>
<td>2,417</td>
<td>3.3</td>
<td>2.3</td>
</tr>
<tr>
<td>13. Hey Arnold</td>
<td>Nick</td>
<td>Sun 8:00p</td>
<td>2,365</td>
<td>3.4</td>
<td>2.5</td>
</tr>
<tr>
<td>14. Angry Beavers</td>
<td>Nick</td>
<td>Sat 10:30a</td>
<td>2,351</td>
<td>3.3</td>
<td>2.4</td>
</tr>
<tr>
<td>15. Rugrats</td>
<td>Nick</td>
<td>Mon 7:30p</td>
<td>2,311</td>
<td>3.3</td>
<td>2.4</td>
</tr>
<tr>
<td>16. Hey Arnold</td>
<td>Nick</td>
<td>Mon 8:00p</td>
<td>2,292</td>
<td>3.3</td>
<td>2.3</td>
</tr>
<tr>
<td>17. Tiny Toon Adventures</td>
<td>Nick</td>
<td>Sun 11:00a</td>
<td>2,247</td>
<td>3.2</td>
<td>2.3</td>
</tr>
<tr>
<td>18. Hey Arnold</td>
<td>Nick</td>
<td>Sat 11:00a</td>
<td>2,240</td>
<td>3.2</td>
<td>2.3</td>
</tr>
<tr>
<td>19. World Champ. Wrestling</td>
<td>TNT</td>
<td>Thu 7:55p</td>
<td>2,213</td>
<td>3.1</td>
<td>2.3</td>
</tr>
<tr>
<td>21. Rugrats</td>
<td>Nick</td>
<td>Mon 9:00p</td>
<td>2,197</td>
<td>3.1</td>
<td>2.3</td>
</tr>
<tr>
<td>22. Blues Clues</td>
<td>Nick</td>
<td>Mon 9:30p</td>
<td>2,164</td>
<td>3.1</td>
<td>2.3</td>
</tr>
<tr>
<td>23. Rugrats</td>
<td>Nick</td>
<td>Sat 8:30a</td>
<td>2,143</td>
<td>3.1</td>
<td>2.2</td>
</tr>
<tr>
<td>24. Rugrats</td>
<td>Nick</td>
<td>Sun 11:30a</td>
<td>2,137</td>
<td>3.1</td>
<td>2.2</td>
</tr>
<tr>
<td>25. Rugrats</td>
<td>Nick</td>
<td>Sun 12:00p</td>
<td>2,077</td>
<td>3.0</td>
<td>2.1</td>
</tr>
<tr>
<td>26. Tiny Toon Adventures</td>
<td>Nick</td>
<td>Sat 9:00p</td>
<td>2,076</td>
<td>3.0</td>
<td>2.1</td>
</tr>
<tr>
<td>27. Rugrats</td>
<td>Nick</td>
<td>Fri 7:30p</td>
<td>2,015</td>
<td>2.9</td>
<td>2.1</td>
</tr>
<tr>
<td>28. Looney Tunes</td>
<td>Nick</td>
<td>Sun 9:00p</td>
<td>2,001</td>
<td>2.9</td>
<td>2.1</td>
</tr>
<tr>
<td>29. Rugrats</td>
<td>Nick</td>
<td>Wed 7:00p</td>
<td>1,972</td>
<td>2.8</td>
<td>2.0</td>
</tr>
<tr>
<td>30. Rugrats</td>
<td>Nick</td>
<td>Tue 7:00p</td>
<td>1,957</td>
<td>2.8</td>
<td>2.0</td>
</tr>
<tr>
<td>31. Rugrats</td>
<td>Nick</td>
<td>Thu 7:00p</td>
<td>1,944</td>
<td>2.8</td>
<td>2.0</td>
</tr>
<tr>
<td>32. Are You Afraid of the Dark?</td>
<td>Nick</td>
<td>Thu 5:00p</td>
<td>1,955</td>
<td>2.8</td>
<td>2.0</td>
</tr>
<tr>
<td>33. Rugrats</td>
<td>Nick</td>
<td>Thu 7:00p</td>
<td>1,944</td>
<td>2.8</td>
<td>2.0</td>
</tr>
<tr>
<td>34. Happy Days</td>
<td>Nick</td>
<td>Thu 9:00p</td>
<td>1,939</td>
<td>2.8</td>
<td>2.0</td>
</tr>
<tr>
<td>35. Rugrats</td>
<td>Nick</td>
<td>Sat 7:30p</td>
<td>1,930</td>
<td>2.8</td>
<td>2.0</td>
</tr>
<tr>
<td>36. UWL Wrestling</td>
<td>USA</td>
<td>Mon 7:55p</td>
<td>1,947</td>
<td>2.7</td>
<td>2.0</td>
</tr>
<tr>
<td>37. My Brother and Me</td>
<td>Nick</td>
<td>Sun 12:30p</td>
<td>1,929</td>
<td>2.7</td>
<td>2.0</td>
</tr>
<tr>
<td>38. Rugrats</td>
<td>Nick</td>
<td>Mon 10:00a</td>
<td>1,927</td>
<td>2.7</td>
<td>2.0</td>
</tr>
<tr>
<td>39. Rugrats</td>
<td>Nick</td>
<td>Sat 8:30p</td>
<td>1,922</td>
<td>2.7</td>
<td>2.0</td>
</tr>
<tr>
<td>40. Rugrats</td>
<td>Nick</td>
<td>Sat 8:00p</td>
<td>1,877</td>
<td>2.7</td>
<td>1.9</td>
</tr>
<tr>
<td>41. Movie: “Dances with Wolves”</td>
<td>LIF</td>
<td>Mon 7:30p</td>
<td>1,823</td>
<td>2.7</td>
<td>1.9</td>
</tr>
<tr>
<td>42. Movie: “Stephen King’s Sleepwalkers”</td>
<td>TBS</td>
<td>Mon 8:05p</td>
<td>1,890</td>
<td>2.6</td>
<td>1.9</td>
</tr>
<tr>
<td>43. Rugrats</td>
<td>Nick</td>
<td>Mon 8:30a</td>
<td>1,855</td>
<td>2.6</td>
<td>1.9</td>
</tr>
<tr>
<td>44. Happy Days</td>
<td>Nick</td>
<td>Tue 8:30p</td>
<td>1,834</td>
<td>2.6</td>
<td>1.9</td>
</tr>
<tr>
<td>45. Secret World of Alex Mack</td>
<td>Nick</td>
<td>Sun 6:30p</td>
<td>1,807</td>
<td>2.6</td>
<td>1.9</td>
</tr>
<tr>
<td>46. Happy Days</td>
<td>Nick</td>
<td>Thu 6:30p</td>
<td>1,792</td>
<td>2.6</td>
<td>1.8</td>
</tr>
<tr>
<td>47. UWL Wrestling</td>
<td>TBS</td>
<td>Sat 6:05p</td>
<td>1,790</td>
<td>2.5</td>
<td>1.8</td>
</tr>
<tr>
<td>48. Rugrats</td>
<td>Nick</td>
<td>Fri 7:00p</td>
<td>1,781</td>
<td>2.5</td>
<td>1.8</td>
</tr>
<tr>
<td>49. J. Henson’s Muppet Babies</td>
<td>Nick</td>
<td>Mon 10:30a</td>
<td>1,777</td>
<td>2.5</td>
<td>1.8</td>
</tr>
<tr>
<td>50. Rugrats</td>
<td>Nick</td>
<td>Sat 12:00p</td>
<td>1,751</td>
<td>2.5</td>
<td>1.8</td>
</tr>
</tbody>
</table>

Sources: Nielsen Media Research, Turner Research
GI develops telco gateway

Household box will handle analog and digital and service multiple TVs

By Glen Dickson

General Instrument's Next Level Communications subsidiary has developed a new interface product that will allow telco customers to receive video, telephony and data through one box.

The product, called the N3 Residential Gateway, is designed to work in fiber-to-the-curb (FTTC) architectures, such as the Next Level FTTC system being deployed by Nynex in communities around Boston. The household unit will be able to receive both analog and digital video signals and also will convert digital signals to analog and send them through existing coaxial cable for viewing on multiple cable-ready television sets.

The Residential Gateway is based on a modular architecture. Besides an MPEG bus for video signals and a 10-base T Ethernet port for data, the unit will accommodate plug-in cards for Internet access, analog telephony and ISDN, as well as additional MPEG cards to support multiple analog TVs.

"The idea in essence is to put a full-featured MPEG set-top box in the entertainment center, and not bear the cost of putting one on every set in the home," says Bill Weeks, Next Level's vice president of technology. "You can leverage the same box, put in an MPEG decoder, modulate the signal as an RF carrier and shove it around inside the coaxial wiring. All you need is a remote control to signal upstream to the Residential Gateway."

Weeks says the unit also will be able to display DTV signals, either by passing through an MPEG transport layer to the digital television set or by adding a DTV decoder module to the Gateway. General Instrument is considering digital interface protocols such as FireWire to provide that function, he adds. Supporting DTV on multiple sets is trickier, and analog sets may require additional full-featured digital set-tops to convert DTV broadcast signals for viewing. But Weeks says that DTV isn't Next Level's top concern in producing the Residential Gateway: supporting multiple TV sets off one set-top is.

"It may be the trick in trying to make the business case closed for the RBOCs," he says. "Otherwise they'll spend $1,200 on set-tops, which is more than the entire network will cost per home."

Sherlock to retire from NBC

Michael Sherlock, NBC executive vice president of technology, will retire at the end of the month. Sherlock, 60, says he is leaving the network to spend more time with his family.

A 37-year NBC veteran, Sherlock has been one of the network's leaders in the move to digital television technology. He is a member of the executive board of the Advanced TV Systems Committee in Washington and chairman of its Broadcasters' Caucus, a position he will retain.

"I've had the good fortune, after a long career, to be in on the ground floor of a whole new era of television," says Sherlock. "I'm very happy to watch it develop from the sidelines."

Sherlock started his career at NBC in 1960 in TV network business affairs and become director of business administration before leaving the network for a four-year stint at Hertz Corp. as vice president of administration. He returned to NBC in 1977 as vice president of business affairs and administration and became chief financial officer of NBC Sports in 1979.

Sherlock moved to the engineering side in 1982, when he became executive vice president of NBC's operations and technical services division. In 1985 he was promoted to president of the division, where he was responsible for studio and broadcast operations, engineering, sourcing, real estate and administrative services. He was appointed to his current position in 1993.

In April, Sherlock was awarded the NAB's 1997 Engineering Achievement Award, following up on his 1994 Emmy for lifetime achievement in technology. He is an SMPTE fellow, a member of the symposium committee of the International Television Symposium and Technical Exhibition-Montreux and a member of the technical advisory committee of the Museum of Television & Radio.

NBC has not announced whether Sherlock's position will be filled.

—GD
"You ask, what is our aim? I can answer in one word: It is victory video."

Your aim is getting video to just about anywhere. So is ours. Because Vyvx means video — by whatever route: Fiber or satellite. Land, sea, or air.

In transmitting video, there is no single solution for every situation. So count on Vyvx to find the best solution for each situation.

When you need an immediate uplink. Vyvx it. Need the quality and security of fiber-optic transmission? Vyvx it.

Need a short lead time? Vyvx it. International routing. Fail-safe connectivity for a major event. Direct fiber service to hundreds of teleproduction firms. Or national distribution of TV spots. Vyvx it. Vyvx it. Vyvx it. Whatever the situation, don't concern yourself with scheduling transponders, teleports, or local loops. Just remember one thing: Make one simple phone call to Vyvx to get your video where it needs to go. Without blood, tears, toil, and sweat.

When it's video, Vyvx it.

For more information contact us toll free at 1-888-vyvx it (898-9048) ex 116.


THE INTERNATIONAL VIDEO SERVICES COMPANY
Fiber    Satellite    Televports

A Williams Communications Group Company

vyvx

www.americanradiohistory.com
Rainbow taps DVCPRO for Neighborhood News

Long Island cable services to add more video content

By Glen Dickson

Rainbow Programming Holdings, the programming division of Cablevision Systems, has purchased Panasonic DVCPRO and DV small-format component digital gear to support news production at its Neighborhood News 12 operations on Long Island, N.Y. The order includes five DVCPRO laptop editors, five DVCPRO studio editing VTRs, and nine AG-EZ1U DV-format camcorders. The DVCPRO gear has already been deployed by neighborhood news units producing seven separate news services for Hicksville, Plainview/Old Bethpage, Jericho, Bethpage, Syosset/Woodbury, the Massapequas, and Farmingdale; an expansion to 12 services is scheduled by the end of 1997. According to Barry Romanski, director of Neighborhood News Development, Rainbow purchased the DVCPRO equipment as part of a format change in Neighborhood News programming. The 24-hour services, which have an estimated viewership of 65,000, are 30% video and 70% multimedia; within the next two months those percentages will reverse. "Originally, we had intended to focus primarily on animation and still video photography, but the project is evolving into a more traditional news format that will be video-dependent," says Romanski, who adds that the DVCPRO gear was the right price for a digital acquisition format.

