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ALL ACROSS THE COUNTRY STATION MANAGERS ARE PREPARING FOR LIGHTNING TO STRIKE TWICE...
**Fast Track**

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Hicks tops 400

CapStar plans to buy SFX for $2.1 billion would make radio's giant even bigger

By Elizabeth A. Rathbun

Thomas O. Hicks just can't stop. Sources said last week that Hicks's CapStar Broadcasting Partners LP will pay $2.1 billion for SFX Broadcasting Inc. That would give Hicks ownership or control of 413 radio stations and $1.38 billion in revenue, according to BIA Research Inc.

SFX's board approved the deal around 5:30 p.m. last Friday, highly placed sources said.

The merger of CapStar's 243 radio stations and SFX's 72 would be the third-costliest radio-only deal ever. The largest was last year's $4.9 billion purchase of Infinity Broadcasting Corp. by Westinghouse Electric Corp. The number-two deal was February's $2.575 merger of Hicks's Chancellor Broadcasting Co. with Evergreen Media Corp.

A union of SFX and CapStar is a "beautiful" match, one broker says. "They [have] hardly any overlap whatsoever." The only problem market is Greenville/Spartanburg, S.C., where SFX owns five FMs and CapStar owns two. A broadcaster may not own more than five FM or AM stations in a market.

SFX would shore up CapStar's control of the small and midsize markets where it has been concentrating. SFX's stations are mostly in midsize markets.

The deal with CapStar assumes that each SFX share is worth $75. which would produce a deal price of $2.1 billion, a source close to the negotiations says. SFX's concert-producing arm will stay with SFX Executive Chairman Robert F. X. Sillerman, the source says.

Twelve of SFX's stations are in top-20 markets, prompting speculation that CapStar might spin them off. Such a sale could garner nearly $1 billion itself, the source says.

One likely purchaser? Hicks's major-market buyer Chancellor, observers say. Chancellor—and thus Hicks—is considered the leading candidate for the 97 radio stations owned by American Radio Systems Corp.,

Next up, ARS?

American Radio Systems Corp. may be Tom Hicks's next radio target.

Hicks's Chancellor Media Corp., formed by the merger of his Chancellor Broadcasting Co. and Evergreen Media Corp., is the likeliest purchaser of ARS, which put itself on the block last week, says Peter Handy of Star Media Group.

Chancellor's holdings are concentrated in the top 30 markets, while ARS's 97 stations are mostly in the top 40. Chancellor overlaps with ARS in just three markets: San Francisco, Boston and Sacramento, Calif.

Chancellor executives could not be reached for comment.

ARS last week hired Credit Suisse First Boston to help it develop "a plan designed to maximize shareholder value," a company news release says.

"Radio is changing so rapidly, and we are concerned that certain combinations [of] other radio companies...would disadvantage American Radio," ARS Chairman Steven B. Dodge says. In other words, ARS may be left without a merger partner as the mega-groups become sated.

ARS's timing might be perfect, Handy says. After weeks of negotiations for SFX Broadcasting Inc., the losing bidders are primed for an acquisition, he says.

Clear Channel Communications Inc., for one, would consider ARS, Senior Vice President-Operations Mark Mays says: "ARS has built a hell of a good company."

The company might be worth $48-$50 a share, which would translate into a sale price of about $1.5 billion, says media analyst James M. Marsh of Prudential Securities. Others say ARS could go for $2 billion or more. —EAR
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which put itself up for sale last week (see box, page 6).

CBS Corp. only recently dropped out of the running for SFX. Jacor Communications Inc. also was said to be serious, but "there was a little bit of lack of warmth in the room between [Jacor owner] Sam Zell and Bob Sillerman," one source says.

A CBS spokesperson declined comment. Neither Jacor CEO Randy Michaels nor Sillerman returned telephone calls.

Sillerman, who owns 53.2% of SFX, has the most to gain from the CapStar-SFX deal. That may explain why negotiations took longer than expected. As broker Peter Handy put it, "In a seller's market, sometimes the longer you wait, the better [the price gets]."

Analyst and brokers agree that it's only natural for radio's mega-groups to turn on each other to continue consolidation.

"It's the logical progression" for aggressive consolidators such as ARS and SFX, said Handy, with Star Media Group Inc. "Their business strategy of being aggressive consolidators eventually comes to a crossroads."

Not expected is the pace at which consolidation, officially launched in February 1996 under the Telecommunications Act, is proceeding. "It's happening much more rapidly than anyone thought it would," said Jim Blackburn of Blackburn & Co. Inc. Consolidation that was predicted to take place over five years has happened in two, he said.

Brokers and group owners now predict that from two to four groups shortly will rule each of the nation's major radio markets.

"You've got titans here," Blackburn said. Ticking off Hicks: Mel Karmazin, CEO of CBS Station Group; Lowry Mays, president of Clear Channel Communications Inc.; Zell, whose Chilmark Fund LP owns 70% of Jacor, and, perhaps, Walt Disney Co./ABC Inc.

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**Top of the Week**

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**IFE's seven-figure club**

Company gave top executives 11th-hour parachutes worth millions

*By John M. Higgins*

**While the sale of International Family Entertainment Inc. may put 150 or so employees on the street with minimal severance, a group of senior executives is in for a more comfortable ride, coasting to earth via brand-new golden parachutes.**

In the final days of negotiating to sell the company to News Corp.'s Fox Kids Worldwide venture, IFE granted four senior executives new employment agreements that would pay them $3.9 million-$5.7 million each if they were fired after the takeover.

The four beneficiaries: Chief Financial Officer Larry Dantziuer, General Counsel Louis Isakoff, Family Channel President Gus Lucas, and IFE Ad Sales President Richard Sirvaitis.

Their new deals grant them small raises. But they also guarantee them five years of salary and bonusesplus two years of severance pay—a big deal if Fox Kids Chairman Haim Saban decides to send them packing.

Two other executives—Craig Sherwood, senior vice president, affiliate sales, and Randall Seiler, senior vice president, engineering—were ensured two years of pay as severance. Their previous contracts promised only one year.

At the same time, sources at the company said IFE's 800 employees have been told that severance payments for lower-level workers could be as little as one week for each year they have worked at the company.

SEC filings show that IFE was in little danger of the executives leaving during the transition to new ownership because each had some two years left on his contract.

IFE Chairman Pat Robertson and President Tim Robertson have their own employment and consulting agreements with Fox Kids. They also have millions from the sale of their stock. Pat Robertson and trusts he controls will receive $1.34 million, most of that going to his church, Christian Broadcasting Network and Regent University.

Tim Robertson personally gets $965,500. The father and son put up just $600,000 of their own money to buy The Family Channel for $250 million from Robertson's ministry in 1990.

The severance deals came to light after IFE signaled that 75%-90% of its 175 Virginia headquarters employees could lose their jobs in the wake of the takeover.

The Norfolk Virginian-Pilot initially reported that ailing fitness network Fit TV, MTM Entertainment and international ventures are most likely to be cut. Workers in financial and other corporate slots are vulnerable as well.

An IFE spokesperson said that the range of cuts—filed with a Virginia state labor agency—represented the "worst-case" and that actual cuts and severance benefits have not been determined. Some details may be finalized this week.

She would not discuss the executives' parachutes in detail, saying only that the contracts "are part of the public record." It has not been determined which of the senior executives—if any—might stay on under Fox.

Ad sales chief Sirvaitis' payoff would be the biggest if he were fired today. With his new salary at $460,000, increasing at least 5% annually, and his target bonus of 33% of that, $151,800, a seven-year payout would reach $5.7 million. Sirvaitis is already collecting $1.2 million from the sale of his IFE stock.
Taufin warns against abandoning HDTV

Broadcasters worry about massive investment; prefer flexibility

By Paige Albinak

H ouse Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) warned broadcasters last week to deliver at least some high-definition television or face a fight in Congress.

"The intent of Congress was for broadcasters to use their channels for HDTV," Tauzin said. "If broadcasters don't use those channels [to offer some] HDTV, they can expect serious new obligations—both financial and public interest."

The admonition came in response to recent speeches by ABC President Preston Padden and Sinclair Broadcasting President David Smith. Padden said that ABC was considering multiplexing in standard-definition TV format, and Smith said HDTV is not economically feasible for Sinclair.

Those remarks evoked concern from broadcasters who fear congressional backlash. NAB says it considers HDTV an important part of digital television.

"The expectation is that once consumers see HDTV, they won't expect anything less," says NAB spokesman Dennis Wharton. "We have said all along that we expect experimentation in digital TV. HDTV will be a central part of that experiment."

Sinclair and ABC have at least one government ally: outgoing FCC Chairman Reed Hundt has written both, congratulating them on their "tremendous vision."

"Without the government dictating which format to use, or setting some obligation of high-definition, you are free to make marketplace decisions according to your own best business judgment," Hundt wrote.

Sinclair Vice President Nat Ostroff says his company does not think it can make a reasonable return on HDTV and that Tauzin—one of broadcasting's champions in Congress—doesn't understand the HDTV business model.

Taufin assured broadcasters that he expects them to use their spectrum for many services, including multiplexing, but said they must not abandon HDTV.

Sinclair says converting its nearly 30 stations to transmit HDTV-only signals over its free digital spectrum would cost some $300 million, while multichannel services would cost significantly less.

On the other side of Capitol Hill, Senate Commerce Committee Chairman John McCain (R-Ariz.) long has contended that broadcasters never intended to use their spectrum for HDTV.

"We knew when we did this that unless we put a law in place for forced broadcasters to go to HDTV they [might] not do it and they most likely [wouldn't]," says Mark Buse, policy director for the Senate Commerce Committee.

"If anything is going to be done to close the loophole that allows for multiplexing or to codify any kind of build-out or transmission standards, we need more support from members," he says. "But it is certainly promising to hear Billy Tauzin question the viability of the transition to HDTV."

Sinclair counters that the government has no place dictating the direction of an industry. "I don't see how all of a sudden being obliged to spend $300 million to stay in business amounts to a giveaway," Ostroff says. "It's a company that has been nothing but an opportunity to take a huge risk for a doubtful return in order to survive."

ABC is the first network to suggest it might shrug off HDTV, but ABC still is less ready than Sinclair to take on Congress.

"We look forward to working closely with Chairman Tauzin and other members of Congress as we continue to plan our digital television efforts," Padden says.

Putting a price on subscription DTV

HDTV may not be the financial holy grail broadcasters were expecting when the government gave them six channels of digital spectrum, but offering pay services instead probably will not prove a cheap alternative.

The FCC will offer a rulemaking on how to charge broadcasters for spectrum used for subscription-based services in September or October, says an FCC official. The rulemaking should be finished by mid-1998, just in time for broadcasters to start their digital conversion.

The Telecommunications Act of 1996 allows the FCC to levy fees on broadcasters who use their digital spectrum to offer subscription-based services.

The commission may decide to base those fees on what previous auctions have reaped, or it could charge a percentage of gross revenue.

One government official says that levying fees may stifle innovation. Broadcasters call the fee a tax they will be forced to pass on to consumers.

"The ultimate concern should be what happens to the viewers and the consumers," says James Gattuso, vice president of policy development at Citizens for a Sound Economy.

Andrew Schwartzman, president of the consumer group Media Access Project, says it is unfair to groups who had to pay for their spectrum, such as the PCS providers, if broadcasters don't have to pay a fee. "I don't see a ground swell of support [for eliminating it]," Schwartzman says. —FA
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FCC ponders preemptions for towers

Solicits comments on whether it should supersede local laws to ease DTV transition

By Chris McConnell

Federal regulators may sweep aside some local zoning and land use rules in an effort to speed digital TV implementation.

The FCC last week invited comments on whether and under what circumstances it should preempt state and local ordinances that might slow station efforts to put up new transmitting antennas.

“Delays in local zoning and land use decisions would hold up the construction of an essential part of the DTV transmission system and make it impossible for a licensee to satisfy the construction requirement,” the commission said.

Regulators emphasized the deadlines established in their April decision to assign stations a second channel for delivering digital TV. The rules require network affiliates in the top 10 markets to begin broadcasting DTV signals by May 1. 1999. Affiliates in markets 11-30 have until Nov. 1, 1999.

Broadcasters have said they will have a hard time meeting the deadlines, particularly if they run into local restrictions on broadcast towers.

“Local jurisdictions can be invoked whenever you tweak an antenna,” says Barry Umansky, of the National Association of Broadcasters (NAB). “The commission must confront the issue.”

The commission invited comments on a proposal by the NAB and the Association for Maximum Service Television (MSTV) to cap the amount of time local authorities have to act on station requests to modify or move transmission facilities.

The proposal would require state and local regulators to act within 21 days on broadcast requests to modify existing transmission facilities. The request would require action within 30 days on requests to relocate, consolidate or expand the height of existing transmission facilities.

Broadcasters predict they will have to make many such requests. NAB and MSTV have said they expect that 66% of existing broadcasters will need new or upgraded towers to support DTV service.

“The intent is to find a process by which you can move the process forward,” MSTV’s Victor Tawil says of the broadcast plan.

“The goal of speeding things up is a good one,” adds Frederick Ellrod, a Washington lawyer who represents state and local regulators.

But Ellrod worries about what he describes as mounting FCC interest in local preemptions. Late last month, for instance, regulators exercised new authority by preempting a Meade, Kan., restriction on satellite TV dishes.

“It seems to fall into a line of preemption moves,” Ellrod says of last week’s proposal. “That’s a trend I would view with concern.”

Osmonds add nine more

Show continues to collect strong daytime clearances

By Joe Schlosser

Columbia TriStar Domestic Television Distribution has added nine new markets for Donny & Marie, bringing clearances for the upcoming syndicated talker to more than 40% of the country.

Set to debut in fall 1998, Donny & Marie is now cleared in 25 markets, including five Fox owned-and-operated stations. All clearances for the Columbia TriStar show are on Big Four affiliates, with the exception of one UPN affiliate.

The new top markets for the updated show: WJW-TV Cleveland; KTVF (TV) Denver; KTVI (TV) St. Louis; WLIW (TV) Cincinnati; KTVF (TV) Little Rock, Ark.; and KTVF (TV) Oklahoma City. Smaller markets are WHM-TV Harrisburg Pa.; KTVF (TV) Springfield, Mo., and KETV-TV Tyler, Tex.

Donny & Marie already has been cleared on Fox O&Os in the top three markets. Columbia TriStar officials credit a strong pilot tape for early sales and strong daytime clearances.

“Our decision to put together a presentation tape and bring Donny and Marie in and work a couple of days with them was a good decision,” says Columbia TriStar Domestic Television Distribution President Barry Thurston.

Columbia TriStar, which brought in Dick Clark Productions to shoot the pilot two months ago in Los Angeles, has since signed Clark to produce the show.

As for financial terms of the sales, Thurston would not comment on specifics, but says that “the money that we are getting matches the time periods and the demand in the market, so it is a strong cash position.”

Hart joins Hall

Pioneering entertainment journalist Mary Hart has been added to the list of honorees for this year’s Broadcasting & Cable Hall of Fame. Hart is now in her 16th year as co-host of top syndicated show Entertainment Tonight. Before that she honed her anchoring style on network and local TV. Hall of Fame inductions will take place Nov. 10 in New York.
PanAmSat gives you the view to Latin America’s future. Today, we beam television programming to the region’s 80+ million TV households. PanAmSat satellites are driving cable TV, direct-to-home applications, news and financial information services and Internet access. And by year’s end, PanAmSat will operate up to six satellites in Latin America, including our most advanced satellites ever. PanAmSat delivers the future of global communications in Latin America.
Fight over fight footage

ESPN cuts off WUSA when station refuses request for tape

By Paige Albinia

ESPN found itself in a bind last week when WUSA-TV in Washington would not grant it rights to air WUSA's exclusive footage of Washington Redskins wide receiver Michael Westbrook punching running back Stephen Davis on the sidelines during practice.

WUSA was the only station to tape the fight. After it ran the footage on its 7 p.m. newscast, the CBS affiliate was swamped with requests for the tape. It gave the material to CBS and CNN, with which it has licensing contracts, but not to any other stations, including channels 4, 5 and 7 in Washington.

"We are not releasing the footage to ESPN simply because they are a competitor," says Mike Cavender, the station's vice president of news. "We didn't provide the tape to Fox either, and Fox Sports asked for it."

ESPN argued that since WUSA already had aired the event, it should pass the footage along. "We would have held off running it around whatever parameters they wanted, including running it during the 11:30 p.m. broadcast of SportsCenter," says Vince Doria, ESPN's assistant managing editor and news director. "We felt it was a legitimate news event and that we should have access."

Upon learning that WUSA would not provide the footage, ESPN sent a letter to the station forbidding it from using any of ESPN's sports coverage (including a Redskins preseason game last Thursday) for an undetermined period of time.

"ESPN has been exceptionally cooperative with local stations in terms of making a wide variety of footage available," Doria wrote. "In return, we expect the right to excerpt game highlights and news footage from those stations when appropriate. It seems clear that WUSA doesn't view the relationship similarly, which compels us to take the above action."

That may be an accurate assessment of WUSA's view: "We have very little use for footage from ESPN, so it shouldn't affect us at all," Cavender says.

Press reports speculated that WUSA would have to go without highlights from last Thursday night's Redskins-Dolphins game in Miami, but Cavender debunked that idea, saying WUSA always sends a news crew to cover Redskins games.

The WeB gets Benedek boost

Group commits 22 stations to cable effort; TCI deal for channels expected soon

By Lynette Rice

Benedek Broadcasting has made good on its promise to participate in The WeB project, the cable distribution platform planned by The WB for launch in 1998.

Benedek, the largest station group in markets 100-plus, has committed 22 stations to The WeB in a 10-year affiliation agreement. WB CEO Jamie Kellner said last week. The stations—all Big Four affiliates—will operate the local WeB channel by selling commercial time and arranging for local promotion and publicity.

Cable systems in Benedek's 22 markets reach 1.7 million cable homes—almost 2% of the country.

"Benedek Broadcasting saw the opportunity to grow their businesses by operating a second network affiliate in 22 markets that until now didn't have a younger-skewing independent television station," said Kellner. "This agreement and the ones we expect to enter into during the next few weeks will alter the relationship between broadcasters and cable operators from one that has often been adversarial to one of shared opportunity."

The deal with Benedek paves the way for an anticipated deal not only with TCI Communications to carry the WeB programming—an announcement is expected in the next few weeks—but with other station groups, a WB spokesperson confirmed. Several groups agreed early on to participate in the project, including Smith Broadcasting, Retlaw Broadcasting, U.S. Broadcasting, Lameco Communications, Federal Broadcasting, Cordillera Communications, Quincy Broadcasting and Lone Star Broadcasting.

Now that it has a contract in hand with Benedek, The WB says it expects to announce agreements for The WeB with more than 80 TV stations in markets 100-plus before the cable platform is launched in September 1998.

In a separate announcement, Russell H. Myerson of Sony's Game Show Network became the first key executive to be hired by The WeB. Myerson, who has been responsible for programming, production, engineering and on-air promotion for GSN since 1994, was named senior vice president and general manager of The WeB.

Before joining Sony, Myerson spent eight years as director of programming for Media General Broadcast Group. He began his career in 1978 at WPLC-TV Lake Charles, La., and later joined WJSV-TV Jacksonville, Fla., as its director of programming and operations.
**Top of the Week**

**Cable networks get N.Y. carriage**

*Time Warner rolls out new MetroChoice package with 14 additional channels*

By Donna Petrozello

For some of the 14 channels told they will be added to a new tier of Time Warner Cable of New York, the news was a welcome surprise. For others, it signaled a windfall.

Time Warner’s new MetroChoice package, scheduled to roll out next month to an initial 200,000 Manhattan and Queens subscribers, includes an array of channels, some less than a year old. The service places Turner Classic Movies and CNN’s 24-hour sports news channel, CNN/SI, on the same bill with the five-month-old, ratings-hungry CBS Eye on People.

Other channels chosen are Animal Planet, Nickelodeon’s TV Land, BET on Jazz, Classic Sports Network, the Independent Film Channel, Ovation, children’s programer WAM!, and Crosswalks, a public access channel devoted to municipal government. Ovation and WAM! will share one channel in divided dayparts.

Steve Soule, senior vice president of affiliate relations for CBS Eye on People, described the news as “a tremendous vote of confidence” for Eye’s programming.

Soule expects the Time Warner package will make it easier to clear Eye, which now reaches 4.8 million households, on other systems. “This is a great momentum builder for any start-up,” he says. “The fact that it will be on a tier in New York is good for momentum and good for advertising. We’re looking at this to carry some weight at other Time Warner systems.”

Meanwhile, other add-ons are more obvious. Time Warner already carries several Turner channels, including TNT and CNN, in addition to Nickelodeon and Black Entertainment Television.

MetroChoice includes the premium channels HBO, Cinemax 2 and Starz! The package will cost subscribers of Time Warner’s basic and standard service an additional $1.95 per month. Consumers who do not now have standard service can subscribe to MetroChoice for $9.95 per month. Time Warner will provide customers with the requisite advanced converter box and enhanced remote control.

Carter Maguire, executive vice president of Turner Networks sales, calls the price structure “possibly the most aggressive” he’s seen.

Time Warner’s selection of the 14 channels follows several months of research. Customers were asked to complete a survey about the programming genres they would subscribe to if they were available.

Barry Rosenblum, Time Warner Cable New York division president, says that he and other Time Warner executives chose channels that best fit consumers’ demands.

Rosenblum also says that Time Warner strives to offer MetroChoice at an extremely competitive price: “One of the goals we had when we set out was to have a low-priced tier. We’re fortunate that the programers also recognize that if our tier is low-priced, they have a better chance at distribution. So they worked with us to control costs.”

MetroChoice initially will be offered in areas where the MSO has compiled the first leg of a four-year, $400 million network upgrade. Rosenblum says MetroChoice will be available in more areas as the upgrade progresses.

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**Eye closes on some shows**

By Joe Schlosser

CBS Eye on People will end production on five shows and reduce its production staff by over half in the next two months.

With production done on most of the network’s shows, 65 free-lancers and production employees of CBS Eye on People are beginning to look for other work. The network has 120 full- and part-time employees.

The five shows stopping production: 60 Minutes More, 48 Hours Later, Final Cut, Public Eye and Under Fire. Network officials say they already have 400 hours of original programming in their library, much of which has not been seen.

Geoff Darby, the network’s president, describes the situation as a normal cycle in television rather than a layoff and says the 65 employees were hired to produce a certain number of shows on a free-lance basis.

“When their contract is up and they’ve made the number of episodes we ordered, that is it,” Darby says. “Then it’s time to celebrate. We say ‘thank you.’ There is nobody getting laid off here.”

An Eye source told Broadcasting & Cable that “the way this is being spun around here is that they are going on hiatus. [Network officials] say we are going to have something of a blackout for the next three months and keep on a skeleton crew.” Darby says that is not true.

“I think the reason all this came up at once is because 60 Minutes More was the first show to deliver its order of shows,” Darby says. “I’m speculating, but I think everyone woke up to ‘oh my gosh, my show is going to finish in the next six weeks and I wonder what I’m going to do.’”

As for the end of the network, Darby says it is “more than fine.” Eye on People, which launched in March, has 5 million subscribers and last week was picked up by Time Warner’s New York City cable system (see story above).

Many of the free-lance employees may be hired back at the beginning of next year to work on the same or different shows. “If their shows come back, then we’ll hire them back,” Darby says. “We are currently looking to see what we will need for next year, and we’ve asked CBS News Productions to develop some programs for next year. Once we get there, we’ll make some decisions.”

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*Broadcasting & Cable August 25 1997*
FCC judge moves to pull radio licenses

By Chris McConnell

A n FCC administrative law judge has decided to revoke the license of a broadcaster convicted of sexually abusing five children.