Rainbow also is having an unnamed supplier develop a customized digital file server that will play back all of the Neighborhood News content, including graphic boards to generate multimedia displays. Currently, multimedia content plays off a temporary Amiga-based solution, while video is edited on DVCPRO, mastered onto analog Beta and then dubbed down to S-VHS tape for playback.

"It's sort of a weird, convoluted system," Romanski says. "We knew it wasn't a long-term solution, but we wanted to get the services up and running and start generating some advertising revenue."

JVC unveils Digital-S camcorder

Hopes new unit will give DVCPRO competition

By Glen Dickson

JVC introduced a new Digital-S camcorder at the InfoComm show in Los Angeles last week, bringing its 4:2:2 component digital format into the field acquisition market.

The new DY-700U three-chip camcorder will have a base price of $11,999, including lens and viewfinder. That package comes with a lower-grade Fujinon or Canon lens that broadcast users may want to upgrade. "We'll sell it without the lens so they can put better glass on it," says Dave Walton, JVC marketing manager.

The camcorder will use Digital-S half-inch metal particle tapes available in lengths of 10, 34, 64 and 104 minutes. Recordings can be monitored through composite video output on the DY-700U and edited on any Digital-S editing system.

While Digital-S has made inroads as a studio format with big VTR sales to Fox News Channel and Fox Sports Net, not many stations have bought the cameras for field acquisition. Walton thinks the new 17-pound camcorder will allow Digital-S to compete in the ENG market; where Panasonic's DVCPRO digital format has been successful.

"It's an unbelievable price for a digital camcorder, and it's a big step up in quality compared to Betacam SP," he says. "We think it will be popular as an ENG camera."

D-5 debut

Maxell has introduced a D-5 high-definition video cassette to meet the high-density recording needs of the D-5 half-inch component digital HD format, which has gained early favor as an HD recording source since the introduction of Panasonic's D-5 HD processor. The tape has an ultra-fine Ceramic Armor Metal Particle coating for superior magnetic energy, and a new calendaring technology that smooths the magnetic coating surface. The Maxell HD cassettes are available in recording times of 33 and 63 minutes in M size, and 94 and 124 minutes in L size.
EchoStar International has won a contract to provide digital set-top boxes to Spain's DTS, the Telefonica subsidiary that plans to launch a DTH service in Spain this September. EchoStar also will license its proprietary electronic program guide to DTS for use with the receivers. DTS has placed an initial order of 100,000 set-tops for 1997; the value of the transaction is more than $40 million. DTS will use the same Nagra-Kudelski conditional access and Divicom compression systems that EchoStar uses in the U.S.

Acrodyn Communications has been awarded three contracts worth an aggregate $1 million to manufacture and install high-power UHF teletext TV transmitters. The Blue Bell, Pa.-based company will install 30kW common amplification units at both GRK Productions' wku(tv) Vanderbilt, Mich., and Heritage Media's wnne-tv Burlington, Vt., during the second quarter of fiscal 1997. Acrodyn also will be upgrading the transmitter system for Xi'an in the People's Republic of China by third quarter 1997; this is the second contract Acrodyn has won in China.

Tape House Digital and PMcD collaborated on WTBS's new look.

Fujinon has developed a lightweight teleprompter that can be used to support news-casters. The WP-16B-04A unit, designed as a peripheral for portable camera lenses, has a six-inch LCD and a built-in image memory that can store up to 22 pages of text (44 pages in low-resolution mode), which equates to approximately six minutes of speech. The teleprompter can be controlled remotely by infrared or cable and has multiple choices for manuscript display, including instant input from a personal computer or hand-held television camera. An optional half-mirror can be attached to unit for operation similar to that of a studio teleprompter.

The SPACECONNECTION, North Hollywood, Calif., has acquired a full-time, broadcast-quality MPEG-2 compressed video channel between the U.S. and Asia on the TRS,5 satellite. The capacity reseller plans to use the link to provide turn-around services from U.S. domestic satellites to Asia.
CNN, Oracle team for personalized online news

Custom News will draw from huge print, broadcast database

By Richard Telerico

Moving further into the realm of new-media news delivery, Time Warner's CNN launched a personalized online news service in cooperation with Oracle Corp. last week.

CNN Custom News (cnn.com/customnews) permits PC users to customize news content accessed from a menu of subject areas, including U.S. and world news, business, sports, lifestyle, show business, science and technology. Users can specify areas of interest from a list of more than 300 categories.

A CNN News Stream feature can be programmed to provide breaking news on a range of topics in a scrolling ticker across the PC screen. Another feature, On-Target, permits users to follow predefined topics or go beyond those topics and access material from the CNN Custom News database.

In addition to drawing on CNN's news reporting resources and those of its broadcast affiliates, the service uses more than 100 newspapers, magazines and other news sources.

The venture heightens CNN's already high profile in the online news business with another ad-driven news service. PC users can specify everything from stocks and sports teams they want to follow to weather reports they regularly want to receive on particular cities. Prospective users can either prescribe content according to pie charts that divvy up areas of content to be received or, in a process that takes 10-20 minutes, detail exactly what types of information they want to receive in each category.

"Every day we are confronted with more news and information than we can handle. CNN Custom News will ensure that Internet users are not overwhelmed by this information. Instead, they can get up-to-the-minute news relevant to their interests in a concise format," says CNN founder and Time Warner Vice Chairman Ted Turner.

The new service also establishes a partnership between CNN and Internet technology leader Oracle Corp. Lawrence Ellison, Oracle chairman, joined Turner in introducing the service at the Comdex computer trade show in Atlanta. Oracle's Web Application Server is being used to enable delivery of content in real time, permitting construction of the personalized news pages that constitute the service and delivering the content selected.

Scott Woelfel, vice president and editor-in-chief of CNN Interactive, says the main idea is to speed up getting news online that is relevant to the average user. "All the work that's been done to make the material available is there for you in advance on the server side," he says. "It'll simply speed up the process in terms of the time you spend online."

Woelfel does not see the new product as competition for...
“push” information services such as PointCast, which CNN currently supplies with content. CNN Custom News is intended to complement CNN.com, the Cable News Network’s primary Website and CNN Plus, a section of the main Website that offers transcripts of CNN programming. Shockwave-based games, Java-based crossword puzzles and chat sessions.

And clearly, CNN is thinking about its competitive position in the Internet marketplace. “When you take the three together,” says Woelfel, “I think it’s stronger than anything that’s out there right now.”

The new service essentially establishes one more on the beachhead for the CNN brand in a Web environment increasingly crowded with news sites, and an environment that fairly screams for streamlined information access.

**Internet Ratings**

**Sony soars, Heaven’s Gate flashes in Web ratings**

*The Station’s debut attracts women, poll finds*

By Richard Tedesco

Sony’s online status rose with the debut of The Station, and Heaven’s Gate exploded with a brief, bright blip, according to the latest Web ratings from PC Meter in March and April.

The Station, featuring interactive versions of Jeopardy! and Wheel of Fortune, is the fifth-ranked site, with a 4.5 rating, in the April rankings in PC Meter’s news/information/entertainment category. The site tied for seventh at 4.2 with Warner Bros. Online during March. Based on Sony’s research, 45% of that online audience were women. “Game shows tend to be attractive to that demographic,” says Steven Yee, vice president of marketing for Sony Online Ventures.

The April and March Web ratings, based on percentages of home Internet users accessing World Wide Web sites, were obtained from various sources by Broadcasting & Cable. PC Meter has declined to release its numbers publicly, but confirmed the March and April ratings.

The Heaven’s Gate site scored a 2.7, in the top 15 of sites, for the news/information/entertainment category during March before dropping out of sight in April. Its brief popularity was driven by the mass suicide of the Hale-Bopp cult that month.

Otherwise, the rankings remained consistent with the last published results PC Meter provided, in January. Top-ranked sites remained ZDNet and Pathfinder, which traded places in March and April. Pathfinder hit an 8.4 in March, dropping to 6.9 in April. ZDNet hit an 8.1 in March. It fell off to 7.7 but was still the number-one site in April.

Disney drove to third place in March with a 5.6 rating, then dipped to fourth with 4.6 in April. The volatility of the season presumably pushed The Weather Channel to fourth in the March rankings with a 4.9 before it dropped back to sixth with 4.4 in April.

ESPN SportsZone hit a 4.3 as the sixth-ranked site in March, scoring 3.9 in the eighth spot for April. SportsLine, sparked by the March Madness of the NCAA Bas-

**Nick launches Website, redoes AOL area**

Nickelodeon jumped onto the Internet with characteristic flair last week, introducing a new site to extend its brand and engage its young audience, and recasting its area on AOL.

The new site, Nick.com, contains information about 15 Nickelodeon series in a Nick TV area that includes scheduling information, a watch-and-win game and theme music from each of the series. Related site Nick at Nite has been in operation for some time.

Sound plays a big part on the Nick site to engage users, according to Scott Webb, senior vice president of Nickelodeon Media Works, who says the site is intended as an “intuitive” online experience. Nick is aiming at content that will hold some allure for users ages 6 to 12.

The most engaging area is Juicy, which reproduces content sent in by kids, including cartoons that are then animated by Nick Media Works staffers; diaries (with names changed); photos, and the “zines” that site users themselves compose. A game area offers a virtual 3-D tour of Nickelodeon Studios in Orlando, and a trivia quiz that tests general knowledge as well as knowledge about Nick on-air series.

Also on the site is The Big Help, an area that offers kids structure and encouragement to volunteer for or initiate their own community projects.

The ad-supported redesign includes games, comic strips and a message board, and generally has less text and more pictures than it presented before.—RT

**Koplar moves toward INTV test**

Koplar Interactive Systems plans to conduct a limited test of a proprietary interactive TV system in St. Louis this fall.

The test involves a “shell” of binary code transmitted in the visual portion of the TV signal, based on patented technology Koplar purchased from ISI Portland. Koplar-TV St. Louis is set to participate in an experiment that will involve a range of applications, according to Ted Koplar, president of parent company Koplar Communications. “We know the system works. It’s a matter of applications at this point,” Koplar says.

The technology uses a small box attached to the TV set that produces decoded text on screen and receives signals through a universal remote. The remote also will address a box attached to a user’s telephone for transactional applications.

Koplar is lining up content partners for the test, tentatively slated for October.—RT
WebTV puts developers in PrimeTime

WebTV last week offered a program for online content developers.

The start-up Internet TV service trumpeted a group of more than 30 developers as charter subscribers to its $750 annual WebTV PrimeTime for Developers. That group, which includes Colossal Pictures, Zentropy Interactive and Silicon Reef, bought into a program of technical documentation, style guides and interface simulators for Macintosh and Windows-based PCs from the WebTV network developer evangelism group.

"To do appropriate design for the TV audience, we're taking into consideration these interfaces. Part of PrimeTime for Developers is to show designers how to design so that each click provides increased content value," said John Lee. WebTV corporate "evangelist."

Most of the design community is not familiar with the intricacies of TV design, according to Lee. whose program is aimed at all developers creating for the Web—not just those representing potential partners for WebTV. But two of the charter subscribers represent significant potential partners. Colossal Pictures' list includes Disney, Nickelodeon and MTV, and Zentropy does design work for Rysher Entertainment and MGM/UA.

But one overarching objective—corollary couch potatoes on Websites—was endorsed by John Barnhill, president of Silicon Reef, who called PrimeTime "a valuable opportunity for any company that believes in strengthening the Internet by attracting the television audience."

At this point, PrimeTime for Developers represents an ancillary business opportunity for WebTV, which incidentally aims to sell 100,000 of its set-top boxes while promoting the TV box as a point of 'Net convergence.—RT

Universal Studios online, with Attitude
Universal Studios Online plans to breathe new online life into Rocky and Bullwinkle, among other properties, when it launches a new children's site this fall. The as-yet-unnamed site, to be created in cooperation with Attitude Network, will present interactive entertainment and educational experiences based on a number of Universal properties. That list includes the currently popular Hercules, The Legendary Journeys, Crash Bandicoot and Xena: Warrior Princess, as well as such animation properties as The Land Before Time, Woody Woodpecker, Beetlejuice and Chilly Willy and the aforementioned moose and squirrel. Lisa Crane, VP of marketing for the Universal Studios New Media Group, says it will be an "evolving, flowing site," with content that is refreshed regularly. "What we're doing is leveraging the resources throughout Universal Studios that apply to children," Crane says.

Happy Puppy
Attitude Network, which runs the popular Happy Puppy game-sampling Website, is helping Universal develop activities for the site. The network will handle advertising sales for Happy Puppy and the new children's site. An ad program is being created by the two companies to exploit the properties to be featured on the new site for sponsorships and advertising.