Michael Rice, owner of three Indiana radio stations and two Missouri stations, was convicted in 1994 on sodomy and deviant sexual assault charges. In 1994 Rice began serving an eight-year prison sentence.

Following the conviction, the commission launched an effort to determine whether Rice's broadcast companies still met FCC character qualifications to hold a broadcast license.

Rice is the sole shareholder in three companies that own the radio stations.

The companies own WHOA(AM), WBFM(AM) and WZQ-AM, all Terre Haute, Ind.; as well as KEMZ(FM) Columbia and KRMX(FM) Eldon, both Missouri. Rice's companies also hold licenses for two unbuilt Missouri stations: KAAM-FM Huntsville and KEX(CFM) Cuba.

Reviewing the conviction, Administrative Law Judge Arthur Steinberg said the convictions, as well as a finding that Rice's companies had misrepresented facts to the FCC, justified a license revocation. "It must ultimately be concluded that [Rice's companies] lack the requisite qualifications to be or to remain licensees," Steinberg wrote.

The stations, which plan to appeal the decision, will retain their licenses while the appeal is pending.

Jerold Jacobs, an attorney for the stations, said the companies that hold the licenses should not lose their stations as a result of Rice's conviction.

"The corporations were not convicted," said Jacobs. "They are model stations." Jacobs predicted that the stations' challenge to last week's decision may remain pending for two to four years.

CBS News Radio plans cuts, revamps

In an internal memo to staff dated Aug. 15, CBS News Radio top brass outlined an initiative to reschedule some news programs, cut salaries and scale back office space. The memo, from CBS Radio Networks Senior Vice President Scott Herman and CBS News Radio General Manager Harvey Nagler, emphasizes CBS's need to "make its excellent news product more acceptable in today's increasingly competitive marketplace."

According to the memo, programing changes include offering CBS Radio Network news briefs every half hour between 5:31 a.m. and 10:31 p.m., in addition to hourly reports. CBS will drop the central time zone re-feed of World News Tonight. News anchors will be expected to do at least five hourly newscasts back to back. Herman says that change will give the newscasts a more consistent sound, something he says affiliates have been asking for. Since each anchor will be doing more newscasts, "we will need two less anchors," according to the memo. The memo also says "business reports will be produced by a company that specializes in the product." Radio industry sources speculate that company may be The Wall Street Journal.

The memo also states that "affiliates have been very enthusiastic about our morning drive experiment." As a result, the network will name a full-time morning reporter, according to the memo. In a cost-cutting measure, the memo says that "salaries of all anchors, reporters and producers over a specific threshold will be reduced." Herman says the salary review is part of an ongoing process to make sure the network "operates as efficiently as possible." It also says CBS "was able to save additional jobs by eliminating offices for correspondents. The ones presently used by Doug Poling, Mitchel Krauss, and Frank Settipani will become one large general news lounge. This saves us over $100,000 in rent." The memo closes by noting that "for nearly a year, there has been uncertainty as to the future of the network. With these changes, we believe the elements for future success have been put in place." CBS News Radio is expected to announce these programing changes at the RTNDA in mid-September.

HOLLYWOOD

Jacobson on the move?

There may be a new face near the top over at Fox. One scenario has Larry Jacobson, the executive vice president and chief financial officer of Fox Broadcasting, upped to president, Fox Broadcasting. Jacobson will be in New York in the coming weeks to—among other things—meet and greet the media.

NEW YORK

News on the double

The number of Fox affiliates doing news will almost double in 1997. So far this year, 30 affiliates have added newscasts, and executives say another 10 stations will launch news operations in the next couple of months, bringing the number of Fox affiliates doing news to 91. Next year, Fox executives expect that a new slew of stations will jump on the news bandwagon.

Hail to the chief (engineer)

One industry milestone this week is the 40th anniversary with CBS of engineering chief and B&C Hall of Famer Joseph Flaherty. His credits include ENG, which revolutionized newsgathering, and HDTV, which could revolutionize all of TV. He has forged an international as well as domestic reputation and has been called the dean of the world engineering community.
DOJ looks at Microsoft spending

Investments in Apple, audio, video streaming raise concerns about competition

By Paige Albinak

Microsoft confirmed last week that the Department of Justice is investigating Microsoft’s minority investments in Internet audio and video streaming companies and in Apple Computer because of concerns about competition.

Internet streaming media allow Internet users to receive audio and video on their computers from an Internet server without downloading files, saving user time and computer memory. The technology, along with broadband networks, eventually is expected to bring broadcast-like programing to the Internet.

On Aug. 5, Microsoft acquired V Xtreme Inc., a Sunnyvale, Calif.-based developer of streaming media. In July, Microsoft took a 10% equity stake in Internet streaming leader Progressive Networks of Seattle. Last year Microsoft acquired an equity stake in VDOnet Inc. of Cambridge, Mass. And earlier this month, Microsoft took a $150 million minority stake in longtime rival Apple Computer.

Progressive Networks confirmed Monday that it had received a subpoena from the Justice Department regarding the investigation. “Of course, we believe [that] Progressive Networks, the industry and consumers benefit from a competitive marketplace,” said Bruce Jacobsen, Progressive Networks president.

Microsoft agreed, saying that its 10% stake in Progressive did not mean the two companies would not remain fierce competitors. “Microsoft and Progressive Networks will continue to compete tooth and nail to develop the best streaming media solutions,” said Microsoft spokesman Mark Murray.

“So we are going to be pushing each other. “We are very confident that once the Justice Department looks at the facts, they will agree that there is intense competition among many different players and that all this competition is good for consumers,” Murray said.

Microsoft listed major computer vendors Oracle Corp., Netscape Communications Corp., Silicon Graphics Inc., IBM Corp. and Sun Microsystems as coming competitors in streaming media.

Analyst Rob Enderle of the Giga Information Group in Santa Clara, Calif., says that Microsoft’s participation in the streaming market should be good for the budding industry.

“The question is whether Microsoft is creating competition in an old, established market or destroying competi-

Over the air, not over the counter

A draft proposal at the FDA would loosen rules governing broadcast advertising of prescription drugs, making such advertising more feasible. Current rules require so much detailed information that it is nearly impossible to create broadcast ads that meet all the FDA’s requirements.

The proposed rules would allow ads that disclose a prescription drug’s major risks and give the consumer an easy way to receive the product’s approved labeling—such as an 800 number, fax number, or Web page—to meet the FDA’s requirements. The FDA is asking for comments on the proposal, which is available online at www.fda.gov/cder/guidance/index.htm.

Comsat gets streamlined tariff

Federal regulators have granted Comsat some new flexibility to change its rates. The FCC granted Comsat’s request for “streamlined tariff relief” for its international full-time transmission services. The FCC also granted the company similar relief to lower the rates of its occasional-use video transmission services. The commission took the action after deciding that the regulatory relief would likely lead to lower prices.

But regulators took a different view of Comsat’s bid for regulatory relief to increase occasional-use prices on a streamlined basis. Broadcasters had opposed granting Comsat such relief, maintaining that the company still faces too little competition in the occasional-use business.

“Comsat’s competitors appear to be expanding the global connectivity with coverage provided by their occasional-use video services, but the reality is that Comsat’s competitors cannot yet offer the global connectivity provided by Intelsat,” the FCC said.

Paxson must-carry petition rejected

The FCC last week denied Paxson Communications’ must-carry petition requesting carriage for WHA- TV Bridgeport, Conn., on Time Warner Cable systems in several New York towns. The commission ruled that the village of Cornwall, the town of Cornwall, New Windsor, the town of Newburgh, the city of Newburgh, Middletown, Stewart Army Port and Mount Vernon do not have to carry the station. The FCC argued that what TV is not in Time Warner’s market, that it has no history of carriage on those systems and that it has virtually no audience in those markets. Paxson Communications has spent the past several months arguing at the FCC for must-carry rights for many of its fringe stations across the U.S.

Miller to lead HDTV project

The Model HDTV Station Project has named Bruce Miller its new president. Miller, who is vice president of broadcast and technical services at PBS, will replace James McMinney as the project’s leader. Backed by the Consumer Electronics Manufacturers Association and the Association for Maximum Service Television, the project’s experimental station, WHD-TV, is transmitting a digital television signal in Washington.

Washington Watch

Edited by Chris McConnell and Paige Albinak

Broadcasting & Cable August 25 1997
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top of the week

Would-be radio licensee threatens static
Applicant says analog auctions would negate his past progress

By Chris McConnell

At least one radio applicant is prepared to take the FCC to court if the commission places contested analog radio and TV licenses on the auction block.

"This is unfair," says Steve Cilurzo, who has been seeking a radio license in Temecula, Calif., since 1989. In that time, Cilurzo says, he has poured $300,000 in legal and engineering fees into his campaign for the license. He insists that regulators should settle some of the long-standing applications through a comparative process rather than through auctions.

The FCC used to award contested broadcast licenses through a process of comparative hearings, but in 1993 a court threw out FCC criteria for selecting the winners. Regulators have since been without a process for awarding the licenses, and the backlog of radio and TV applications has topped 1,500.

Last month, Congress signed off on legislation that allows the FCC to hold an auction among the license applicants. The law also allows the FCC to open a six-month window during which applicants can pay each other to drop competing bids on licenses. Regulators opened that window earlier this month.

Although some broadcast lawyers welcome government action on the long-stalled license applications, other interested parties feel short-changed.

Cilurzo says his application had proceeded a long way toward approval under the old regime, including a 1993 initial decision by an administrative law judge that picked his application over six competing bids.

Three of those applicants appealed the decision, and Cilurzo says the appeals were about to come before an FCC review board when regulators put the comparative process on hold.

"I'm worried about auctions," Cilurzo says of the government's new plan for resolving the applications. "These people see big dollar signs."

He maintains that regulators should not force long-standing applicants—particularly those who have advanced past a comparative hearing—to bid against competing applicants.

Washington communications lawyer Harry Cole says he has heard similar complaints from applicants who have gone through the FCC's comparative hearing process. Cole says his clients are still weighing their options and have made no decision to pursue any court challenge.

"It's under advisement," Cole says.

FCC officials insist their hands are tied. Several say any decision to award broadcast licenses based on the older procedures is unlikely to be upheld in a court challenge by competing applicants.

But the commission does plan to invite some input from the applicants. Earlier this month, Mass Media Bureau Chief Roy Stewart told Representative Randy Cunningham (R-Calif.) that the FCC will conduct a rulemaking in the next six months "to determine any further appropriate commission action" toward resolving the pending applications.

Should the FCC auction the contested licenses, Cilurzo says he will be looking for more frustrated applicants to join his lawsuit. "We had no clue there could ever be anything changed," he says of the old regulatory process.

Errata

B&C's Aug. 18 story on William Kennard attributed to an article by Kennard and Jonathan Nuechterlein the assertion that it is "idle to posit an unbridgeable First Amendment right to broadcast comparable to the right of every individual to speak, write or publish." Kennard and Nuechterlein were actually quoting from the Supreme Court's Red Lion decision in support of their assertion that the "unique properties of the broadcast spectrum, the court held, make it more susceptible to constitutional regulation than more traditional forms of communication." Additionally, Lana Corbi is president of network distribution at Fox.
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Moonves staffs 'mini-studio'

Taps two former colleagues from Warner Bros. TV

By Lynette Rice

CBS Television President Leslie Moonves last week took a major step toward ramping up the network's production arm by creating two new development posts and filling them with familiar faces.

In his first major move since assuming some of the duties of former CEO Peter Lund two weeks ago, Moonves tapped Warner Bros. Television executives Nina Tassler and Maria Rastatter to serve as senior vice presidents of drama and comedy, respectively, for CBS Productions. Both executives held similar titles at Warner Bros., where Moonves served as president before joining CBS in 1995.

Moonves has already hired Warner Bros.' number-two executive, Nancy Tellem, as executive vice president, CBS Productions, and executive vice president of business affairs, CBS Entertainment.

"When you combine CBS Productions with the production and distribution of Eyemark [CBS's syndication arm], we have the nucleus of a vertically integrated mini-studio that can make a huge impact in the television business and play a major role in the success of the CBS Corporation," Moonves said.

In-house production has become a priority for the networks in the absence of the financial interest and syndication rules, which once prevented the networks from owning and syndicating television shows.

The fall lineup, in fact, provides a keen example of the rise of in-house productions and/or joint ventures: NBC has eight (not including news show Dateline NBC), ABC has eight (excluding news magazines), and Fox has seven. CBS has six: Touched by an Angel; Dr. Quinn, Medicine Woman; Walker, Texas Ranger; Promised Land, and Caroline in the City (NBC), as well as The Gregory Hines Show and Early Edition, which are co-productions with Columbia Tri-Star TV.

Tassler played a role in developing John Grisham's The Client and Lois & Clark: The New Adventures of Superman while at Warner Bros. Before joining the studio (then Lorimar TV) in 1985, Tassler worked as a talent agent.

Rastatter helped develop Friends and The Drew Carey Show at Warner Bros. and oversaw the creation of such hits as Suddenly Susan. She began her career in the casting department of Witt/Thomas/Harris before joining Warner Bros. TV in 1992.

New order in the 'Court'

'People's Court' is in a New York state of mind

By Joe Schlosser

Warner Bros. Domestic Television is bringing back a show that it canceled less than four years ago and which has played a large part in its success in the syndication marketplace.

The updated version of The People's Court is set to debut in syndication in two weeks with a new judge, a new courthouse and some new interactive elements. The show will originate from New York; lawyer and former New York mayor Ed Koch will take the gavel from People's Court judge Joseph Wapner.

The new version reunites Warner Bros. Domestic Television President Dick Robertson with Stu Billet, original producer and current co-executive producer of The People's Court.

In 1980, Billet and Robertson joined forces to syndicate the show, which lasted 12 years on television and quickly made both of them big shots in Hollywood. Billet had just finished shooting the pilot in Los Angeles at KTLA (TV) when he was advised to contact officials at Telepictures Corporation about selling the series nationally.

"They were all young guys over at Telepictures," Billet says. "I had never heard of them, and they were just sitting there ready to sell their first big hit show."

When Billet came knocking at Telepictures, Robertson was "spinning his wheels" as the company's vice president of marketing and sales. Billet and Robertson flew across the country selling the show with only the pilot in hand.

With the sudden success of The People's Court, Telepictures grew from a small syndication outlet to one of the major players in the off-network and syndication business, merging with Lorimar in 1985. Four years later it was

Nina Tassler and Maria Rastatter were recruited by Leslie Moonves to join CBS-TV from Warner Bros.
acquired by Warner Bros., and Robertson was named to his current position.

"Of all the shows we distribute, and we love them all, obviously, I guess The People's Court holds a special place in our hearts," Robertson says. "If it were not for that show, I don't know where I'd be. That show really built Telepictures almost single-handedly. So the fact that we are here today is largely the result of that show's success."

Although both Billet and Robertson credit Judge Wapner for much of the show's success, they are banking on Koch to win over viewers.

"He [Koch] is not better than Wapner," Billet says. "He's just different. As soon as we decided to move the show to New York [from its original home in Los Angeles], I thought how great it would be to have the former mayor of New York City do it. People say to me, 'How did you think of Koch?' and I say, 'How could I have not thought of him?'"

Koch, who is known for his wit, is not taking his position as judge on a small claims court lightly. He began practicing law in 1949 and is still a partner with the New York law firm of Robinson, Silverman, Pearce, Aronsoln & Berman. When he graduated from law school at New York University, he volunteered as an arbitrator in New York small claims court.

"It is very important that I not forget the power the people have vested in me," Koch says. "For the people that come before me, even if it is on television, each case is very important to them, and I treat each case accordingly. I want these people to walk out of the courtroom feeling like they get a fair shake even when they lose."

Koch says he is different from his predecessor and will run a different style of courtroom.

"He [Wapner] was more laid back than I am," Koch says. "He was excellent, but I'm much more aggressive. He's from California, the land of orange juice. I'm from New York, the land of seltzer water. We're just different."

The new version of The People's Court will be an hour, up from the original half-hour, and will involve two or three cases per show. Harvey Levin, a former investigative reporter for KCBS-TV Los Angeles and the original show's legal adviser, will play an on-camera role in the new version. Levin will stand on a busy New York street corner to get public reactions to individual cases.

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**Emmy battle**

An arbitrator is expected to decide this week whether the Los Angeles-based Academy of Television Arts & Sciences can honor a commercial at this year's prime time Emmy Awards—the first time such an award has been given.

Although nominations have been made and votes cast for the new category, the New York-based National Academy of Television Arts & Sciences threw up a roadblock, saying the two groups once agreed that recognizing commercials was never a goal (the two split in 1976; the East Coast academy presents the Emmys for daytime, news and sports programming and national and local community service and PSAs). ATAS disagrees, saying no such decision was made.

The five nominees in the new commercial category are: GM (EV-1 Appliances), HBO (Chimps), Levi's (The Doctor and The Elevator Fantasy) and Nike (Hello World). The 49th Annual Emmy Awards will air live on CBS on Sept. 14.

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Fox bags breakfast

Veteran Vicki Lawrence will take over morning spot

By Lynette Rice

S

unset finally came last week for the ailing Fox After Breakfast, which is being replaced by a familiar daytime face: Vicki Lawrence.

Fox scrapped the irreverent morning show, which once featured "Road Warriors" reporting across the country, for a live chatfest with Lawrence, host of the syndicated Vicki in 1992-94.

The hour-long Vicki Lawrence Show bowed Tuesday in the 9-10 a.m. Monday-Friday time slot from the same setting as Fox After Breakfast: Fox Studios East overlooking Fifth Avenue in New York. Lawrence's show, however, features a studio audience.

"The first decision we made was that we needed to go in a different direction, and who can best take us in that direction? We identified Vicki," says Rick Jacobson, president of Twentieth Tele-

vision, which will produce the show through its Fox Daytime Productions unit. "We wanted someone with recognizability and promotability."

Kim Swann, the latest executive producer of Fox After Breakfast, will keep her title on the new show, as will announcer Nancy Giles.

Fox After Breakfast had averaged a sparse 0.9 rating/4 share since its launch in August 1996, despite a number of on-air changes that included the exit of hosts Laurie Hibberd and Tom Bergeron, not to mention Bob the sock puppet. Many guest hosts temporarily filled the bill—though not the sock—including Lawrence.

"We gave Fox After Breakfast a real shot to succeed, but it just could never find an audience," Jacobson says. "This is a network show, and it's no different from what ABC went through with Mike and Matz and The Mommies and now The View. You try a concept, you hope it works, and if it doesn't you try to figure out why."

Jacobson says the commitment will remain strong for The Vicki Lawrence Show, which is expected to appeal to the 25-54 female audience that traditionally tunes in daytime.

1997-98 season. CBS plans to debut the two on Sept. 19. Whether ABC will fight the early debut remains to be seen.

Caruso solo

David Caruso will have to go without a love interest in his new CBS drama Michael Hayes, at least for now. The character of Rebecca Klein (Dina Meyer), an FBI investigator and Hayes's main squeeze off the job, was scrapped after the pilot (now the second episode, since Columbia TriStar TV has filmed a prequel to better set up Hayes's story).

Good or bad?

Just how good is ABC's "TV Is Good" campaign? TV Guide says it has obtained an internal ABC memo that says a focus group assembled to review the ads show an "alarmingly negative reaction to the satirical nature" of the irreverent yellow ads, which left viewers "confused and alienated." ABC launched the $40 million campaign anyway, although some spots were left out, TV Guide reported, and some affiliates registered initial displeasure with the campaign. An ABC source last week denied that such a memo existed and said that only one research memo—a positive one at that—was written in response to a focus group study. An ABC spokesperson declined comment.

—LR
PolyGram swings for major leagues
Sanitsky beefs up kids, other domestic program operations

By Joe Schlosser

In less than five months under the direction of former Hollywood agent Bob Sanitsky, PolyGram Television's domestic agenda has begun to take shape.

Under Sanitsky, the Dutch media conglomerate's U.S. division has already started licensing syndicated programming and developing network dramas. It also has added a children's programming arm.

PolyGram has tapped Mark Lieber as senior vice president of children's programming and unveiled some of the plans it will use to try to capture a piece of the lucrative children's market. Lieber joins PolyGram from children's giant Saban Entertainment, where he was senior vice president, domestic distribution, and oversaw the distribution of such children's hits as Mighty Morphin Power Rangers, X-Men and Sweet Valley High.

"I hope Mark can find new ways for us to be in the business here," says Sanitsky. "whether it's in distribution of products, alliances with ad agencies or toy companies, or any sort of new business alignments that we haven't even contemplated yet."

Lieber spent six years at Saban Entertainment and credits Haim Saban with teaching him the trade. Lieber plans to focus PolyGram's children's division on preschool programming, action/adventure and cutting-edge comedy. He says he would like to see PolyGram's children's production take on a big-league look.

"You know a Disney or a Warner Brothers production when you see it," he says. "We'd like to do that here, where you know a PolyGram program when you see it—for it to have a certain identity of being synonymous with quality and sophistication, yet accessible to the public and [with] commercial viability."

PolyGram Television already enjoys a large presence in the children's market overseas in programing and video. PolyGram distributes Barney, Mighty Morphin Power Rangers and many other programs internationally. It is currently co-producing with the BBC a children's series based on English author Enid Blyton's book

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To help broaden PolyGram’s U.S. reach beyond its core business of music and theatrical releases, Sanitsky has been working overtime to develop a prime time drama division and a television movie wing and to enhance PolyGram’s syndicated programing department.

“You have to go fast and hard in the beginning and get some things on the fire,” says Sanitsky, who is best known for developing and selling Warner Bros.’ daytime hit The Rosie O’Donnell Show. “We basically had a minor-league operation, and now we’re going out and doing some free-agent spending and trying to draft some players and build the program.”

Sanitsky says he will sign a number of writers to develop hour network dramas and that he is interviewing executives to oversee Poly Gram’s soon-to-be-creating TV movie division. He is looking to take at least two syndicated shows to the NATPE Convention in New Orleans in January.

SYNDICATION MARKETPLACE

NSS POCKETPIECE
Top ranked syndicated shows for the week ending Aug. 10, as reported by Nielsen Media Research. Numbers represent average audience share.

1. Wheel of Fortune 9.4/229/96
3. Home Improvement 7.5/231/98
4. Buena Vista I 7.0/178/98
5. Oprah Winfrey Show 6.9/235/99
6. Seinfeld 6.6/228/98
7. Simpsons 5.9/206/96
8. Xena: Warrior Princess 5.4/227/98
9. Entertainment Tonight 5.3/187/95
12. Wheel of Fortune— syndication 4.5/182/82
14. Montel Williams Show 4.4/274
15. Sally Jessy Raphael 4.4/177/95

‘Inside’ addition
Stacey Sweet has been named co-host of King World’s Inside Edition Weekend. Stewart has been a reporter for Inside Edition for the past year and will continue to report for the show during the week.

Covering ‘ET’
Glenn Meehan has been named managing editor of the “Cover Story” unit at Paramount Domestic Television’s Entertainment Tonight. Meehan was formerly a segment producer on The Chevy Chase Show and has worked on NBC’s America’s Talking. From 1986 to 1991 Meehan was a segment producer for ET.

Strike up the band
All American Television has added a six-piece band to the cast of its upcoming talk show, The Artel and Fred Show. Led by Mark Williamson, Mark and Rhythm Crew will play R&B hits. The show debuts in syndication on Sept. 8.

Iris expands
NATPE officials announced that for the first time, competition for the annual Iris Awards will be open to English-language programming from around the world. The competition recognizes excellence in local broadcasting. Winners will be flown to Los Angeles for a private celebration of the 31st awards in early December.—JS

More for ‘Donnie & Marie’
Columbia TriStar Domestic Television has cleared The Donnie & Marie Show in another two markets, bringing the total to 15 markets and nearly 35% of the nation. WFLA-TV Tampa, Fla., and WMRK-TV Detroit have signed on for the 90s version of the show, which debuts in fall 1998.