Mediadome intros willisville community
Mediadome unveiled a preview of a new interactive entertainment and communications entity on its site last week (www.mediadome.com). Dubbed "willisville," the online community was created by Allee Willis and Prudence Fenton. Visitors to Mediadome will get acquainted with 19 offbeat fictional residents and take QuicktimeVR tours of the stylized cul-de-sac where they live and work. Visitors move through different story lines and define their own "routes" so that no two visits are alike. In addition to perusing 200 pages of content, users are invited to participate in a "cocktail lètê-tête" with willisville characters and special celebrity guests this Thursday from 5:30-6:30 p.m. PT. In another live event, author Pamela Des Barres plays host to a chat session. Visitors can also play a Shockwave game with the object of "catching" food objects embedded in Jello molds.

Willis is perhaps best known for writing "I'll Be There For You." the theme song of the friends sitcom. Original music by Willis is also part of the willisville scene. Fenton created Pee-Wee's Playhouse. worked on MTV's Liquid Television and "discovered" Beavis and Butt-head. A "slide show" of artwork by the willisville characters. in the style of Pee-Wee's Playhouse. also will be available online.

Willisville is the latest—and least definable—"Webisode" from Mediadome. which has previously presented multifaceted experiences about the Titanic and "Austin Powers."

MSN field trials
Microsoft Network began field trials of 56 kbps modems in Seattle, with plans to expand the trials to Los Angeles, San Francisco, Chicago, Dallas, New York and Washington. MSN members will not be charged a premium for the higher-speed access to the service, which could be expanded to include the entire U.S. by year's end. The higher-speed analog modem technology is being implemented through UUNet Technologies.

GI invades Ecuador
General Instrument launched high-speed Internet access service with TV Cable Ecuador last week. The first service of its kind in Latin America is being offered through GI's NextLevel Satellite Data Network's Group using one-way Surfboard modems. TV Cable Ecuador passes 100,000 households in Guayaquil and Quito, the two Ecuadorian cities where the service is now available.

PCS Sprints across U.S. markets
Sprint PCS services are now available in 42 U.S. markets. Service was introduced during the past month in New York; Dallas—Fort Worth; San Antonio, Tex.; Indianapolis; Tucson, Ariz.; New Orleans; Nashville; Omaha; Lincoln, Neb.; Toledo, Ohio, and communities in Orange County, Calif.

Rush to judgment
The ABC News.com Web page ran a headline that had Timothy McVeigh convicted on all counts an hour before the verdicts were read Monday in the Oklahoma City bombing case. ABC spokeswoman Eileen Murphy said from New York that the network had spotted the mistake before anyone noticed it and corrected it immediately. Like most major news organizations, the network had prepared material for verdicts of guilt and innocence. The information was posted for editing, but ended up on the server prematurely. ABC corrected the problem within 30 minutes.—RT
RADIO

HELP WANTED MANAGEMENT

We are a fast growing small/medium market radio group in need of a General Manager for our Central Iowa Combo. We are looking for a leader with a proven track record in Radio Management. You have a strong affinity for programming but are sales and bottom line driven with strong people skills and promotional flair. If interested in this opportunity send your resume in confidence to Box 01156 EOE.

General Manager/General Sales Manager for Class C FM radio. Two low power TV stations and Cable Advertising Interion Business located in Sun Valley, Idaho. This is a great opportunity for the hands on sales oriented candidate who wants to live and work in the thrilling Sawtooth Mountains. Return to KSUI Media Group, P.O. Box 1568, Sun Valley, Idaho 83353. EOE.

HELP WANTED SALES

Director of Sales

One of the nation’s pr-mi-te radio groups, Chancellor Broadcasting, has an opening in Cincinnati at its top rated 1 station cluster. We also carry Cincinnati Bengals play by play! Our aggressive, professional local staff is performing at nearly triple the market gsr with rate. This career opportunity can be filled by someone with a successful track record in the following areas:

- Good relations
- Inventory management
- Team development
- Sports market
- Clients/staff problem solving

Live and prosper in a beautiful market.

Contact:
John Rom, WUBE A/F, WY2JY, WBOB, 625 Eden Park Drive, Suite 1050, Cincinnati, O 45202
(If you refer the candidate we hire, you’ll earn a substantial reward. Call 513-721-1050) EOE

HELP WANTED NEWS

WCBS Newsradio 88, New York’s leader in radio news, is looking for the best

STAFF REPORTER:
Creative use of tape and ability to “tell a story” are musts.

STAFF NEWSWRITER/PRODUCER:
Must have excellent writing skills and solid news judgment.

PART-TIME ANCHOR:
Must be willing to work nights and weekends.

Send tape and resume to:
Tony Gatto, Assistant Director, News and Programming, WCBS Newsradio 88, 51 West 52nd Street, NY, NY 10019

WCBS NEWSRADIO 88
Equal Opportunity Employer M/F.

SITUATIONS WANTED

Director, News Staffing & Administration

National Public Radio seeks a top level manager to be responsible for recruitment, selection, management, and career development functions within the News Division. Incumbent will play lead role in developing & achieving diversity goals, serve as trouble shooter for problems in work environment, and serve as advisor to managers on personnel issues. Minimum 10 years journalism with 7 years in News Management and demonstrated sensitivity to diversity issues required. Human resources training and experience a plus. Send cover letter stating salary requirements and resume to:

National Public Radio • Human Resources Dept. #840 • 635 Massachusetts Ave., NW • Washington, DC 20001-3753

NPR is an Equal Opportunity Employer

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

CURRENT vICE PRESIDENT/GENERAL MANAGER of six station group located in the Midwest. We started five years ago with a stand alone AM. Young, aggressive and ready to take on new challenges in same capacity. I value and respect good people and have always worked to create a Team Philosophy. Please respond to Box 01056 EOE.


SEEKING REPRESENTATION

HIGH PROFILE CELEBRITY PSYCHOLOGIST Seeking PROFESSIONAL REPRESENTATION

For Syndication “Call-in” Radio Show On The New American Phenomenon “Road Rage”

Contact:
Chris Harris or Dean Delorean Harris, Delorean & Rolf
Public Relations 213-850-5528

Stability, Employer Integrity. Market leaders. Job features our Midwest small market group’s management enjoy. We are in the process of growing and are recruiting talented people for new SM/GM opportunities within our company. Account executives and sales managers make your mark up! Small market sales is your #1 strength, fax resume to Robert B. Mahaffey, Mahaffey Enterprises, Inc. @ 417-883-9096 or call 800-725-9180. All replies are confidential. EOE.
HELP WANTED MANAGEMENT

PRESIDENT & CHIEF EXECUTIVE OFFICER
WESTERN NEW YORK PUBLIC BROADCASTING

Western New York Public Broadcasting (WNYPB), licensee of WNYE TV/FM and WNEQ-TV in Buffalo and WNJA-FM in Jamestown, seeks applications for the post of President and Chief Executive Officer. The President and CEO reports to a 36 member board of directors and is responsible for leading, directing and evaluating overall planning and management of administrative, programmatic, educational, technical, development and external relations activities. WNYE has an 85 member staff, a $10 million annual budget and over 66,000 members. Its radio/television stations serve the 6th largest TV market in N. America, including Buffalo, NY and Toronto, Canada. WNYE TV produces the “Mark Russell Comedy Specials” and co-produces “Reading Rainbow” for PBS.

The ideal candidate will have: a minimum of a Bachelor’s Degree in a relevant academic discipline; at least ten years of successful senior management experience; demonstrated experience with, and understanding of, public broadcasting; exceptional oral, written, analytical, administrative, financial planning, fund raising and interpersonal skills; the ability to define, communicate and implement a corporate vision; an understanding of relevant FCC policies and regulations and new technologies; a commitment to EEO/AA; the intellectual and physical vigor and administrative versatility required for successful and dynamic leadership of a complex international telecommunications entity; and appreciation of, and interest in, working in Western New York.

The deadline for receipt of applications is July 11, 1997. Applications must include 1) a narrative letter describing how training and experience directly relate to the outlined job responsibilities and qualifications; 2) a detailed professional resume; and 3) the names, addresses and telephone numbers of no less than five references who can attest to the applicant’s suitability for this leadership post.

Attractive and competitive salary and fringe benefits, commensurate with professional qualifications, training and experience.

Applications should be directed to:
 Ronald C. Bornstein & Associates
 1524 East Crown Ridge
  Way
  Tucson, AZ 85737

HELP WANTED SALES

VICE PRESIDENT OF SALES/MARKETING

Newsmaker Systems, a leading participant in the TV news and broadcast video automation industry, is looking for a highly motivated individual to put our fast-paced growing company on the map.

The Vice President of Sales/Mktg will report directly to the President and will be in charge of all facets of Marketing and Sales. The successful candidate should have 6-8 years of experience in the industry as well as solid track record in both sales and marketing. A college degree is preferred. Excellent verbal and written communication skills are essential. Knowledge of computer networking is required. Please send resume to:

Joanne Mead, Human Resources
Newsmaker Systems, Inc.
28720 Roadsie Drive, Suite 301
Agoura Hills, CA 91301

Fax your classified ad to Broadcasting & Cable
(212) 206-8327
Broadcasting & Cable  June 9 1997  57

Classifieds

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.

Traffic Manager, Looking for a team player with knowledge of TV sales to manage a group of Traffic pro's. Minimum five years TV Traffic experience. Prior management supervision preferred. IBM System AS400, Enterprise Systems experience and broad computer knowledge a plus. Send resume to: Human Resources Manager, WYFF-TV. PO Box 788, Greenville, SC 29602. WYFF-TV is an Equal Opportunity Employer.


Local Sales Manager, KEYE TV 42, the #1 sign-on/off CBS affiliate in booming Austin, Texas is seeking a Local Sales Manager to direct the daily activities of an experienced local sales team. Knowledge of Texas agencies and the Austin market a plus. Prefer working knowledge of Buyer’s File research, Columbine, DataTracker, Market Manager and TV Works. Local sales management experience in television is required. Additionally, the ideal candidate must have ability to increase core business rates and shares through innovative proposals, promotions and packaging. Must also have ability to accept and implement a goal management philosophy. Solid knowledge of ratings and research is essential. If you meet or exceed the above qualifications and expectations, please send a letter and a resume that communicates as clearly as possible why you are the best candidate for this position to: Larry Landaker, General Sales Manager, KEYE TV, 10700 Metric Boulevard, Austin, TX 78758. Fax 512-832-7533. E-mail: landaker@keyetv.com  Granite Broadcasting: KEYE TV 42 is an Equal Opportunity Employer. Absolutely no phone calls, please.

Sales Marketing Director, KTVD UPN20/Denver seeks full-time Sales Marketing Director. The ideal candidate’s background should include radio/television sales and promotion experience, minimum 2 years, with an emphasis on vendor/co-op. Creative writing, production and an art background is also required. Send resume to Personnel, PO Box 6522, Englewood, CO 80115-6522, or fax to 303-790-4633. No phone calls. EOE, M/F.

Local Sales Manager, The #1 WB affiliate in the country, WNOI TV, in New Orleans, is seeking a Local Sales Manager with a passion to win and the ability to lead and inspire. Candidate must have strong leadership and negotiating skills, inventory management, knowledge of Scarborough, BMP, and CMR. Independent sales background is a must. If you possess what it takes to lead this team to the next level, then we want to hear from you. Send resume to: A. Oliva. WNOI-TV, 1661 Canal Street, New Orleans, LA 70112-2862. Deadline: June 20, 1997. No phone calls. EOE.

Sales Account Executive: Public TV station seeks aggressive, self-starter to develop corporate support for productions and underwriting. Must have extensive professional experience in fundraising and/or media sales. NYC based. Salary, commission benefits. Send resumes to: Lisa Ross, WNLWTV, 1790 Broadway, 16th Floor, New York, NY 10019. EOE/AA.

Sales Account Executive, Great opportunity to join the LIN Television team! WBNE-The WB affiliate in Hartford/New Haven, seeks high energy Account Executive with proven television sales success. Knowledge of TVScan and value-added programs helpful. Enthusiasm and aggressive-ness vital. Please send resume to Greg Bendin, General Manager, WBNE, 8 Elm Street, New Haven, CT 06510. Fax 203-782-5995. LIN Television is an EOE, M/F/D/V.

Sales Manager for beautiful Colorado Mountain college community. Excellent growth in county. Experience sales manager comfortable with local selling and promotions. Excellent facility with modern equipment. Fax resume and inquiries to 970-641-3300.

WOWT, the NBC affiliate in Omaha, NE is searching for an experienced, high-energy General Sales Manager to provide sales leadership to the market's ratings leader. Candidates must demonstrate strong skills in 1) Sales planning/management, 2) Inventory control/pricing, 3) Revenue/expense budgeting, 4) New business strategies, 5) Effective rep relations, 6) Interpersonal and interdepartmental communications and 7) Account Executive development and motivation. Three to five years television General Sales Manager experience with national and local sales experience is preferred. Verifiable strong leadership skills a must. Strengths in presentation and research required. Computer proficiency including Excel spreadsheet is desired. No phone calls please. Fill out application at: send resume to: WOWT, Human Resources, 3501 Farnam Street, Omaha, NE 68131-3358. Resumes may also be faxed to: 402-233-7885 or e-mail: gailw@wowt.com EOE.