Peace, love and Clark
Actor and comedian Mistro Clark has been named the regular host of the longest-running show in syndication, Soul Train. In the show’s 26-year history, the only other regular host was Don Cornelius, who stepped down in 1993 after 22 years. Since then, a revolving celebrity guest-host format has been the way for the music-and-dance show. Clark, a veteran of the Persian Gulf conflict, has starred in a number of theatrical releases. He is also set to co-star with Scott Baio in the new Fox sitcom Rewind. Soul Train is distributed by the Tribune Entertainment Company.

Better Homes and Gardens, the syndicated television show, has been cleared on 142 stations representing 90% of the nation. Based on the magazine, Better Homes and Gardens will feature cooking, gardening and decorating tips and advice. The show debuts nationally on Sept. 6.

‘Roseanne’ producer
Eddie October has been named co-executive producer of King World’s upcoming The Roseanne Show. October, formerly supervising producer of NBC’s Later with Greg Kinnear, will share executive producer duties with Jeff Wald. Roseanne is set to debut in syndication in fall 1998.
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*Ratings according to Nielsen Media Research.*
Great Trails Broadcasting Corporation
Alexander J. Williams, President and Chairman-Elect
Paul M. Hughes, President-Elect
has agreed to acquire
KSVI-TV
Billings, Montana
for
$17,370,000
from
Big Horn Communications, Inc.
Thomas Hendrickson, President

Patrick Communications represented the parties as exclusive broker for this transaction.
School sells FM to commercial buyer

Stations like Flint, Mich.'s WFBE(FM) are a dying breed. In fact, WFBE is dead—it's been off the air since June 30.

What made WFBE notable was the combination of its commercial allotment (95.1 mhz) with its noncommercial owner, the Flint Board of Education. The board is selling WFBE to a commercial operator.

Broker Jim Blackburn of Blackburn & Co. says the situation is not uncommon. "One by one, these universities and people who own commercial frequencies are selling them because they are worth more as an endowment."

Blackburn & Co. also brokered a deal for Washington's noncommercial WOUC(FM). After pushing the price to $13 million at auction, the station's owner, the University of the District of Columbia, agreed to sell it to a nonprofit organization partially owned by principals of Salem Communications Corp.; the would-be buyers said they would change the format from jazz to religion.

The deal (and format change) were so hotly contested that the Salem-related investors backed out, making room for first-time radio investor C-SPAN, also a nonprofit organization (B&C, Aug. 18).

Blackburn says there has been no such opposition to the Flint deal, adding that the price for WOUC was driven up because many people want to take advantage of a "soap box" that reaches some of the nation's most influential listeners. He adds, "no public broadcasters will not be bid out of the market" for noncommercial spectrum, noting that "soap-box" value drops steeply outside the Washington, D.C., beltway.

—SB

day, 500 w night; KKKL-FM: 92.9 mhz, 63 kw, ant. 383 ft.; KDMA: 1460 kwz, 1 kw; KMMG: 105.5 mhz, 3 kw, ant. 300 ft.; KKRC: 1460 khz, 1 kw day, 45 w night

Formats: KKKL(AM): news/talk, sports; KKKL-FM: religion; KDMA: lite country; KMMG: soft hits; KKRC: AC

75% of KTYC(FM) Northwood, Iowa, and KATE(AM)-KCPI(FM) Albert Lea, Minn.

Price: $500,000

Buyer: Nolander Broadcasting Inc., Albert Lea (Gregory D. Jensen, Steven A. Ladlie and George Dress, new shareholders); no other broadcast properties

Seller: Nolander Properties Inc., Albert Lea (David E. Nolander, president/owner); no other broadcast properties

Facilities: KTYC: 102.7 mhz, 6 kw, ant. 318 ft.; KATE: 1450 khz, 1 kw; KCPI: 94.9 mhz, 3.5 kw, ant. 302 ft.

Formats: KTYC: oldies; KATE: news/talk; KCPI: hot AC

KQMG-AM-FM Independence, Iowa

Price: $477,146

Buyer: Keene of Iowa Inc., Independence (Rick Prusatur and Donald C. Morehead, partners); no other broadcast interests

Seller: Midwest Broadcasting Inc., Independence (Dean Schlitter, president); no other broadcast interests

Facilities: AM: 1220 khz, 250 w day, 166 w night; FM: 95.3 mhz, 3 kw, ant. 200 ft.

Formats: AM: AC, oldies; FM: country

RADIO: FM

WFBE(FM) Flint, Mich.

Price: $6.8 million

Buyer: Rainbow Radio LLC, Lansing, Mich. (Liggett Broadcast Inc. 80% member, Robert G. Liggett Jr., trustee/owner); Liggett owns WWFN(AM)-WFMK(FM) and WMNQ(AM) East Lansing; WTRL(FM) and WJFM-AM-FM Lansing and WJNN(FM) Bay City, all Mich.

Seller: Flint Board of Education, Flint (Joan Evans, president); no other broadcast interests

Facilities: 95.1 mhz, 50 kw, ant. 243 ft.

Format: Classical, jazz, new age

Broker: Blackburn & Co.

WMMK(FM) Destin/Fort Walton Beach, Fla.

Price: $1.195 million

Buyer: Gulf Breeze Media Inc., Destin (Jennifer F. Hale, president); no other broadcast interests

Seller: Emerald Coast Radio Corp., Destin (Rick Anderson, principal); no other broadcast interests

Facilities: 92.1 mhz, 25 kw, ant. 279 ft.

Format: C&W

WYCS(FM) Yorktown, Va.

Price: $449,000

Buyer: Creative Educational Media Corp. Inc., Tulsa, Okla. (Gerald David Ingles, president); owns KZOZ-FM; has applied for three new

Broker: Mike Cobb

CLOSED.
TRAILING 12 MONTHS

CLOSED
August 1996
WNNJ AM-FM
Sussex County, NJ
Nassau Broadcasting
from
Group M Communications

CLOSED
June 1997
WSUS-FM
Sussex County, NJ
Nassau Broadcasting
from
WSUS Communications

CLOSED
September 1996
KPTY-FM
Phoenix, AZ
Rainbow Broadcasting
to
NPR Phoenix, LLC

CLOSED
July 1997
WLLZ
Detroit, MI
Greater Media
to
Crawford Broadcasting

CLOSED
February 1997
KHOM-FM
New Orleans, LA
KHOM Associates
to
Clear Channel Communications

CLOSED
July 1997
WNFT
Boston, MA
Greater Media
to
American Radio Systems

CLOSED
March 1997
WGCO-FM
Savannah, GA
Clark Broadcasting
to
New Adventure Communications

FILED
July 1997
WPZE
Boston, MA
Salem Communications
to
Hibernia Communications

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Big deal
Sinclair Broadcast Group Inc.'s $630 million cash buy of Heritage Media Corp.'s five network TV affiliates and 24 radio stations (B&C, July 7).

noncommercial FMs
Seller: The York County School Board, Yorktown (Richard Hixson, deputy superintendent); operates a cable television station
Facilities: 91.5 mhz, 20 kw, ant. 371 ft.
Format: AC
50% of KREC(FM) Brian Head, Utah
Price: $287,500 for stock
Buyer: Brian Head Broadcasting Co., Cedar City, Utah (Pamela J. Johnston, president); owns KREC-FM Brian Head and has applied to build new FM in Mesquite, Nev.
Seller: John E. Dierks Living Trust, Las Vegas (John E. Dierks, trustee); no other broadcast interests
Facilities: 98.1 mhz, 56 kw, ant. 2,526 ft.
Format: Soft AC
WIGY(FM) Madison, Me.
Price: $125,000
Buyer: Tryon-Seacoast Communications Inc., Gardiner, Me. (Jeffrey Fisher, president); owns WFAU(AM)-WABK-FM Gardiner, WKCG-FM Augusta, Me.
Seller: Innovative Advertising Consultants Inc., Dexter, Me. (Dan Priestley, owner); owns WOY-FM Dexter
Facilities: 97.5 mhz, 6 kw, ant. 328 ft.
Format: Oldies
70% of WOFM(FM) Mosinee, Wis.
Price: $35,000
Buyer: Duey E. Wright, Green Bay, Wis.; owns WRIG(AM) Schofield, WDEZ(FM) and WSAU(AM)-WIFC(FM) Wausau, Wis., and 92% of WSHG(AM)-WIXX(FM) Green Bay, WOZZ(FM) New London and WLTM(FM) Sturgeon Bay, all Wis.
Seller: Orville Heinz, Wausau, Wis.; owns 8% of WSHG-WIXX, WOZZ and WLTM
Facilities: 94.7 mhz, 50 kw, ant. 492 ft.
Format: Oldies
RADIO: AM
WKNR(AM) Cleveland
Price: $8.4 Million
Buyer: Jacor Communications Inc., Cincinnati (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner; Dave Crowl, president, radio division); Jacor owns one TV station;

Continues on page 74
The Radio Show readies for New Orleans

On its own now, convention will feature engineering certification; registration up from '96

By Elizabeth A. Rathbun

CBS Station Group CEO Mel Karmazin takes the spotlight at the upcoming National Association of Broadcasters Radio Show in New Orleans. Karmazin is being honored by the NAB with its National Radio Award on the second full day of the show, which runs Sept. 17-20.

NAB, meanwhile, is glowing about the 38% increase in paid attendance so far over the 1996 show, spokesman John Earnhardt says. Seven thousand attendees and exhibitors are expected this year. Last October in Los Angeles, the combined NAB, Radio-Television News Directors Association and SMPTE/SBE shows attracted 15,000 broadcasters. Each group is sponsoring a separate convention this year.

NAB expects to make $2.33 million from this year's Radio Show, down $1.26 million because of the splitting up of the three conventions. Any money made from the shows goes toward reducing members' dues, Earnhardt says.

For the first time at the Radio Show, NAB is offering engineering certification workshops. Participants will learn about equipment maintenance and legal compliance. Updates on digital audio broadcasting also will be offered for the first time.

Radio defeats Dow plunge

Radio stocks barely blinked last week when the Dow Jones industrial average experienced its worst one-day sell-off in six years. In an informal survey, radio stock prices in general fell less than $1 between Thursday, Aug. 14, and the market's close on Aug. 15, the day of the 247-point drop. In fact, Emmis Broadcasting Corp. rose 50 cents in that period.

Investor favorite Clear Channel Communications Inc. lost 1/16, but returned to 562 last Tuesday. Perhaps the worst case was seen in the merging Chancellor Broadcasting Co. and Evergreen Media Corp. Each fell more than $1 on Aug. 15. By last Tuesday,

Evergreen had fallen $2, and Chancellor nearly $2, from Aug. 14.

News from [WJ]NYC

WNYC-FM New York is laying claim to being the first public radio station to attract more than 500,000 weekly listeners. Citing Arbitron's spring book, WNYC-FM says that it enjoys 538,000 weekly listeners in its total service area: New York and parts of Connecticut, New Jersey and New York state. That's also a record cumulative audience for the classical station.

Consolidation hurts Katz

Consolidation has cost Katz Media Group Inc. In releasing its second-quarter results, the rep firm notes that a 5.9% decrease in net revenue reflects station consolidation, which led to client losses and declines in gross billings in television. These declines were partly offset, however, by client gains and increases in gross billings in radio, Katz said in a news release.

Meanwhile, net income fell from $1.6 million in second quarter 1996 to a loss of $3.6 million in this year's second quarter. Katz, which recorded a charge of $7.1 million in this quarter as it consolidated its own operations, is being purchased by radio group owner Chancellor Media Corp.—E.A.
Cablevision sets new stage for Rainbow

Programing unit will be freed from ties to parent company's debt load

By John M. Higgins

A financial shuffle at Cablevision Systems Corp. is setting the stage for a spin-off, initial public offering or similar move for its Rainbow Media network unit.

Cablevision executives have long discussed an IPO or spin-off for Rainbow; they have been hamstrung by loan and bond restrictions that essentially counted the programing unit as collateral for much of the company's $5.1 billion in debt and preferred stock load.

But in a securities filing related to a planned $300 million bond sale, Cablevision disclosed that it is isolating Rainbow from the parent company's debt. Rainbow, which is being moved out of the company's "restricted" group, will stand on its own.

At the end of the shuffle, the unit—which includes American Movie Classics, Bravo and the Sports-Channel regional networks—will have about $380 million of its own debt. But the move will give Woodbury, N.Y.-based Cablevision substantially more financial flexibility with the programer.

Cablevision would not comment on the restructuring.

The separation is made possible by the massive change to the company's financial structure in Cablevision's metro New York system deal with Tele-Communications Inc. That deal calls for Englewood, Colo.-based TCI to swap 820,000 subscribers in Westchester and Rockland counties, N.Y., northern New Jersey and a small slice of Long Island for 12.2 million shares of Cablevision Class A stock—a third of the company.

That adds about $1.4 billion to Cablevision's equity base, and the systems generate enough cash flow to slice the MSO's leverage from a huge 9 times cash flow to a more comfortable 6.5 times.

That's enough to keep lenders and bondholders comfortable, even without Rainbow as collateral.

"They couldn't do anything with Rainbow before," says one Wall Street executive familiar with the shift. "They've got a lot of pieces to move around."

But by taking the company public, Cablevision would be allowed to acquire other programing units in a tax-free stock swap.

One Wall Street executive says that instead of simply selling stock outright to the public, Cablevision has considered an exchange offer allowing shareholders to swap their stock in the MSO for shares in the programing unit. That would be particularly attractive to TCI, which conceivably could trade its 30% Cablevision stake for a majority interest in Rainbow's networks.

'X-Files' ratings: They're up there

Premiere of off-Fox drama is an early hit for FX

By John M. Higgins

X topped the night in cable with last Tuesday's premiere of The X-Files and NYPD Blue. The network scored a 3.3 Nielsen rating at 8-9 p.m. EST with the first episode of The X-Files—the highest-rated cable prime time show that night—while NYPD Blue fetched a 2.2 at 9-10 p.m.

Both shows are critical to the 31 million-subscriber FX, which has lacked a strong prime time schedule. The shows, from co-owned 20th Century Fox, appeared to boost In Living Color at 10 p.m. to a 1.5 versus its typical 1 rating. The total prime time rating for the night was 2.2.

The network called the X-Files rating the highest ever for an off-network series premiere. "I expect to see the numbers grow," says FX President Mark Sonnenberg. Other FX executives say that they expect the numbers to settle down somewhere north of a 1.

The ratings did not include the 20 or so people who sat on the sidewalk outside FX's Manhattan studios to watch The X-Files. FX is carried on neither Time Warner's Manhattan system nor DBS. Those fans, who watched a monitor through a plate-glass window with speakers set up outside, are—of course—out-of-home viewers.

FX executives also say that a recent
changing the face of the audiovisual world

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REED MIDEM ORGANISATION: B.P. 572, 11 RUE DU COLONEL PIERRE AVIA, 75726 PARIS CEDEX 15, FRANCE
Securities and Exchange Commission filing by parent Fox/Liberty Networks LLC mischaracterized the cable network’s proigramming spending. BROADCASTING & CABLE reported last week that the filing indicated that FX is falling well short of its promises to spend $100 million annually on programming.

However, Fox/Liberty Chief Financial Officer Jeff Shell says that the filing did not allocate the cost of Major League Baseball and college football games to the network, but to its Fox Sports unit.

If those costs were included, FX’s program spending would reach $100 million, Shell says.

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'Thirty Miller v. HSN’ on docket

HSN suit over carriage cut begins Aug. 25

By Price Colman

It’s hard to blame Monte Miller for feeling a little perplexed. Miller and his wife, Doris—as Miller Broadcasting, owners of KMCI (TV) Kansas City, Kan.—are headed for a court confrontation today (Aug. 25) with Home Shopping Network, and Miller says he is still trying to figure out why.

On the surface, it seems simple: HSN contends that Miller improperly cut the programmer’s broadcast hours last year, breaching their contract. Miller counters that HSN had already breached the contract by unilaterally reducing local avail times from five minutes per hour to two.

Part of what makes the case curious is that by some refiguring earlier this year, HSN cut the damage amount it’s seeking to less than $500,000, or roughly what it generates in revenue during 6.25 hours on an average day. “It’s down to the point where Doris and I look at each other and say, ‘What in the world are we fighting over?’” says Miller. “The way this has dragged on, there is a general feeling in our camp that we’ve been singled out and picked on. There are other markets where they lost an affiliate and they didn’t sue.”

The first sign of problems between HSN and its affiliates cropped up in late 1995—early 1996, when HSN informed the stations that it planned to reduce local avail time from five minutes to two. Some opted to go along, some didn’t. St. Louis—based Roberts Broadcasting, which owns stations in Denver, St. Louis and other cities, substituted infomercial programming in its Denver, St. Louis markets for some but not all of the HSN programming. That prompted HSN to sue.

Roberts lost the Denver case last year and the St. Louis case earlier this year. HSN’s suit against Miller is no different, says HSN spokesman Gerry Hoeppner. He calls Miller Broadcasting Inc.’s actions a “clear and egregious breach” of contract.

“Miller’s actions against Home Shopping were tantamount to shutting the lights off for a traditional bricks-and-mortar retailer, in that our ability to service customers in the Kansas City market was severely hindered,” says Hoeppner.

“Just as the Missouri Circuit Court...”

---

ALL TV becomes TCI Digital Cable

You can’t launch a new product without a new logo, as any marketing aficionado knows, and TCI Digital Cable is no exception.

The new logo was designed by The Ryan Partnership of Westport, Conn., in conjunction with the TCI digital cable team.

“We wanted to directly associate the digital cable product with TCI in a simple, clean, straight-ahead manner, but at the same time wanted to create an image of newness and technical advancement,” says TCI spokeswoman LaRae Marsik.

The proof’s in the product, which will be seen more frequently later this year. But name and logo appear to reflect the no-nonsense, keep-it-simple philosophy of TCI President Leo Hindery. Hindery was unabashedly critical of the ALL TV name from the beginning. During a recent conference call he stressed that the name had been “abandoned forever.”

Hindery has also repeatedly stressed that TCI Digital Cable is a product, not a service, and he has taken considerable pains to manage expectations about digital cable’s impact on TCI’s business, calling it “another arrow” in the company’s quiver of products.

Some TCI systems, including Greeley, Colo., have conducted a “soft launch” of TCI Digital Cable, which costs $10 a month and features about 42 channels—12 PPV, 12 plex and movie offerings and 18 basic cable nets. The big push will come after Labor Day and particularly in the fourth quarter, says Marsik. —PC
rulled in Home Shopping's favor last month in our suit against Roberts Broadcasting for its breach of our contractual rights, we believe the sanctity of our contract with KMET should be firmly upheld, and we are confident that the facts will bear our position out. It is our intent to vigorously defend our rights in this and every other instance where contractual obligations are breached and our ability to maintain service to our customers and conduct our business is at risk."

A federal judge in Kansas City last year saw at least some validity in Miller's perspective. The judge refused to grant an HSN injunction that would have forced KMET to carry the shop-at-home service 24 hours a day, but at the same time set the case for a jury trial, which starts Monday.

Since the meltdown with HSN, Miller has signed an LMA with Scripps Howard, giving the Cincinnati-based media company a second broadcast outlet in Kansas City. (Scripps Howard also owns the NBC affiliate there.)

What has really bothered Miller since the conflict with HSN began is not knowing how his station fits into HSN Chairman Barry Diller's plans for moving HSN from broadcast to cable carriage.

Diller has outlined plans to use 12 UHF stations that are part of HSN subsidiary Silver King Communications and four high-power stations that were acquired with Savoy Pictures Entertainment to launch a sixth broadcast network with a heavy emphasis on local news and programming. HSN's Miami station is set to launch the service next spring.

"We didn't feel comfortable without a meeting of minds that would allow our HSN viewers to make a transition to wherever HSN would finally land," says Miller. "We found out that they did not know what they wanted to do. Their own attorneys counseled that they would breach the contract [by cutting local avails] and they still went ahead and did it...I just think it's a strange stance against affiliates."

As for playing David to HSN's Goliath, Miller says he's ready to do battle in court.

"We will defend this thing to the nth degree," he says. "I feel very comfortable going to court with our case."
New home for home shopper

QVC is moving into new studios to match its growing electronic retailing presence

By Donna Petrozzello

C
ome in, take your coat off and have a cup of coffee. No, this isn't your neighbor talking, it's QVC.

In an ambitious expansion, the home shopping channel is remodeling its studios and on-air look to make the network appear as accessible as the Jones's living room.

Starting Sept. 24, QVC relocates to "Studio Park," its remodeled $100 million, 600,000-square-foot facility in West Chester, Pa., just a mile from the network's existing cramped headquarters. QVC has waited years to move into more spacious digs that would serve as its public showroom.

By making the massive new studio and warehouse facility into a tourist attraction, network executives aim to capitalize on the shopping network's strong bond with its customers, who often come by the hundreds to QVC's remote broadcasts.

But the network is also trying to find a way to continue QVC's remarkable growth by reaching beyond its core audience.

"Half the battle is just getting eyeballs to the screen," says QVC programming and broadcasting executive vice president Robb Cadigan. "The other half is putting products in the right setting."

QVC's consistent growth is evident not only in its recent quarterly fiscal returns but also in its landmark sales days. Last December, QVC sold $8.2 million of Packard Bell computers in 205 minutes of airtime. Last March, the network logged 750,000 calls during its one-day "big bonanza silver day." On April 3, the network shipped its 250 millionth package after 11 years on air.

In recent years, QVC has made a mark with its quick sell — such as Super Bowl shirts and caps offered moments after game's end — and exclusive items, such as videos of the "Star Wars" trilogy.

QVC's net sales for 1996 totaled $1.8 billion, more than Bloomingdale's or Saks Fifth Avenue. Sales were up 13.4% over the previous year.

QVC's operations seem almost unaffected by the arrival of Barry Diller in 1993, his failed bids for Paramount Communication Inc. and CBS Inc., his exit in March 1995 and the subsequent takeover of QVC by Comcast Corp. The network's sales and cash flow have continued to grow by double digits.

QVC net sales for second quarter 1997 increased 15.3%, to $467.7 million, topping Home Shopping Network's net sales of $251 million for the same quarter. Operating cash flow for the same period was $75.5 million, a 12.7% increase over the previous year.

Part of QVC's growth has been sparked by the near free-fall of its biggest rival, HSN, where Diller has encamped and has installed former QVC executives. HSN lost 25% of its customer base after revamping its on-air look some two years ago and upgrading the average price of its merchandise. HSN customers flocked to QVC.

Diller's efforts to turn HSN around are rooted in getting back to basics and mimicking the strategies that have worked so well for QVC. So far, his work seems to be paying off. Second quarter 1997 was HSN's sixth consecutive quarter of improved financial returns.

HSN President James Held, who briefly was a QVC executive under Diller, agrees that HSN is starting to compete again. He believes HSN is luring some customers back from QVC. But, he admits, "that's hard to quantify."

QVC's Cadigan agrees. "If any of the growth that we achieved was because of the misfortune of HSN, I can't say we'll lose any of that simply because HSN is doing better," he says. "We're still pretty far out in front."

In the battle for dominance in electronic retailing, Cadigan insists that the future lies in creating a "theater" experience for shoppers. He admits to being in awe of the traffic that malls draw. Why anyone would want to drive to a mall in the summer in 90-degree heat to shop when you could shop from home amazes me," he says.

QVC is banking on Studio Park to take the network to that next level of shopping experience. Cadigan who refers to Studio Park as a "natural progression" for the network, says he wants to create and expand a shopping experience similar to what shoppers find daily in malls.