Local Sales Manager: Local Sales Manager’s sought by ABC’s premier affiliate in top 50 markets. KOAT, Albuquerque, a Pulitzer Broadcast Station. Documented success with development projects, employing Marshall, TVScan and Edison/Surface resources is important. Strong communication, administrative and computer skills are essential. Market-leading team needs challenge from proven leader. Growing, lifestyle market. Resume to: Tom Van Benschoten/GSM, KOAT-TV, PO Box 25982, Albuquerque, NM 87125. KOAT-TV is an “Equal

KDLT-TV, Sioux Falls NBC affiliate, seeks an experienced Account Executive to handle established list. Ideal candidate will have a minimum of one year outside sales experience, media preferred, be computer literate, and have a professional business demeanor. No walk ins or phone calls please. Please send resume references to: KDLT-TV, Michael Cornette, General Sales Manager, 3600 S. Westport Avenue, Sioux Falls, SD 57106. M/F, EOE.

Account Executive, Paramount station in Washington, DC needs sales professional to service existing clients, develop new advertisers and maximize local revenue. Ideal candidate: detail-oriented, highly motivated team player with 2-3 years experience, great negotiating and listening skills and knowledge of Nielsen and Scarborough. Come to work for a great company. Resume and cover letter to Local Sales Manager, UPN20/WDCA, PO Box 9662, Washington, DC 20016. Fax 301-654-5209. Equal Opportunity Employer.

SALES ENGINEER

FRONTLINE Communications Corporation

Frontline Communications has a position available for a full time Sales Engineer. Frontline manufactures vehicles for the broadcast industry including SWY trucks and ENG vans. Successful candidate will have broadcast experience, marketing experience is a plus. Be highly motivated, enthusiastic, and customer service oriented. Position is based in Greensboro, NC and requires occasional travel. Forward resume and salary requirements to: Frontline Communications, P.O. Box 2175, Pinehurst, NC 28374. Frontline offers competitive salary, health and dental insurance, 401k, etc.

SALES ENGINEER
HELP WANTED HUMAN RESOURCES

DIRECTOR, HUMAN RESOURCES

KTLA Television, known for its news coverage, comprehensive special events coverage and dynamic mix of entertainment and sports programming, has a challenging opportunity for a Human Resource professional with 5-7 years of experience.

In heading up Human Resource programs and activities, you will oversee labor and employee relations; employment; FFC compliance; EEO; management development and training; compensation, benefits, and safety. This will include ensuring compliance with federal and state regulations and directing office activities.

The successful candidate will have a Bachelor’s degree in Human Resources/Labor Relations and 3+ years of HR management experience. Must have in-depth knowledge of labor, wage-hour, EEO, discrimination, workers’ compensation and safety regulations, and the ability to develop and implement related programs. Strong organizational, communication and negotiation skills are essential.

We offer an excellent benefits package. Please forward your resume and salary history to KTLA, Attn: DHR/BC/060997, P.O. Box 2307, Los Angeles, CA 90078. Equal Opportunity Employer.

HELP WANTED TECHNICAL

MAINTENANCE ENGINEER

Our state of the art facility is looking for dynamic individuals to perform electronic construction and maintenance:

- System Maintenance: Design and debug broadcast system, interpret systems drawings and maintain plant at system level.
- VTR Maintenance: Trained individual to maintain Sony 1” BVH 1100A, 2000, 3100.

Candidates must be able to diagnose equipment to component level including: digital, analog and RF circuitry. Requires degree or certificate in electronics technology and 3 to 5 years experience at a television station. Send resume and salary requirements to:

WB/11 WPIX
200 EAST 42 Street
New York, NY 10017

A Tribune Broadcasting Station
An Equal Opportunity Employer

WE PLACE ENGINEERS
USA & WORLDWIDE

KEYSTONE INT’L., INC.
16 LaFlin Road, Suite 900
Pittston, PA 18640, USA
Phone (717) 655-7143 * ResumeFax (717) 654-5765
E-mail: keyjobs@keystone.microwave.com

Video Editor - Linear/Non-Linear - Metro Video Productions has an immediate opening for a client oriented editor. Candidate must have a proven track record of spool and long form editing, exceptional client skills, technical savvy and the ability to view or learn linear and non-linear systems. Team oriented person will work with 3 edit suites, staff composer and high-end graphics staff to deliver top-notch product. Send resume to Winston Shepherd Jr., Director of Operations. Metro Video Productions, 8 South Plum Street, Richmond, VA 23220.

Television Senior Engineer, WNE-M TV, Saginaw, has an immediate opening for a Senior Maintenance Engineer. This position requires a strong background in hardware and software associated with a state of the art television facility. Preference given to those familiar with JDS/Columbine traffic systems. Chyron Graphics, BASY’s newsroom computers and network operating systems. Send resume to Robin Gover Personnel, PO Box 531, Saginaw, MI 48606, 517-755-8191, EOE.

Technical Director - KPBC-TV, a Post-Newsweek station, seeks an experienced TD with a passion for fast-paced, effects heavy broadcasts. Candidates must be familiar with operation of Grass Valley 3000-3 Switcher, Penna nine DVE and still stores. Chyron Infin and Sony 370 studio cameras. Must be able to perform under pressure, and meet deadlines. Creativity and communications skills a must. Need to be able to do some directing. Send resume and non-returnable tape to Jeff Jeandheur. Production Manager, KPBC-TV, P.O. Box 2222, Houston, TX 77252.

ENG, Inc. has immediate opportunities for the following individuals:

- Graphics System Programmer
  2 years experience in programming using C/C++ under a Windows environment. Knowledge of interfacing broadcast equipment to computers desirable. Windows NT, SQL, UNIX and CGI programming knowledge preferred.

- Field Maintenance Technician(s)
  Experienced field technician to work on ABC Sports and vendor mobile units. Candidate should be self starter and able to solve problems in a high pressure atmosphere. Knowledge of current technologies, both analog and digital, are essential. Extensive travel and computer knowledge required. New Jersey based.

ENG Maintenance Engineer(s)
Candidate must have 2-5 years electronic and mechanical maintenance experience. Strong background in all aspects of broadcasting including videotape recorders, Grass Valley editing systems, Grass Valley production switches, video/audio routers, DTV’s and non linear editing systems. Must be able to diagnose and repair down to component level. Knowledge of digital electronics equipment preferred.

Vacation Relief
Maintenance/Construction Engineer(s)
2-5 years electronic, mechanical and construction maintenance experience on all types of studio equipment including cameras, monitors and test equipment. Knowledge of digital electronics preferred.

For consideration, forward resume and salary requirements to: ABC, Inc., Dept. JK, Employee Relations, 77 West 66th Street, New York, NY 10023. Equal Opportunity Employer. M/F/D/V.

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

June 9 1997
Broadcasting & Cable
Step up to a bigger market: UPN62 KSMO TV in Kansas City is looking for an Assistant Chief Engineer. Requires experience in broadcasting maintenance, including systems troubleshooting, repair of studio video and audio equipment, and computer maintenance and operations. UHF transmitter experience preferred. SBE certification and FCC license a plus. Excellent salary and benefits package. Send resume and cover letter to Chief Engineer, UPN62 KSMO TV, 10 E. Cambridge Circle Drive, Suite 300, KC KS 66103 or fax 913-621-4703, EOE, M/F.

MIS Supervisor - Univision Communications

Univision Communications seeks a candidate to fill the position of MIS Supervisor at the Operations Center in Miami. The position encompasses the planning and management of all data/voice processing systems in the area which include network operations, affiliate station WLTV, Galavisión, network and national sales and several news organizations. A qualified candidate would have a minimum five years experience in MIS management. Advanced skills in PC based LAN & WAN systems are required. Exposure to broadcasting based systems are helpful. Candidates must also be bilingual (Spanish/English). Please send resume and salary requirements to: Univision Network. ATTN: MIS Director, 9405 NW 41st Street, Miami, FL 33178. No calls please.

Maintenance Engineer needed at FOX 39.

Three years experience TV broadcast equipment repair. FCC license or SBE certification. Send or fax resume to: James B. Hartline, WEMT-TV, PO Box 3489, Johnson City, TN 37602-3489, Fax 423-283-4938.

Chief Engineer, KAME UFN21 has immediate opening for a Chief Engineer. A highly motivated person able to oversee all technical operations of the station including hiring, training technical personnel, installation modification and repair of transmission and studio equipment. Candidate needs to demonstrate experience in managing station technical operations, transmission and budgeting. Send resume to Marty Ozer, General Manager, 4320 Brookside Court, Reno, NV 89502, Operated by Cox Bros Casting an EOE.

Director of Teleproductions Resource Center:
The University of Mississippi seeks a person to direct the operation of the Teleproductions Resource Center and provide vision and leadership in the development of a facility which has as its primary mission to assist faculty and staff in the development, integration, and utilization of current and future technologies in instruction, service, and research. Significant professional experience in commercial or educational media, broad knowledge of television operations and facilities, and master's degree required: knowledge and leadership abilities in utilization of current and future technologies, college or university experience, and terminal degree will also be considered. Salary: Competitive. Start date: July 1, 1997. Mail cover letter and resume to Dr. Ed Meeke, Search Committee, The University of Mississippi, University, MS 38677. AA/ADA EOE.

Chief Engineer for a modest market Pacific Northwest VHF TV Station. A hands on position, with enthusiasm and team spirit required. Sound basic knowledge of RF, microwave and basic studio requirements essential. Consideration for a first time CE position possible. Opportunity to be part of building a new facility. A multi-station group member. Send resume to: Jim Bowen, Director of Engineering, KVAL-TV, PO Box 1313, Eugene, OR 97440, EOE.

Group Operator with Home Office in Southeast seeking Corporate Chief. Must have experience in radio - television - cable engineering. Must have wide variety of experience with transmitters and towers. Must have a desire and knowledge to keep group operation in first class technical shape. Must have knowledge of digital. Attractive pay. Some travel required. Equal Opportunity Employer. Reply to Box 01145.

Design Specialist, Jones Communications of Maryland, Inc. A company on the leading edge of technology, has an opening for a Design Specialist in its Chesapeake Bay Group. Responsibilities include Coaxial/Fiber optic design, powering of projects, maintaining and expanding current mapping system to drafting/design standards and specifications and providing motivation and leadership to achieve departmental and system construction rebuild goals. The successful candidate will have full competency in the use of AutoCAD rel. 12/Win, computer proficiency in both a DOS and Windows environment, be able to read and understand design engineer prints and schematics, and be able to develop strategic plans for improvement. Must have valid driver's license and excellent driving record. Hiring contingent upon successful completion of background check and drug test. Send resume to 1655 Crofton Blvd., Suite 300, Crofton, MD 21114. Attn: HR - DS. EOE M/F/H/V.

Director of Engineering needed for statewide Kansas television operation consisting of four CBS affiliate stations. Successful candidate must have 3-5 years experience as Chief Engineer with proven track record. Applications are being accepted for immediate opening. Write Bone & Associates Inc., Six Blackstone Valley Place, Suite 105, Lincoln, RI 02865, or FAX 401-334-0261. EOE M/F.

ENG Editor/Shooter. A major foreign network requires an editor with some shooting experience for its Washington DC bureau. Minimum one year experience in television news. Shift work including weekends. You will edit news stories and record leads. Off-line editing experience an asset. Local candidates send resume to CTV News, 2000 M Street, Suite 602, Washington, DC 20036. Attn: Catherine Loper, or e-mail to cloper@ctv.ca. No phone calls. EOE.

HELP WANTED NEWS

A Top Opportunity For A Top Notch Promotion Writer/Producer

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

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

We offer competitive benefits, loads of opportunities and exposure in the #1 market. If you can handle lots of pressure, and tight deadlines, we have a great job! Qualified candidates who possess a positive attitude, and area team player, please rush your resume and a non-returnable videotape (beta preferred) to: Diane Medina, Dept. BC/PWP/609, ABC7, 4151 Prospect Avenue, Los Angeles, CA 90027. EOE. No phone calls please.
**Executive Producer**

WANTED... the best EP around!

If you’re a producer who wants to move up, come EP the #1 morning show in the #13 market. That’s right... we beat The Today Show, Good Morning America and CBS This Morning. It’s 3-1/2 hours of news, entertainment and the kind of fun that you won’t see anywhere else! You’ll handle the day-to-day show content and personnel supervision. Must be a creative writer and strong leader who works well under pressure and can meet deadlines. Rush tape/resume to: Person- nel Director, KTUL, 1111 S. Main Street, Tulsa, OK 74101. EOE.

**Commercial Over-The-Air Broadcast Time Available**

NEW YORK • ATLANTA • TAMPA • MIAMI

COMMUNITY • RELIGIOUS ETHNIC • WEB TV

**Metroline TV Network**

Jamey Chladek

110 East 23rd St. New York, NY 10010

212-473-6420

**Sports Reporter/Anchor**

The newly acquired Gannett-owned WBTV News/NCB NBC in New York, WGRZ-TV is looking for a sports reporter/ weekend anchor. You must have at least three years on-air experience, be a creative story teller, have excellent live skills, and be comfortable at the anchor desk. We want someone who has good energy and makes sports fun to watch, but also knows how to dig for the breaking sports story as well. Please send resume to: Ed Kilgore, Sports Director, WGRZ-TV/NCB 2, 259 Delaware Avenue, Buffalo, NY 14202. No phone calls. WGRZ-TV/NCB 2 is an Equal Opportunity Employer.