Studio Park provides massive studio space where QVC is building lavish sets — including a two-story house. There will be stages for showcasing merchandise and a performance stage. QVC intends to host public tours of the building and will invite audiences to participate in and watch live shows.

QVC officials also tout Studio Park as the next "evolution" in QVC's ongoing mission to "show the prod-
Australis, Foxtel finish merger due diligence

Australia's long and costly road to pay-TV consolidation reached a critical point Aug. 19 with the completion of due diligence and an agreement on final merger plans between pay-TV operator Australis Media and cable TV joint-venture Foxtel, owned by News Corp. and Telstra.

The merger still must be approved by competition authorities, with a final document not expected until November.

Under the plan, Australis will absorb Foxtel. In return, News Corp. and Telstra will end up with 66.5% Australis, with existing Australis shareholders holding the remaining 33.5%. The union will add Australis's 100,000 subs to Foxtel's 200,000.

CNNI launches documentary series

CNN International will launch an hour documentary series in early 1998, according to a senior CNN source. CNNI is negotiating with co-owned Turner Original Productions to acquire documentaries. The network also plans to acquire them from independents and to produce some in-house. The series would be the first dedicated to documentaries on CNNI.

A&E and MTG pair for History

A&E TV Networks and Modern Times Group have signed a multiyear deal to jointly produce, distribute and operate The History Channel in Nordic and Baltic regions. MTG will oversee customer services, distribution, ad sales and marketing for the channel.

Thai Sky stumbles

Thailand's economic woes may claim another victim. Pay-TV group Thai Sky is thought to be looking for a buyer, thanks to continued losses and financial problems at its parent company, The Wattachak Group. Thai Sky, with fewer than 100,000 subscribers to its DTH and MMDS services, reportedly failed to pay its transponder fees to Shinawatra Satellite, which subsequently cut off its Ku-band DTH distribution.

Brazil pay to hit 12 million by 2003

Brazil is predicted to have 12 million pay-TV subscribers by 2003, compared with the 3.3 million projected for the end of 1997, according to a survey by Pay TV magazine. Leading operators Multicanal, part-owned by Globo Cabo, and TVA claim 70% and 24% of those subs, respectively.

NTL revenue jumps

UK cable and telco group NTL upped its revenue to $221 million for the first half of 1997, against $166 million for the same period in 1996. Net income dropped from a loss of $101 million to a loss of $73 million, however, including a $4.6 million hit to cover costs of its failed bid for a UK digital terrestrial license.

Flextech cuts its losses

UK cable/satellite programmer Flextech increased its revenue to £44.6 million (757 million) in the first six months of 1997, up 80% from the same period in 1996. Subscriber revenue rose 67% and ad revenue doubled. —Mike Kaz
Jaysonqens knowledge
Comcast Corp. will launch Jones Education Co.’s Knowledge TV on its 58,000-sub Hightstown, N.J., system on Sept. 4. In conjunction with the launch, Comcast and Knowledge TV will award a Hightstown student a full scholarship for a master’s degree in educational technology leadership from George Washington University in Washington. The winner will telecommute to classes through Jones’s College Connection distance learning division.

Stones roll with VH1
VH1 is co-sponsoring The Rolling Stones’ 1997-98 tour, scheduled to kick off Sept. 23 in Chicago in support of the band’s new album, “Bridges to Babylon.” VH1’s sponsorship package includes exclusive carriage of the Stones’ first two songs live from Chicago on opening night. The Stones also are expected to perform at the 1997 VH1 Fashion Awards on Oct. 28. In late September, VH1 President John Sykes says, the cable network will air Stones TV: Stoned Again, a week of vintage Stones concerts, movies, interviews and other events. Sprint is co-sponsoring the tour.

Hybrid Nets sells modems, headends to Jones
Hybrid Networks says Jones Interca
cable has signed an agreement to pur-
chase Hybrid Networks’ Series 2000 headend systems and cable modems as part of the Jones Internet Channel high-speed Internet access service. “We have chosen Hybrid Networks’ cable modem/routers through a careful eval-
uation process, emphasizing technol-
y, pricing and vendor service and sup-
port,” says David Feldman, VP of tech-
ology for Jones Interca
cable. “From a technology perspective, we were particularly interested in a plat-
form that would provide high-speed Internet access for our customers, regardless of their individual computing hardware and software choice.”

MTV to honor LL Cool J
Veteran rap artist LL Cool J will pick up a Video Vanguard Award for out-
standing contribution to the video music medium at MTV’s 1997 Video Music Awards. The 14th annual awards program will air live from Radio City Music Hall on Thursday, Sept. 4, at 8 p.m. ET.

Liberty sets $270 million
stock buyback
Apparently defying the principle to “buy low, sell high,” Liberty Media Corp. said it will spend up to $270 million to buy 10 million shares on the open market. Although buybacks are usually slated to take advantage of or revive a depressed stock price, Liberty shares were already trading just 11% off the $27 high set in June and up 46% from the price a year ago. Liberty called the latest buyback move a “prudent use” of the company’s resources. The programming subsidiary of Tele-Communications Inc. will spend all of the $170 million in cash it has on hand and will borrow to complete the deal. Liberty’s stock jumped 8% on the news, to $25.63. The tender offer, which will close Sept. 17, is part of a long-term plan to buy back up to 55 million shares.

EchoStar News Corp.
judge recuses himself
The federal magistrate presiding over the EchoStar Communications Corp.—News Corp. case recused himself Aug. 8. Bruce Pringle dropped out of the $5 billion lawsuit, because he owns shares of TCI stock purchased before he was named to the federal bench. Replacing Pringle is U.S. Magistrate O. Edward Schlatter. Since taking over the case, Schlatter has received responses from TCI and TCI Satellite Entertainment (TSAT) regarding subpoenas from EchoStar that seek information from the two firms on carriage agreements with programmers and analyses of DBS’s competitive threat to cable. Both TCI and TSAT offered strong objections to what they termed the overly broad subpoenas. TCI said disclosure of details in carriage agreements could “harm” the company, possibly forcing it to increase rates, which it would then have to pass along to subscribers. EchoStar is seeking evidence that News Corp. officials had talks with TCI, TSAT or Primestar Partners about News Corp.’s subsequent deal to buy into Primestar at a time when News Corp.’s definitive agreement to merge with EchoStar was still in effect. As of yesterday, Schlatter had not ruled on whether he would enforce EchoStar’s subpoenas.

Shopping strong; movies, sports weak at Liberty
Liberty Media Corp.’s cash flow dipped despite a revenue jump during the second quarter. For the three months ended June 30, the cash flow attributed to Liberty by its portfolio of full and partial stakes in a variety of cable networks fell 6%, to $67 million, despite a 17% increase in revenue, to $640 million. The company’s Encore Media Group practically doubled its revenue, to $74 million, but negative cash flow worsened 20% to $5 million, because of an aggressive advertising campaign by pay movie channel Starz! The 49%-owned Discovery Communications Inc. boosted revenue 43%, but cash flow dropped 5% because of the $35 million-plus start-up losses from Animal Planet, losses in international ventures and the recently acquired retail chain The Nature Co. In sports, the revenue from relatively mature regional networks rose 22%, but cash flow dropped 44%, largely from increased sports rights costs. “Developing” regional networks generated a 25% revenue gain, but negative cash flow surged.

Bresnan launches high-
speed data service
In the cable industry’s most aggressive effort so far to lure cable modem customers, Bresnan Communications, which launched its high-speed data service Bresnetlink commercially in July, is offering two months for half price—$19.95 per month—to new customers. Standard pricing is $39.95 per month, including cable modem rental, and $99 for installation. Bresnan intends to launch the service in Escanaba, Mich., within the next month and will introduce it to Iron Mountain, Houghton and Hancock—all in Michigan’s Upper Peninsula—later in the year. It will launch in other communities over the next 12-18 months. Bresnan owns and operates systems in 220 communities (about 215,000 subs). Its franchises are primarily in Michigan, Minnesota, Wisconsin, Georgia and Mississippi.
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Tracking Global Satellites

When it comes to the rapidly growing international satellite market, the sky's about the only limit. Satellite operators are tapping virgin overseas markets with powerful new birds, using digital compression technology to beam hundreds of channels of programing to entertainment-hungry viewers. Deregulation is opening previously closed arenas, and blurring the lines between domestic and international providers. And new businesses such as Internet access are clamoring for the robust bandwidth that satellites provide. This special report takes a spin through the international skies, checking in with up-and-comers such as Orion, and weighing the prospects of entrenched players like PanAmSat and Intelsat.

PAS-5 is due to launch Wednesday (Aug. 27).

Post-merger PanAmSat on course

It's maintaining its growth and international focus following Hughes deal

By Glen Dickson

Bigger is better...even if you're already a giant.

That seems to be the motto at PanAmSat Corp., which is still tackling the international satellite market with entrepreneurial zeal just three months after closing its $3 billion merger with domestic satellite heavyweight Hughes Communications.

August 1997 has been a busy month for PanAmSat, founded by the late Rene Anselmo in 1984 as a privately owned competitor to Intelsat, the government-owned international satellite consortium. The company, worth more than $6.2 billion since merging with Hughes, launched its 15th satellite, PAS-6, on Aug. 8 and is readying its PAS-5 bird for launch this Wednesday (Aug. 27). Another five PanAmSat birds are due for launch by the end of 1998.

PAS-6 is PanAmSat's first satellite dedicated to digital DTH service—its entire payload of 36 Ku-band transponders will be used by Sky Latin America.

The DTH partnership formed by News Corp., Televisa, Globo and TCI, PAS-5, a hybrid Ku-band/C-band bird, also will provide 12 transponders to Sky Latin America, which will use them to target the Mexican market.

PanAmSat also provides the satellite platform to Sky Latin America’s main competitor, Galaxy Latin America, which is partly owned by Hughes Electronics’ DIRECTV International. Galaxy is transmitting from Galaxy III and will move to Galaxy VIII after it launches in November.

Although PanAmSat competitor Loral recently got burned when it dedicated the Ku-band payload on Telstar 5 to AlphaStar, only to see that DTH effort go bankrupt, PanAmSat President Fred Landman likes his company’s prospects in the Latin DTH market: “Looking at the number of potential TV households, it seems to make sense.”

According to Carmel Group analyst Jim Schaeffler, the Latin American market can easily support two DTH services. Schaeffler predicts that both Sky Latin America and Galaxy Latin America will create substantial revenue and estimates that the two services will reach 13 million subscribers by 2006. (Currently, Sky has about 105,000; Galaxy, 250,000. Schaeffler says.) That’s good news for PanAm-
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As technologies grow, so grows PanAmSat

At press time last week, PanAmSat had just snagged a contract in one of its fastest-growing market segments: Internet connection. The company will be providing C-A-F-E. Informatique et Telecommunications, an Internet service provider in the African nation of Togo, with a high-speed Internet access service via its PAS-3 Atlantic Ocean-region satellite.

Broadcasting & Cable technology editor Glen Dickson sat down with PanAmSat President/CEO Fred Landman at the company's Greenwich, Conn., headquarters (which is now expanding to a third floor) to discuss PanAmSat's current business spectrum and its new opportunities in the digital skies.

How does new technology shape your business?

It can change part of the business, but it also will open up a whole new part. Remember all the false starts DBS had in this country? It was technology that enabled that to happen—it wouldn't have happened otherwise. And now with digital and this whole "information thing," it's going to be interesting to see who runs it. Is it going to be broadcasting, or is it going to be Bill Gates?

There have been some conspiracy theories about Gates's intentions.

From our point of view, it's simple: We move information. And I don't care if it's communication or entertainment or couch potato information; we just develop these wonderful pipes.

Speaking of those pipes and the multiple services you provide across them, what is your revenue breakdown of businesses between video distribution and other telecommunications services?
global coverage.
everywhere, via satellite.
high-quality communications
around the world.
voice, data, broadcast.
internet, multimedia.
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we’re signing contracts. Every time a contract crosses my desk it’s another Internet contract.