**News Producer**

WBTV NewsChannel 3, the CBS Network affiliate, is in the 28th television market. It’s a very competitive market and we are committed to win. Minimum 5 to 6 years in similar environment. Send resume and salary history to:

Jim Newman

News Operations Manager

WBTV NewsChannel 3

One Julian Price Place

Charlotte, NC 28208

Competitive salary and complete benefit package. NO PHONE CALLS PLEASE.

Qualified women and minorities encouraged. Jefferson-Pilot Communications Company is an Equal Opportunity Employer. M/F/D/V.

**Weekend Weather Anchor**

We are seeking a weekend anchor who will also report during the week. Must be a good communicator who enjoys and understands weather. The ideal candidate should have strong writing and story-telling skills. Minorities and women encouraged to apply. Send non-returnable tape and resume to: Personnel Director, WEHT-TV, PO Box 25, Evansville, IN 47701. EOE. M/F/D/V.

**Topical News Promotion Producer**

Write, produce and edit topical promos for FOX 7 News. Write, produce and edit some series promos. PSA’s and station image promos. Assist with other duties as assigned. Strong creative and writing skills, experience shooting and editing videotape, knowledge of television promotion and marketing. Interest in news and current events. By 6/13/97, mail resume, cover letter and tape to: Marketing Department Human Resources, KTBC-TV, 119 E. 10th Street. Austin, TX 78701. Ref: Promo Producer. No phone calls. Please, EEO Employer.

**Producer**

WBTV NewsChannel 3, the CBS Network affiliate, is in the 28th television market. It’s a very competitive market and we are committed to win. Minimum 5 to 6 years in similar environment. Send resume and salary history to:

Jim Newman

News Operations Manager

WBTV NewsChannel 3

One Julian Price Place

Charlotte, NC 28208

Competitive salary and complete benefit package. NO PHONE CALLS PLEASE.

Qualified women and minorities encouraged. Jefferson-Pilot Communications Company is an Equal Opportunity Employer. M/F/D/V.

**Weather Reporter**

Successful candidate will have degree on-air experience in weather/news. Shooting, editing, reporting, AMS seal a plus. Send tape by 6/13 to News Director, WATP-TV, 1 TV Plaza, Parkersburg, WV 26101. EOE.

**Videographer/Editor/Producer**

Well established legislative video operation looking for positive personality with writing, producing, shooting, editing and on-camera experience. Good benefits/competitive salary in affordable community. Send resume ASAP to House Republican Video, House Box 202235, Harrisburg, PA 17112. (No calls please).

**New Producer, ABC affiliate, KTUL in Tulsa, OK**

Looking for a producer to work on a new morning show. Candidate must have two years of progressively responsible experience in a television newsroom, thorough knowledge of journalistic standards as they relate to on-air presentations of news stories. Excellent verbal and written communication skills, and good typing skills. We are a solid station in an attractive market owned by an aggressive growing company. Send resume, tape, cover letter, and salary history to Human Resources, KTUL, 6000 S. Denver, Tulsa, OK 74101. No phone calls please. EOE. M/F.

**New Director needed for fast growing ABC affiliate in Louisville**

Excellent on-air and management experience preferred. An aggressive and producing experience helpful. Able to lead a young aggressive staff with take charge attitude. Send resumes and resumes to KLAX-TV, 1811 E. 20th Street, Alexandria, LA 71303. No phone calls please. EOE.
News Director. West coast network affiliate is looking for a leader to run its news department. Need an accomplished journalist and manager who has solid experience, high standards and good people skills. Need an intelligent and energetic person with a strong work ethic and an appetite for leadership. Will consider both broadcast and cable leadership, will be a team builder in news and a team player with other managers. This person will be able to budget and control costs, will be a good planner, and will be able to help us grow our news product. Reply to Box 01155 EOE.

News Director. Must be a creative thinker and dynamic leader. Will join a top southeastern ABC affiliate with the market's #1 news team. TV news management experience a plus. The director, assistant director, or executive producer level required: budget experience a plus, Station is owned by Freedom Communications, and offers competitive pay and benefits. Send resume and tape to: General Manager, WTVC, PO Box 1150, 410 West 6th Street, Chattanooga, TN 37402. Equal Opportunity Employer.

News Directors. Lee Entele prises. Inc. has openings for News Directors at the ABC affiliate KGUN 9 in Tucson, and CBS affiliate KGMB in Honolulu. Both locations are looking for news directors who are experienced in bringing direction, leadership, and pertinent leadership into demanding news operations. A minimum of 3 years experience in newsroom management is required as is a related college degree. Previous News Director experience is preferred, but will consider number two person in a larger market. Must have a strong broadcast journalism background, the ability to teach and motivate news staff and work with other department managers as a team. We are looking for proven ability to determine needs, interests and concerns and to respond effectively. Send resume, a check tape and a letter of application detailing your news philosophy to: Carmen Thomas, Human Resources, KGUN 9, PO Box 17596, Tucson, AZ 85731 or Ray Depta, General Manager, KGMB, 1534 Kapolei Boulevard, Honolulu, HI 96814. To phone calls please. Lee Enterprises is an Equal Opportunity Employer.

News Director. KLKB-TV, the CBS affiliate in Lubbock, Texas is looking for a leader for our News Department. Must have UPN experience to the next level. Lubbock is a highly competitive local News market. Texas Tech University, a metro population of 200,000, and the medical hub for West Texas and New Mexico. We're looking for a director who can make Lubbock an excellent place to live. At least three years executive producing experience is a must. Prior Assistant News Director experience desired. Successful candidate will provide leadership on direction of young ambitious and talented staff, work daily with a strong promotions department, manage budgets, and provide ideas and motivation necessary to achieve goals. Station contracts with News consultant specializing in development of strong local News. Please forward resume, tape of newscast you have been responsible for, and cover letter with over 11 News philosophy to: General Manager, KLKB-TV, 7403 South University, Lubbock, TX 79413. I do phone calls please. EOE with minorities and women encouraged to apply.

Meteorologist. We are searching for a great person to join our "weather only" team. We have lots of fun and 3 other meteorologists. You need to have energy, personality, a meteorology degree and 2 years experience. If you are up to the task in one of the most competitive weather markets in the country, send resume, tape to: Michael Spies, News Director, WLKY-TV, 1918 Melwood Avenue, Louisville, KY 40206. EOE.

Meteorologist. New England Cable News is looking for an experienced meteorologist with strong presentation skills to work in the sixth-largest market. This is a fulltime position. anchoring weekend weather and filling in during the week. Meteorology degree required. AMS seal preferred. Knowledge of WSI Weather Producer is a plus: love of New England weather is a must. New England Cable News is the largest regional cable news network in the nation with more than two million subscribers. Please rush beta, VHS or 3/4" tape to Tom Melville, Executive Producer. New England Cable News, 160 Wells Avenue, Newton, MA 02159. EOE. Please no phone calls.

Meteorologist/Reporter. FOX 45 News At Ten in Baltimore is searching for a broadcast meteorologist. We're looking for a great communicator who knows weather science and the technology used to make it understandable and interesting to viewers. Candidates must show their creativity and ability to cover weather news as well as present professional forecasts. Send a non-returnable tape and resume to: Joe DeFeo, WBFF-TV, 2000 West 41st Street, Baltimore, MD 21211. No phone calls please. EOE.

Meteorologist/Reporter. Southeast CBS affiliate seeking full-time weekend Meteorologist/Reporter. AMS and NWA certified, preferred. Must have prior on-air television experience, good writing skills, excellent communication skills and be a team player. Send tape, resume, references and salary requirements to: Personnel Director, PO Box 32529, WLKY-TV, 2121 Calvert Street, Louisville, KY 40209. No phone calls please. EEO. M/F: Pre-employment drug screening.

Freelance News Reporter. Southeast CBS affiliate looking for general assignment reporter for short-term assignment of up to three months, beginning June 16, 1997. Must possess strong writing skills and be a good storyteller. Minimum 1 year TV news reporting experience. Send VHS or beta tape, resume, references and salary history to Personnel Director, WBMG-TV, 2075 Golden Crest Drive, Birmingham, AL 35209. No phone calls please. EEO. M/F. Pre-employment drug testing.

Executive Producer. You have significant production experience and are a newsroom leader with unique ideas on story and newscast development. We are a #1 NBC affiliate that will support you with research, SNG, non-linear editing, 3-D graphics suite and an aggressive, skilled staff. Tell me how you would make a difference. Tapes/resume to: Human Resources Manager, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. WYFF-TV, a Pulitzer Station, is an Equal Opportunity Employer.

Executive Producer (WSFA). Have you got a ton of terrific ideas you haven't had a chance to try? Do you produce compelling newscasts and specials - with great graphics and stories about "real people", unique newscasts? Alabama's top-rated news operation needs an Executive Producer. The successful candidate will oversee daily newscast productions, as well as special projects. You must be ready, willing, and able to line produce a newscast when needed. Another "must" is being a good people-person. Send your latest newscast (VHS OK) and a critique, along with your resume to: Lucy Himslieldt Riley, News Director, WSFA, 315 Delano Avenue, Montgomery, AL 36105. EOE.

53rd market NBC affiliate in midwest looking for weekend anchor/reporter to complement established male anchor. Must have at least two years anchoring and three years reporting experience. Minority candidates highly encouraged to apply. We are looking for someone willing to make a long term commitment to our station and community. Please send 3/4" or VHS tape and resume to: News Director, WKF-E-TV, 1731 Soldiers Home Road, Dayton, OH 45418. No phone calls please. EOE/M/F.

HELP WANTED PROMOTION

Promotion Producer. WFSB, a Post-Newsweek Station, is seeking an experienced producer who can write and produce spots that have clear messages, captivating designs and true tease quality. Should have experience working with series, topical and image spots. Bring your creativity to our state-of-the-art facility and join the market leader. Send resume and tape to Jim Coffey. Promotion Manager. 3 Constitution Plaza. Hartford, CT 06103. EOE.

KSAM 12 has an immediate opening for a Promotion Producer. We're a Post-Newsweek Station. San Antonio's #1 and the ABC affiliate. We're looking for an experienced person who's ready to join a hard-working, fun loving team. AVID experience and ability to shoot are a plus. If you're full of fresh ideas for news topical spots, news series and news and station image spots with attitude we want to hear from you. We offer the freedom and tools to try new things and we have great benefits. Send a resume and non-returnable tape to Steve Wegner, KSAT-TV. PO Box 2478, San Antonio, TX 78298. No phone calls please. Any job offer contingent upon successful completion of pre-employment physical including drug screen; verification of references and education. EOE/M/F/D/V/ADA.

HELP WANTED RESEARCH

Vice President/Research. Manages the overall day to day activities of the Tribune Entertainment Company New York Research Department which includes the execution of sales presentations, marketing strategies and programming evaluations. Candidate must possess an in-depth understanding of audience measurement process: knowledge of U.S. television and advertising marketplace; hands on experience designing and managing primary research projects; the ability to manage and motivate professionals. Minimum 5 years experience in Television Research; at least 3 years in management research syndication position. Requires a demonstrated proficiency in research analysis, management techniques and communication skills. Must be capable of working within time constraints and have ability to organize and prioritize workload. Reports directly to President and CEO. Send or fax applications/resumes to Helen Hoffman, Tribune Entertainment Company, 435 North Michigan Avenue, Suite 1800, Chicago, IL 60611. Fax 312-222-3815. EOE. No phone calls please.

www.americanradiohistory.com
Research Director. UPM 21 KTXA-TV, a Paramount Station, is seeking an experienced broadcast Research Director to provide support for growing sales staff. Resp. for research incl. developing data and programming into. into sales and marketing client presentations. Will use Nielsen, TVScan, Qualiop and Scarborugh to analyze quantitative and qualitative data. Ideal candidate will be proficient in Microsoft Office; knowledge of LAN Systems a plus. Send resumes by June 13, 1997 to Personnel, KTXA-TV, 601 Pacific Avenue, Suite 700, Dallas, TX 75202. No phone calls please. EOE.

Research Analyst. Major market television station seeking a Research Analyst with a minimum of 3 years experience. Responsibilities include ratings and qualitative analysis, maintaining station program grids, planners and one sheets. Some knowledge of marketing tools such as Scarborough (Prime), R. L. Polk, DRI McGraw, Simmons, MarketQuest and Competitive Market Research. Windows 95 applications (Excel, Word and Powerpoint) are required as well as the Donovan Data System. Please send resume; PO Box 1582, Secaucus, NJ 07094.

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

WFLD, FOX & O&O TV station in Chicago is seeking a Manager of Financial Reporting to be responsible for weekly and monthly reporting requirements. Reports inc.: base rate, market share, weekly profit and loss, sports analysis, no charge, and A/R. Will also assist with tax and footnote package and participate in annual budget process. Other related duties as assigned. Accounting degree and 3 years minimum accounting experience (pref. in broadcast or related field) req. Must demonstrate strong analytical skills, attention to detail and ability to work well under deadlines. For immediate consideration, send resume and letter of interest to Mary Talley, VP/ Human Resources, WFLD/FOX 32, 205 North Michigan Avenue, Chicago, IL 60601. No phone calls/ faxes please. EOE/M/F/D/V.

HELP WANTED PRODUCTION

TV Production crew needed for eight month project. Director, Assistant Director, Technical Director, Audio Operator, Camera people, Video, Video Tape operator, Stage Manager and Production Assistant positions will be filled for mid-July start up. Positions are full time, temporary and should not be considered permanent at this time. At least one year of live television experience is necessary. Successful applicants will be expected to pass a drug screening and criminal background check. Send resume to Tom Edwards, Program Director, National Digital Television Center, 4100 E. Dry Creek Road, Littleton, CO 80122. No phone calls please.

Morning Magazine Producer: Develop a fresh approach to our daytime viewers' needs and interests. Work with the latest tools, plus the resources of central Ohio's #1 news team and the Ohio News Network. This position requires a college degree, newsgathering and production experience and community involvement. Equivalent combinations of education and experience will be considered. Our station is family-oriented, like our market, with a history of great local programming. Send a resume and non-returnable VHS of your work, along with reasons why you're the right choice: WBSN-TV, Human Resources #1-200, 770 Twin Rivers Drive, Columbus, Ohio 43215. Qualified minorities and women are encouraged to apply. EEO. We are a smoke and drug free workplace.

Major market NBC affiliate seeks News Graphics designer to join our award-winning design team. Position requires a minimum of two years broadcast design experience, with an emphasis on news. Computer skills and ability to work under pressure a must. Quantel Paintbox experience a plus. Rush resume and VHS tape to: Personnel, WFLA-TV, P.O. Box 1410, Tampa, FL 33601. EOE. M/F. Pre-employment drug testing required.

KPBS Location Production Videographer Supervisor. Sought by KPBS in San Diego, CA for creative shooting, direction, supervision. Minimum 7 years experience with production and post-production, excellent knowledge of current graphics technology and TV production. Excellent communication skills. $2916-3838/month + excellent benefits. Send resume to KPBS, 1501 Pacific Avenue, #3, San Diego, CA 92101. EEO/AA/TITLE IX Employer.

Graphic Designer, WNWO-TV is looking for a highly talented and creative individual to join our Promotions Department. Individual will create electronic graphics for on-air broadcast; news and promotion graphics, and will design ad layouts and print collateral. Candidate should have strong design skills and the ability to deal with short deadlines in a professional manner. Knowledge of Macintosh and related software preferred. College degree or equivalent experience necessary. Must be willing to work evenings and weekends. Send resume and non-returnable samples to: Mike Przybyszki, WNWO-TV, 300 S. Byrne Road, Toledo, OH 43615 by June 20, 1997. No phone calls, please. WNWO-TV is an Equal Opportunity Employer.
Commercial Videographer Producer. WCIV-TV, Charleston, SC seeks experienced commercial field videographer/producer to join our production team. Ideal candidate will have superior production skills, ability to creatively light, shoot and field produce, location on video. Minimum two years experience in electronic field producing and college degree preferred. Send non-returnable tape and resume to Tim Weeks, Production Manager. WCIV TV PO Box 22165, Charleston, SC 29413. Absolutely no phone calls please. EOE M/F.

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

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

TV NEWS SERVICES

NEWS DISPATCHES-EAR CATCHERS, EXCLUSIVE!
Editors for 50 years cover Russia, Central Asia (former USSR), China, Vietnam, Cuba, new Hong Kong and soon North Korea. Ten 100 word dispatches each week only $25, or ten per month at same price. Send airmail or First Class anywhere in U.S. or Canada. (Faxes are extra). Write for Free Samples.

Russian China Travel New International Intertrade Index
Box 616 Federal Square
Newark, NJ 07101
Telephone: 908-668-2382/Fax: 201-422-1710.

SITUATIONS WANTED NEWS

Part Time Camera Operator seeking full time employment with production company or cable sports network. Phone 360-319-0559. Thanks.
HELP WANTED PROGRAMMING

A&E Television Networks has the following opportunities available for two experienced professionals to support the programming departments of A&E Network and The History Channel.

MANAGER, DRAMA DEVELOPMENT

The individual will be responsible for managing and tracking all development phases of A&E original drama productions, movies or mini-series.

The qualified candidate must possess 3-5 years experience in TV movie and drama development with a network or major independent producer, as well as extensive experience in reading scripts, script analysis, writing coverage and evaluations, and in tracking development. Additional requirements include a familiarity with the budget process and production budgets for TV movies and mini-series, as well as a basic understanding of the competitive landscape in broadcast and cable TV.

DIRECTOR, HISTORICAL PROGRAMMING

The professional we seek will be responsible for overseeing the day-to-day supervision of the History Channel productions and co-productions, including working with outside producers on direction, scripts and integrity of individual programs and series, as well as review of production proposals and the development of new program series and specials.

Requirements include 5-7 years supervisory/executive producer experience in historical documentary programming, as well as a knowledge of documentary programming strategies. Strong communication and presentational skills are a must. Network programming experience preferred.

For immediate consideration, please forward your resume, stating salary requirements and position of interest, to:

A&E Television Networks
Human Resources Dept. / PRG
235 East 45th Street
New York, NY 10017
Fax: 212-907-9402
No phone calls please EOE M/F/D/V

HELP WANTED INSTRUCTION

Broadcast TV Lecturer, full-time, for academic year 1997-98. Teach television news, production and related courses. Advise student TV station in addition to teaching beginning and newswriting. Other courses within the candidate's areas of specialty or interest available. Must be required with professional experience as a reporter or news director in broadcast media. Multimedia expertise a definite plus. Teaching experience at college level desirable. Rank and salary commensurate with qualifications and experience. Refer to Recruitment Code #73132 and send letter of application, resume, three current letters of reference and official transcripts to Dr. Nishan Havanjan, Head, Journalism Department, Cal Poly State University, San Luis Obispo, CA 93407. Applications must be postmarked by July 13, 1997. Cal Poly is strongly committed to achieving excellence through cultural diversity. The university actively encourages applications and nominations of women, persons of color, applicants with disabilities and members of other underrepresented groups. AA EEO.

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

ALLIED FIeldS

EMPLOYMENT SERVICES

WSB

Radio & TV Jobs in the Beautiful Northwest
Phone: 360-705-0774 Fax: 360-705-0873


FINANCIAL SERVICES

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

EDUCATIONAL SERVICES


Television Services Coordinator, University of Wisconsin - River Falls. Production development, instructional administrative, p.r., video production: technical training; support distance learning and other responsibilities. Bachelor's and 3 years related experience required. Deadline to apply: July 7, 1997. For complete position description: Grant E. Staszak, Information Technology Services, University of Wisconsin - River Falls, 410 South Third Street, River Falls, WI 54022, 715-425-3701. AA EEO.

Now your best source of job leads at your fingertips. Either online or voice mail.

www.medialine.com
email: jobs@medialine.com
800-237-8073 Since 1986

June 9 1997 Broadcasting & Cable
WANTED TO BUY EQUIPMENT

Used videotape: Cash for 3/4" SP, M-290's. Betacam SP's. Call Carpel Video 301-694-3500.

FOR SALE EQUIPMENT

CLEARLY PRUDENT.

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

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

Broadcast Equipment (Used): FM/AM transmitters, RPU's, STL's. FM antennas, Console, Processing, etc. Continental Communications, 3300 Chippewa, St. Louis, MO 63118. 1-800-664-4497. Fax: 314-664-9427.


20" Container, fully insulated, wired with two 200 amp, 3ph/4w, 120/240 volt services. with lifting, 10 tons AG in two units. Suitable for FM or small TV site, either temporary or permanent. Can be easily shipped anywhere. Contact John Koch 213-436-4185 or jkoch@msn.com.

FOR SALE STATIONS

W. John Grandy
BROADCASTING BROKER
117 Country Club Drive
San Luis Obispo, CA 93401
Phone: (805) 541-1900
Fax: (805) 541-1906

WANTED TO BUY MEMORIBILIA


For Sale, West Coast UHF Independent. Call Tom Bethler, Communication Resources/Media Brokers at 918-743-8300.

Florida TV Major Market Full Power. Great UHF and digital channel. 33.5 Million. Immediate sale. Fax 719-444-0851.

WANTED TO BUY PRODUCTION TRUCK

Production Truck For Sale: Univision Network, the predominant Spanish Television Network is selling its Production truck. This 35 ft. Ford Production truck is geared with a Grass Valley 1600 switcher, 2 VTR 6-1 inch machines, a Utah Scientific router, 4 Ikegami HK357 cameras with long lenses, 2 Soundcraft audio boards. Audio Compressors, Reverb Unit, Chyron 4200 character generator, 2 Leitch sync-test generators with automatic change over, etc. The appraised value is $125,000. For more details and making your best offer please contact Jose Boveda, Director of Engineering 305-471-8384.

BROADCASTING & CABLE'S CLASSIFIED RATES

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

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be made in writing by either letter or Fax. (212) 206-5232. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

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

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

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

Rates: Classified listings (non-display). Per issue: Help Wanted: $2.10 per word, $42 weekly minimum. Situations Wanted: 1.15e per word, $21 weekly minimum. Optional formats: Bold Type: $2.45 per word. Screened Background: $2.60. Expanded Type: $3.20 Bold, Screened, Expanded Type: $3.65 per word. All other classifications: $2.10 per word. $42 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as $5mm, CDD, PD etc. count as one word each. A phone number with area code and the zip code count as one word each.

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

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

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE. Broadcasting & Cable Magazine, at the address above.

www.americanradiohistory.com
"For the Record" compiles applications filed with and current actions by the FCC. Applications and actions are listed by state: the date the application was filed or the action was taken, when available, appears in italic.

NEW STATIONS

**Dismissed**

Ukiah, Calif. (BPED-940316ME)—Northern California Public Broadcasting Inc. for FM at 88.3 MHz. May 29

West Palm Beach, Fla. (BP-H951208IE)—American Radio Systems Corp. for WKRK-FM: build auxiliary facility. May 19

Jeffersonville, N.Y. (BP-H950206MN)—Michael S. Celenza for FM at 102.1 MHz. May 27

Saugerties, N.Y. (BP-H910502MH)—Thomas L. Williams for FM at 92.9 MHz. May 29

Syracuse, N.Y. (BPCT-940331KG - 941021KW - 941024KE)—John E. Powley, KM Communication Inc., Trivision Group for TV at ch. 56. April 21

**Returned**

Concord, Ala. (BPED-961224MB)—Alabama Heritage Association for noncommercial FM at 88.1 MHz. May 20

Watertown, N.Y. (BPED-970211MC)—Liberty Communications Family Broadcasting for noncommercial FM at 90.1 MHz. May 20

Dillon, S.C. (BPED-970220MB)—American Family Association for noncommercial FM at 90.5 MHz. May 20

**Filed**


Marion, Iowa; Dequincy, La. (970505MC, 970515MC)—American Family Association for FM at 89.9 MHz, 89.1 MHz. May 30

Galena, Kan. (970501MG, H)—Emerald City Broadcasting, Saturn Communications Inc. for FM at 104.3 MHz. May 30

Great Bend, Kan.; Plaquemine, La. (970521MA, 970519MA)—American Family Association for FM at 89.7 MHz, 88.1 MHz. May 28

Rogers Heights, Mich. (970515MI)—Great Lakes Broadcast Academy Inc. for FM at 91.9 MHz. May 28

Williamsville, N.Y. (970516MA)—Mary V. Harris Foundation for FM at 90.7 MHz. May 28

Rushville, Ohio (970506ME)—Arcangel Broadcasting Foundation for FM at 94.4 MHz. May 30

Marble Falls, Tex. (970521MB)—American Broadcasting Ed. Foundation for FM at 88.5 MHz. May 28

Paris, Tex. (970515MH)—American Family Association for FM at 99.3 MHz. May 28


Everett, Wash. (970515MB)—KSER Foundation for FM at 90.7 MHz. June 2

FACILITIES CHANGES

**Dismissed**

West Frankfurt, Ill. (BP-960909AB)—Denis F. Doelitzsch for WFRX(AM): change ant. May 19

**CABLE**

<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 UHF TV</td>
<td>124</td>
</tr>
<tr>
<td>Total TV</td>
<td>1,555</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total systems</th>
<th>11,600</th>
</tr>
</thead>
<tbody>
<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

- Created by Elizabeth A. Rathbun

---

**NUMBERS**

| Sources: F.CC, Nielsen. Paul Kegan Associates |

| Home penetration | 68.3% |

<table>
<thead>
<tr>
<th>Total systems</th>
<th>11,600</th>
</tr>
</thead>
<tbody>
<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

| Home penetration | 68.3% |

For the Record
http://www.broadcastingcable.com

---

Springfield, Mo. (BMPD-960729IE)—Baptist Bible College Inc. for kwfm(AM): change ant. May 20

Jamestown, N.D. (BP-H940923IE)—Two Rivers Broadcasting Inc. for kkgf(AM). May 20

San Juan, P.R. (BP-970116AA)—Pedro Roman Collazo for wv0am(AM): change TL, ant. May 19

Retuned

Paris, Tenn. (BP-970130AB)—Benton-Weatherford Broadcasting of TN Inc. for wsum(AM): change FM at 910502 MH. May 28

Phoenix (BPCT-970514KF)—KTVK License Partnership GP for ktkw-TV: change ant. to 510 m., ERP to 2,290 kw visual. June 4

Springerville, Ariz. (BP-970523IF)—Double Z Enterprises Inc. for koaz(AM): change channel from A to C1. June 4

Willcox, Ariz. (BP-970512J)—William Konopnicki for kwcx(AM): change class from C3 to C2. June 2

Freedon, Calif. (970523IG)—Elettra Broadcasting Inc. for kpog(AM): change ERP. June 4

El Cajon—San Diego, Calif. (BP-970513IF)—Jaco Broadcasting of San Diego Inc. for khft(AM): change ant., TL, ERP. June 2

Garberville, Calif. (BP-970509ID)—Educational Media Foundation for klgv(AM): change ant., TL, ERP. June 2

Palo Alto, Calif. (BP-970515AC)—Dame Media Inc. for wkso(AM): change FM at 950 kHz, ant., TL, power. May 27

Fountain, Colo. (BPMT-970513E)—Bison Media Inc. for kprz(AM): change ant., TL, ERP. June 2

Columbus, Kan. (970521BB)—Acorn Broadcasting Co. for kcco(AM): change ERP. ant. TL. June 4

Alexandria, La. (BP-970520AB)—KDBS Inc. for kds(AM): change TL. June 2

Winnemucca, Nev. (BMPCT-970527KE)—Sunbelt Broadcasting Co. for kana(AM): change main studio. June 4

Newburgh, N.Y. (BP-970512IL)—Sunrise Broadcasting of New York Inc. for wagny-FM: change ant., ERP, TL. June 2

Toledo, Ore. (970523IH)—AGPAL Broadcasting Inc. for kuzu(AM): change ERP. ant., class. June 4

McKenzie, Tenn. (BP-970527AA)—Su-Mat Broadcasting Inc. for whcm(AM): TL, ant. June 4

Pretmont, Tex. (BP-970501ID)—Paulino Bernal for kwfm(AM): change ERP. ant., class. June 2

---

June 9 1997 Broadcasting & Cable
JUNE


June 16-17—1997 Forum on Cable/Television Franchising, presented by Strategic Research Insights. Century Plaza Hotel, Century City Conference Center, Washington. Contact: (800) 559-4950.


June 17-19—Taipei Satellite & Cable '97, conference and exhibition presented by Cable & Satellite Magazine. Taipei international Convention Center, Taipei. Contact: (617) 437-9757.

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

June 19-20—Revenue Management Conference for Television Stations, cosponsored by the National Association of Broadcasters and Maxagrid International. Omni Dallas Hotel, Park West, Dallas, Texas. Contact: (503) 739-7231.


June 21-24—Public Broadcasting Service annual meeting. Windham Anatole Hotel, Dallas. Contact: (703) 739-5001.

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

June 23-24—“Introduction to Telephony,” regional training seminar presented by the Society of Cable Television Engineers, Bldg., Chattanooga. Contact: Ralph Haimowitz. (610) 363-6888.


June 25-27—“Technology for Technicians II,” regional training seminar presented by the Society of Cable Television Engineers, Bldg., Chattanooga. Contact: Ralph Haimowitz. (610) 363-6888.

June 28-July 1—Cable Television Advertising Bureau local cable sales managers convention. Sagamore Resort, Lake George, N.Y. Contact: Mary Anne Jaco. (518) 456-8888.

June 29-July 2—Cable Telecommunications Association of Maryland, District of Columbia and annual conference. 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. International Convention Centre at Darling Harbour, Sydney, Australia. Contact: +61 2 9977 0888.


July 9-12—Alliance for Community Media 20th annual International Conference and Trade Show. Milwaukee Hilton, Milwaukee. Contact: (202) 393-2660.


July 14-16—“Optimizing the Functionality and Cost of Data/Text Based Retrieval” seminar for television executives. Banff Springs Hotel, Banff. Alberta.


July 24-25—Southwest National Religious Broadcasters convention. Dallas/Fort Worth Marriott, Dallas. Contact: (405) 789-1140.


SEPTEMBER


Sept. 25-27—Society of Broadcast Engineers national meeting and 25th annual Central York SBE regional convention. Four Points Hotel and Conference Center, Syracuse, N.Y. Contact: John Poray. (317) 253-1640.

NOVEMBER

Nov. 10—Broadcasting & Cable 1997 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Circle Special Events. (212) 213-5266.

Nov. 21-24—Society of Motion Picture and Television Engineers 139th technical conference. Marriott Marquis Hotel, New York City. Contact: (914) 761-1100.

DECEMBER


Major Meeting dates in red

Compiled by Kenneth Ray (ken.ray@b&c.cahners.com)
ESPNN’s cleanup hitter

Tonight was going to become,” Durso admits. “It was a concept that was developed jointly and has now become a show that is watched religiously by baseball fans.”

ESPNN’s top brass liked what they saw in Durso during the negotiations and offered him a position as senior vice president/general counsel. Ueberroth had just bowed out as commissioner, and Durso thought it was a perfect time for him to move on as well.

Since joining ESPNN, Durso has been instrumental in the network’s professional sports acquisitions. He helped ESPNN renegotiate its deals with MLB and the National Hockey League, and he is working with other ESPNN officials to bring the NBA back to the network.

Last year Durso was named to his current position, giving him what he describes as “a little broader portfolio of administrative responsibilities.” He now oversees ESPNN’s legal, finance, public relations and human resources efforts, as well as new business development.

Since Durso’s arrival at the network, he has worked on selling the ESPNN brand name, whether it’s on a ball cap or on a Website. ESPNN has gone from one network to three. It has opened a restaurant, started a magazine, set up the world’s most popular Internet site and launched a series of other ESPNN-labeled products.

“You can read it, you can take it in your beeper, you can call it up on your computer, you can have it for dinner, you can buy a product, you can watch it on TV,” he says with a smile. “And, oh yeah—you can listen to it on the radio.”

Durso says the next five to seven years are likely to be even more interesting than previous ones. ESPNN will change even more than it has since he first joined the network in 1989, he predicts. As far as ESPNN’s success since his arrival, Durso credits everyone around him.

“I’ve been very lucky. I’ve been able to parlay both my avocation and my vocation into something that has been very rewarding professionally and personally,” he says.

He does have one regret, though. Back in his Harvard days, the baseball team made it to the College World Series in consecutive seasons (1973-74). He counts the experience right up there with any of his professional accomplishments, but “unfortunately I played in [the series] before ESPNN televised it,” he says. “So my parents weren’t able to watch me.”

—JS

Edwin Michael Durso


‘Baseball Tonight’ has become a show that is watched religiously by baseball fans.”

Tonight was going to become,” Durso admits. “It was a concept that was developed jointly and has now become a show that is watched religiously by baseball fans.”

ESPNN’s top brass liked what they saw in Durso during the negotiations and offered him a position as senior vice president/general counsel. Ueberroth had just bowed out as commissioner, and Durso thought it was a perfect time for him to move on as well.

Since joining ESPNN, Durso has been instrumental in the network’s professional sports acquisitions. He helped ESPNN renegotiate its deals with MLB and the National Hockey League, and he is working with other ESPNN officials to bring the NBA back to the network.

Last year Durso was named to his current position, giving him what he describes as “a little broader portfolio of administrative responsibilities.” He now oversees ESPNN’s legal, finance, public relations and human resources efforts, as well as new business development.

Since Durso’s arrival at the network, he has worked on selling the ESPNN brand name, whether it’s on a ball cap or on a Website. ESPNN has gone from one network to three. It has opened a restaurant, started a magazine, set up the world’s most popular Internet site and launched a series of other ESPNN-labeled products.

“You can read it, you can take it in your beeper, you can call it up on your computer, you can have it for dinner, you can buy a product, you can watch it on TV,” he says with a smile. “And, oh yeah—you can listen to it on the radio.”

Durso says the next five to seven years are likely to be even more interesting than previous ones. ESPNN will change even more than it has since he first joined the network in 1989, he predicts. As far as ESPNN’s success since his arrival, Durso credits everyone around him.

“I’ve been very lucky. I’ve been able to parlay both my avocation and my vocation into something that has been very rewarding professionally and personally,” he says.

He does have one regret, though. Back in his Harvard days, the baseball team made it to the College World Series in consecutive seasons (1973-74). He counts the experience right up there with any of his professional accomplishments, but “unfortunately I played in [the series] before ESPNN televised it,” he says. “So my parents weren’t able to watch me.”

—JS

Edwin Michael Durso


‘Baseball Tonight’ has become a show that is watched religiously by baseball fans.”

Linda Levy, director, news services, broadcast division, A.H. Belo Corp., Dallas, joins koco-tv Oklahoma City as news director.

Deborah Wilson, national sales manager, waga-tv Atlanta, joins wrbc-tv Birmingham, Ala., as VP/general sales manager.

Gerry Grant, anchor/correspondent, joins wchs-tv New York as weeknight anchor.


Appointments at wtv(tv) Tampa, Fla.: Vince Arnette, VP, finance, wrbc-tv Birmingham, Ala., joins in same capacity; Cheryl Carson joins as VP, news.

Appointments at kruh(tv) Tulsa, Okla.: Deirdre Davis, reporter/fill-in anchor, named co-anchor; Mike Browning, reporter/co-anchor, named senior correspondent and investigative reporter. Chad Nye, assignment/newsroom manager, named general assignment reporter; Sue Perez joins as research director.


Donna Bozzo, senior writer/producer, WTAE-tv Pittsburgh, joins WMAG-tv Chicago as senior producer, advertising and promotion.

Harry Friedman, producer, Wheel of Fortune., Columbia TriStar Television, Culver City, Calif., adds Jeopardy! to his responsibilities.

Carlos Vergara, reporter, ktvh-tv Austin, Tex., joins keso-tv Palm Springs, Calif., as morning anchor.

Carole Paling, news director, wnds(tv) Derry, N.H., joins New Hampshire Public Television, Durham, as manager, production.

Lisa Laky, local sales manager, Fox Sports West and Fox Sports West 2, Los Angeles, named general sales manager/VP, sales.


Patrick Murphy, director, production operations, Channel One Communications, joins Worldwide Television News, New York, as director, operations and engineering.

Dan Metziga, president/CEO, Florida Symphonic Pops Orchestra, Boca Raton, joins Oregon Public Broadcasting, Portland, as VP, development.

Appointments at Five Star Productions, Boca Raton, Fla.: Laura Bailey-Hollander joins as VP, programming; Dawn Wilson joins as production manager.

Nina Shelton, associate producer, Big Bug, Children’s Television Workshop, New York, named line producer.

Peter Greene, consultant, joins PBS Sponsorship Group, New York, as executive director.

Appointments at Jacor Communications Inc.: Alene Grevey, general sales manager, wbcm(fm), WOFX(fm) and WQZU(fm) Cincinnati, named Cincinnati FM VP/PM; James Meltzer, VP/PM, WFLN-FM Philadelphia, joins WTNAM-AM and WITI-FM Cleveland in same capacity.

Denis Frawley, general sales manager, KDFX-FM Dallas, named GM. KEGL-FM Fort Worth. Nationwide Communications owns both stations.

Appointments at National Public Radio’s office of the general counsel. Washington: Denise Leary named deputy general counsel; Lucille Pavo and Greg Lewis named associate general counsels.

Dina Silverman, general sales manager, KABC(AM)/KZMM(AM) Los Angeles, joins KEWH(AM) there in same capacity.


John Ginzkey, general sales manager, KKKF-FM/KBEQ-FM Kansas City, Kan., joins Mitchell Broaden, sting Co.'s KOKO-FM Council Bluffs, Iowa, KGBI(AM) Lincoln, KWAR(AM) Omaha and KOLT(AM) Bellevue, all Nebraska, as VP/director, sales.

CABLE

Appointments at Access Television Network, Irvine, Calif.: Sheri Herman, president, American Cybercast, joins as senior VP, programming; Tim Tyler, controller, named VP, finance.

Appointments at FX Networks: Thomas Malkin, general sales manager, TCI Media Services, joins as director, affiliate sales and marketing; Central region: Michael Hopkins, senior regional manager, affiliate sales and marketing, Southwest, joins as director, affiliate sales and marketing, Western region.

Cathe Neukum, independent producer/director, joins Turner Original Productions' WildLife Adventures, Atlanta, as VP/executive producer.


Appointments at Request's sales and affiliate relations division, Denver: Craig Turner, director, Northeast, named VP; Michele Edelman, director, Western region; named senior director: Amy Kron, account manager, Rocky Mountain region, named director.


David Asman, editorial features editor, the Wall Street Journal, New York, joins Fox News Channel there as on-air host, Fox in Depth.

DEATHS

Arthur Marion Mortensen, 80, broadcaster, died May 20 at home in Ogden, Utah. Mortensen's broadcasting career spanned almost a half century. In 1945 he worked as a radio announcer at KLO(AM) Ogden. He soon switched to sales and later joined CBS-owned KNX(AM) Los Angeles as a salesman. Mortensen steadily ascended the broadcast ladder. He held general manager posts at KFMB(AM) San Diego; KERO-TV Bakersfield, Calif., and KTLA(AM) Los Angeles. He was president of the Los Angeles/Kansas City division of Bonniveille International Corp. and eventually president/CEO of Hughes Television Network. After retiring from Hughes, Mortensen held posts at KLO and KOGG-TV Ogden. He is survived by his wife, Doris; six children, and 21 grandchildren.

William A. Bean Jr., 54, satellite marketing manager, National Public Radio (NPR), died April 30 at Suburban Hospital, Bethesda, Md., after a heart attack. In 1980 Bean settled in Washington after working for Westinghouse Broadcasting in Pittsburgh and New York. Before joining NPR in 1985 he was an account executive at WRC-TV Washington. Bean is survived by his wife, Lynne Adrienne; three children, and three brothers.

Elizabeth L. Dahlberg, 79, radio and television engineer, died May 20 at her home in Frederick, Md. Dahlberg worked for Frank McIntosh and Associates as a consulting broadcast engineer in 1947. In 1956 she joined the consulting radio engineering firm of Lohnes and Culver. She retired from the company in 1987. Dahlberg was a member of many professional associations. She is survived by her husband, Gustav, and two children.

Rubin promoted at B&C

Gary Rubin, 36, national marketing director of Broadcasting & Cable, has been named national advertising director. Based in Los Angeles, he will be in charge of all advertising staff, reporting to Peggy Conlon, publisher. Rubin, a native of New York, entered the technical side of television after graduating with a BA degree in experimental video from Buffalo University. Before switching to sales with the Crain Publishing organization, he held several technical positions, including a stint as news cameraman for KTTV(TV) Los Angeles. He worked for Electronic Media and Advertising Age for eight years before joining Broadcasting & Cable in 1993.

Henry J. Kaufman, 1906-1997

Kaufman in 1976

Henry Julian Kaufman, 90, advertising and public relations executive, died June 4 at Sibley Memorial Hospital, Washington, following a stroke. Kaufman & Associates, Kaufman's advertising company, was one of the largest agencies in the Washington area. Started in 1929, in its heyday it had several prestigious accounts with about $20 million in annual billings. CEO of the company for almost 40 years, Kaufman sold the firm in the late '70s and worked as a consultant to other advertising agencies.

In 1994 he received the Advertising Club's first lifetime achievement award. His widow of 56 years, Irma Ney, died in 1996. He has no immediate survivors.

Compiled by Denise Smith
E-mail: d.smith@b&c.cahners.com
Son of Time Warner’s Levin killed

Moguls and Bronx teens last week mourned Jonathan Levin, schoolteacher and slain son of Time Warner Inc. Chairman Gerald Levin. The body of Jonathan Levin, 31, was discovered last Monday in his Manhattan apartment, feet bound. He had been shot in the head and repeatedly stabbed. By late in the week, police were seeking to question a former student who may have tortured Levin to obtain the password for his ATM card.

One of Gerald Levin’s four children, Jonathan Levin had been a respected teacher in a Bronx high school since 1995. The crowd at a Manhattan synagogue last Wednesday ranged from kids in baggy jeans to media executives, including Sony of America President Howard Stringer, Cablevision Systems Corp. Chairman Charles Dolan and Viacom Inc. Chairman Sumner Redstone. In lieu of flowers, the family asks that donations be made to a fund for William Howard Taft High School, where Levin taught.

―JMH

Promax breaks record, presents awards

As expected, the 42nd annual Promax International and Broadcast Design Association convention in Chicago was on track last week to break Promax attendance records, with 6,850 registered for the show as of Friday morning (see story, page 17).

By comparison, last year’s Promax/BDA gathering in Los Angeles drew about 6,400 attendees.

Promax is growing on the international front as well. Association officials announced last week that the fourth annual Promax Asia meeting is set for Dec. 1-2 in Hong Kong, timed to coincide with the MIP Asia program market (Dec. 4-6) and another Asian TV conference, hosted by the Cable and Satellite Broadcasters Association of Asia, running Dec. 3-5. The second annual Promax Europe meeting has been set for March 16-17 in Rome.

Back home in Chicago, Promax ’97 was set to wrap up Saturday with an awards luncheon honoring, among others, its 1997 Marketer of the Year, Betty Cohen, president of Cartoon Network Worldwide and TNT International. A special Promax chairperson’s award was given to industry veteran Dick Lippin, saluting his contributions to the growth of the association. Lippin’s firm, The Lippin Group, has handled PR for Promax since 1991.

―CL
by Cablevision. That includes paying 5% of gross revenue to the city for use of municipal rights-of-way. RCN also will have to allocate precious channel space for required public access, education and government services. For two years, RCN will operate as an open video system under FCC provisions. The city will hold phone companies to its video business. During that period, however, the company will negotiate a formal franchise agreement with the city.

The FCC last week postponed indefinitely the effective date for cable emergency alert system rules. The commission previously said that all cable systems would have to comply with its EAS rules by July 1, but it pushed the date back to allow more time to decide how the rules should apply to small cable systems.

Boston-based World Times Inc. is slated to assume production of Monitor Radio, the public radio programing service distributed by the Christian Science Publishing Society, starting June 30.

World Times is expected to rename the service World Times Radio and may collaborate with noncommercial WBUR (FM) Boston on the venture. Monitor Radio was put up for sale in mid-April by the Christian Science church.

The FCC last week said CAl Wireless does not qualify as a Bell-affiliated video program provider. Time Warner and other cable companies had filed applications seeking relief from rate regulations based on competition from wireless cable systems owned by CAl Wireless. The FCC's Cable Services Bureau said CAl is not currently an affiliate of either Bell Atlantic or Nynex for the purposes of determining effective competition.

Internet linking service TotalNews has settled a lawsuit brought against it by media heavyweights the Washington Post, Times Mirror, Time Warner, CNN, Dow Jones and Reuters New Media. The settlement of the suit, which contested the way TotalNews frames links on its Website to news content on other Websites, grants TotalNews a licensing license to continue doing business as usual. TotalNews now provides links to more than 1,350 news sources in different media from its site (www.totalnews.com).

Intel Corp. increased its stake in CNet Inc. with the purchase of 5.3 million in CNet stock from the company. Pending regulatory approval, Intel will buy more than 200,000 shares of CNet, increasing its holdings in the online information provider to 6% from its current 4.5%.

---

**TV stars at MOBC anniversary gala**

Chicago's Museum of Broadcast Communications will celebrate its 10th anniversary on June 13 with a "Salute to Television." Making special appearances at the event will be Edie Adams, "Miss Television of 1950" and wife of TV legend Ernie Kovacs; Steve Allen, the original host of "The Tonight Show;" Larry King, CNN host; tvU! Kupchen; Jayne Meadows, comedienne/actress; Mike Wallace, CBS correspondent, and Betty White, TV actress.

**Illinois Governor Jim Thompson**

Gov. Thompson has approved a media settlement over allegations that state employees had campaigned on state time.

**Cahners Publishing Co.**

Cahners Publishing Co. is a division of Reed Elsevier Inc. and is headquartered in Chicago.

**NATAS honors Redstone**

Honored for his achievements in the industry last week, Viacom Chairman Sumner Redstone exhorted the media to use their influence to improve society. In his speech accepting the Trustees' Award from the National Academy of Television Arts & Sciences, Redstone said: "I deeply feel the impact that we in the media industry have on people around the world—particularly young people. And the responsibility that accompanies this is serious. As we go about our everyday tasks, we need to demonstrate that we know where business stops and social responsibility begins...and we need to show that we are committed to making a difference for the better in the course of human events."

**Incorporating The Fifth Estate**

The Fifth Estate is a weekly television program that explores the role of media in society. It is produced by the National Council of Correspondents and is broadcast on public television stations in the United States. The show is produced by the Media Bureau of the National Academy of Television Arts & Sciences.

**Wilson, come in here...I'm in the mood for a merger...**

"Wilson, come in here...I'm in the mood for a merger..."
Hold that line

It has taken 15 months for a champion to emerge from the First Amendment wreckage that is the V-chip and its attendant broadcast ratings system. At last, NBC has drawn the line. While all the other networks (and cable) are caving on the issue of content ratings (S for sex, V for violence, L for language) NBC has said it won’t venture a step beyond finetuning the age-based system that is now the industry standard.

Or, put another way, it has taken 28 years for the industry to produce a network president with enough courage in his convictions to stand up to Congress. The last time was in 1969, when CBS President Frank Stanton told John Pastore of the Senate Communications Subcommittee that he would not yield to demands to prescreen programs for the NAB’s television code board. Pastore’s initiative was the V-chip of its time. Even though ABC and NBC, then the only other networks, were willing to go along, CBS’s opposition carried the day.

NBC faces a tougher task. The opposition—the President, Congress, the FCC, public interest groups—has been emboldened by prior capitulations, beginning with the Children’s Television Act of 1990, which led directly to the FCC’s 1996 requirement that all stations broadcast three hours of children’s educational programs each week. The V-chip preceded the requirement in March last year. This page opposed all those lowerings of the First Amendment bar, to no avail.

It is said that the broadcast ratings system is voluntary. It is not, as the recent furor over the age-based system demonstrates. The government will not be satisfied until it has a hook into every television show in the land, and the power to pull it. The industry cannot rest until it has pushed back this threat one more time—if necessary, going to court.

The bad news is that this is not the last threat, only the latest. The good news is that NBC President Bob Wright is willing to take the heat, inside and outside the industry, for the sake of his network, his medium and his country. It’s about time Frank Stanton had a successor.

Postscript: In 1969, numbers of CBS affiliates sent TWXs (the prevailing form of intranetwork communication) to Dr. Stanton—some in support but many urging him to give in to Pastore, who was promising a bill to protect broadcasters from competitive challenges at license renewal. In 1997, it strikes us as appropriate for affiliates of all six networks to make themselves heard in support of Wright’s and NBC’s position. For the most part, stations have left this issue to the networks. It’s time they, too, stood tall for the First Amendment—their First Amendment. That’s Bob Wright, NBC, 30 Rockefeller Plaza, New York, N.Y. 10112.

Appointment TV

E! Entertainment has announced its intention to wean itself from the off-broadcast shows on its schedule and go all-original by fall 1998. Boldness is nothing new for the network that brings you Talk Soup and Howard Stern.

E! is one of a number of cable networks that have decided to boost original production and begin creating more “appointment” programming. It likens the move away from acquired product to kicking a heroin habit. We wouldn’t go that far, nor would the medium in general: three of the top 20 basic cable shows two weeks ago were episodes in a Beverly Hillbillies marathon.

Cable has been knocked for its reliance on recycled broadcast fare, but such shows also have been the lifeline of many an independent broadcast station.

The move of E! in particular and cable in general toward more originals is a natural step in the maturation of the medium, but we think there will always be room—and with the advent of digital, likely lots of room—for appointments with old friends as well as new.
AT THE
97
LOCAL CABLE SALES
MANAGEMENT
CONFERENCE
June 28-July 1
Hyatt Regency Chicago

Local cable advertising’s premier annual event presents an all-new program of in-depth sessions, top speakers, hands-on exhibits and special events dedicated to providing cable ad sales managers with guaranteed solutions in such key areas as:

- Account Management
- Motivation
- Recruiting / Hiring
- Sales Automation
- Managing Up
- Account Service
- Retention
- New Channel Launches
- New Product Categories
- Selling To Ethnic Markets
- Self-Promotion
...And Much More!

Discover the latest ideas and strategies for taking maximum advantage of your resources to attract larger shares of advertising budgets to cable.

PLUS...The ’97 Cable Advertising Awards, team-building activities and all-star entertainment brought to you by the latest additions to the MTV Networks family: Nick-At-Nite’s TV Land and M2.

CALL (212) 508-1229 FOR REGISTRATION AND PROGRAM INFORMATION.
Think about this: after five years in existence, the MTV Movie Awards attracted 10.9 million viewers last year.* Not bad for a newcomer. Plus, we've got a really tasty statue (it's a metal bucket of popcorn).

True, there is a gold guy that's been around a lot longer. But with categories like Best Kiss, Best Fight Sequence, Best Villain and Best Action Sequence, the MTV Movie Awards honor the films young adults love most, and turns the spotlight on the year's unrecognized cinematic achievements. The fact that MTV viewers vote to pick the winners is just one more reason the show matters so much to them.

And one more reason MTV makes sense for your system.