We’re probably doing Internet in about 30 countries today. We’re hooking them up to the U.S. backbone, and we’re beginning to do things like [HNS]’s DirecPC internationally. We just introduced it in Asia earlier this summer, and it looks like it may go into some other markets too. That’s when it starts gobbling up bandwidth.

What about Ka-band?

We need the spectrum. We’re sitting with 16 Ka-band authorizations. A good many of these are co-located with existing C- or C/Ku-band authorizations we have. We’re hoping to have our first Ka-band payload—not a whole system, but a payload—on one of our satellites before the turn of the century.

Out of that 80 percent of your business that’s video, what is the split between domestic and international?

It’s about 50-50.

I think the more interesting split is where it’s going from broadcast to cablecast to direct to home. In the U.S., direct to home is the traditional C-band backyard dish market, which still exists, even if DirectTV. It’s a good market to have stabilized. Internationally we have a big effort, obviously, in Latin America. We have close to 1,000 channels of entertainment—it’s a little scary—between the two competing platforms down there. We’re the satellite provider for both, involving three satellites, so that’s a big revenue stream. Over the life [of the satellites], it’s in excess of $2 billion.

So DTH is beginning to take a big part of our video services. We have it in South Africa, in the Middle East and in India. But then you have cablecasting, which continues to grow. It’s a big developed market here in the U.S., and it keeps expanding. Internationally, it’s been coming on the last 10 years. In many ways, the U.S. is a good road map for international cable. We see the same things cycling through. While the foreign market is not identical, there’s a lot that’s translatable.

Do you see DTH as a bigger business than your distribution of broadcast, syndicated programing and cable networks?

PanAmSat’s share of the sky

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

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

To assure a smooth transition, Odetics includes system installation, training and round-the-clock customer support. Clearly, the SpotBank family makes every second count.
you can see how it could start gobbling through bandwidth pretty quickly. Hopefully, Ka-band will play a part in that in the future, where we've opened up this additional bandwidth.

When you talk about HDTV or digital television, the question broadcasters keep asking is, "What's the business model?" I think [ABC TV Network President] Preston Padden has tried to address a possible one. What's a better business model for you as a satellite provider: carrying HDTV or DTV multiplexes?

I want to do both. I haven't seen the broadcast model, because broadcast in and of itself is limited to a channel, though initially they're going to have analog and HDTV running parallel, and I think it's going to take a while to phase that out. But if I look at the cablecasting model, where there are multiple outlets—and we may even see that happening on the broadcast side—no one reduced the amount of usage by going digital. Internationally, essentially everything we do is digital; there's little or no analog transmission on our satellites. When we converted to digital—we started the conversion in the early '90s, and it's taken place over the last three or four years—I didn't find that anyone cut back. These were cablecasters—the HBOs, the ESPNs—and as a matter of fact, they've all expanded.

They're getting more bang for the buck, and they can do more, and they can customize and do different things. They're taking the same thing and repackaging it, redoing it, adding some new elements. So I haven't seen anyone cutting back in the cablecasting mode. Broadcasting may not be the same, but I'm anxious to do both [HDTV and DTV multiplexes]. High-definition television is a whole new market segment for us, and I don't think it means either/or. We can do that, we can do the cablecasting mode, we can do the DTH mode, I feel like a movie studio—I walk through the syndication cycles with their product, we walk through the same cycles with our transmission capabilities. I want someone to come up with six other ways to do it, and I'll figure out to how to make a satellite do that more efficiently than anybody else. That's our job.
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Intelsat in uncharted space

Restructuring plan to form private company is full of uncertainties

By Noel Myers, special correspondent

The 141 owners of Intelsat are trying to decide how it should be restructured. It's no wonder everyone isn't happy. The unhappiest of them all may turn out to be chief rival PanAmSat and customers like CNN and ABC.

Restructuring plans for Intelsat call for the global network of more than 24 satellites to spin off its video services as a company to be incorporated in the Netherlands because of tax considerations, ease of incorporation and incentives crafted by the Dutch government.

Plans also call for up to six orbiting satellites to be transferred to INC, the new company's working title, along with the unlaunched KTV bird, destined to cover China and Asia.

In April the Intelsat Assembly of Parties endorsed the plan and established a working party to decide two critical issues: What percentage of INC should the existing owners of Intelsat be allowed to own, and what assets should be transferred to the nascent company?

Dick Tauber, CNN vice president of satellites and circuits, thinks the spin-off is not being given the resources it needs. "They are not allocating enough satellites to make it a viable system. To some degree the problem is in the sky with who gets what. But the real problem is going to be on the ground."

Tauber notes that most of Intelsat's ground stations are aimed at the intergovernmental organization's primary satellites and not at the spares intended for INC. "Resources with connectivity will be what's going to count," Tauber says. "Because they are talking about using the non-primary satellites, and the majority of the signatories are devoted to the primaries, not the spares. Who will pay for the equipment and put in new dishes on the ground so they can deal with Intelsat and the new commercial entity?"

As for the prospect of the new company soon bringing down space-segment costs, Tauber doesn't believe in miracles: "Prices will come down when the systems move to digital technology and if the move is supported, but that will take five years or longer to get done by all the signatories because they will have to buy the equipment."

"I am not convinced that the private company could be a viable international satellite system," says Richard Wolf, ABC's vice president of telecommunications services. "I don't believe the INC concept of providing three satellites [gives] users the capabilities of what the global satellite system can be. Six satellites starts to be viable. The key to Intelsat is not only the satellite fleet, but the ground connectivity. I don't think the INC concept capitalizes on the satellite and ground connectivity that the present system has. If they don't have an end-to-end service, which is vital to television newsgathering in particular, but television in general, they don't have much of a system."

Intelsat was created in 1964 as a world treaty organization designed to provide universal service at a fixed rate. Today it owns a fleet of 24 satellites in orbit, with six more under construction, and provides voice, data and video services to over 200 countries. It is owned by 141 countries through signatory companies in those countries. In 1996 Intelsat had revenue of more than $900 million.

As for the privatization timetable, it takes time for 141 owners to agree on such a complex transaction. "At the next working party meeting in September, we will make a lot of progress but not a final deal," says Irving Goldstein, Intelsat director general.

"In December we will get close to finalizing the whole thing, and the absolute final imprimatur will be put on it at a meeting scheduled for late March or early April in Brazil, when the representatives from 141 governments will decide whether they are prepared to go along with it."

Still on the table are such issues as assets and ownership. And the exact number of satellites is still being debated. "On any one the existing owners of Intelsat will own the same proportionate share of INC as they do of Intelsat," Goldstein says. "Within a year or so there will be an initial public offering, and the owners of the shares will have the opportunity to sell them."

Whether Intelsat will take an ownership position in INC also is on the table.
“My expectation is that it would be no more than 10 percent, and that would come off the top,” Goldstein says. Whether there will be an investment cap placed on the existing owners also is an issue. Another issue is whether there should be a termination date for that investment cap for new and existing owners.

Competitor PanAmSat does not like the way the restructuring is going. As matters now stand, PanAmSat believes effective control of INC still will rest in the hands of Intelsat and the signatories and that INC will be nothing more than an affiliate of Intelsat.

“You take Intelsat’s 10 percent and throw that together with a signatory ownership of 35 to 40 percent, and you have not only functional control but the ability to outvote all the other stockholders,” says James W. Cuminale, PanAmSat senior vice president/general counsel. “They have also been talking about capping third-party ownership at 10 to 25 percent,” he says, “which, when coupled with their ownership, would make it impossible for anyone to take control of the entity except for Intelsat and its signatories. They are trying to achieve a controlled affiliate.”

PanAmSat would like to see Intelsat broken into five or six affiliates that would compete with it and each other. Cuminale says that a truly separate INC would result in a more competitive market. “Whenever you have competitors, they compete in two [areas]: service and price.”

Goldstein pays little attention to calls for Intelsat’s complete breakup. “It’s not serious, in my mind,” he says. “It’s not really credible. To get anything done at Intelsat, you have to have 141 sovereign nations agree to do it, and the vast bulk of the members do not want to do anything like that.”

There is the question of whether Intelsat will strip itself of its best and brightest by spinning off INC. “I don’t believe that,” says Goldstein, who maintains that Intelsat will continue to provide Internet services and some video service and will introduce new services.

Will INC launch by next April? Goldstein says: “I believe it can get done on schedule, but I wouldn’t guarantee it. I wouldn’t bet my life on it.”

Comsat refocuses

Company will zero in on its core business, new satellites

By Noel Myers, special correspondent

A fter years of making the wrong decisions, Comsat may finally be on the right track. And a rebellious group of investors may be partly responsible. In April, they threatened to stage an internal takeover, and placed two of their own on the board of directors. But President Betty Alewine had already started to restructure the 33-year-old satellite company.

Between 1993 and 1996, net income at Comsat declined from $84.3 million to $8.6 million. Between 1995 and 1996, earnings declined by 77%. The decline is largely attributed to a diversification program launched by former CEO Bruce Crockett in which Comsat bought sports teams and film production houses and launched a number of overseas start-ups.

“Not unlike a lot of U.S. corporations, we went off into diversification thinking the grass is always greener somewhere else. I think our grass is pretty green,” says Alewine, who has been president of Comsat since last July.

“We have sharply refocused this company on our core strengths,” Alewine adds. “We have a very good plan, and we are working on it.”

She spun off the entertainment group, Ascent, to shareholders, put Comsat’s manufacturing division, RS1, on the block and restructured Comsat: “We have broken the company into two main parts: satellite services and network services. It’s easy to understand and track.”

A year ago Comsat was a billion-dollar company. With Ascent and RS1 gone, Alewine thinks there will be $500 million-$600 million in yearly revenue. By 2001, she believes, Comsat will be a billion-dollar company again, thanks to growth in network services.

Alewine also says the company is well-positioned: “While other companies are just beginning to launch satellites over the next year or two, we have brand-new, state-of-the-art satellites, and we know how to use and operate them.”

As for profit drivers, Alewine thinks the FCC will deregulate the company, freeing it to operate as fast as the competition and allowing it to boost its market share and profitability.

Comsat is Intelsat’s largest owner, with 19.1%. Whether Comsat decides to acquire more equity in INC (video division of Intelsat) when it is spun off from Intelsat will depend on several factors.

When INC’s IPO takes place, Comsat will have to decide whether to keep its position, buy more or cash out. Alewine says: “That decision has not been made and won’t be made until the IPO takes place. It will depend on how successful the IPO is, our business forecast and the competitive landscape.”

Since Comsat spun off Ascent, Alewine adds, the market seems to have warmed. “Our stock was $21 before the spin-off. Today, including the value of Ascent, it is about $29. We are a smaller company, but leaner and infinitely stronger than we were last year.”

Comsat President Betty Alewine says the company provides service with state-of-the-art satellites, such as Intelsat VI, one of Intelsat’s newest generation of spacecraft.

www.americanradiohistory.com
Orion on end-to-end run

Satellite provider is targeting private network services, especially high-speed data

By Peter J. Brown, special correspondent

With the successful launch of Orion 1 over the Atlantic in early 1995, Orion is demonstrating that the concept of providing "end-to-end services" in Europe and in the emerging markets of Eastern Europe, Russia and Central Asia makes sense. It has a growing list of clients and now boasts a positive cash flow.

Like other satellite service providers, the Bethesda, Md.-based company relies heavily on video services: transponder leasing, backhauling and turnkey network services. According to Orion President W. Neil Bauer, Orion derives almost half of its existing revenue from this Ku-band-based activity. However, Orion is focused on the value-added private network services arena, with an emphasis on high-speed data. Providing Internet access and applications—under the Directnet and Worldcast banners—is a service that Orion has developed as a natural outgrowth of the high-speed data business.

"We're not necessarily the cheapest provider," says Jack Albert, Orion's senior vice president and general manager. "We supply a technically superior service, while we price it very competitively. We have a dozen or so employees involved in satellite services. We think of ourselves as very quick and easy to deal with."

The investment community has yet to agree with Orion that its emphasis on serving private network services "makes the margins better." But million in the second quarter of 1997, up from $10 million in the same quarter last year, while the number of service sites expanded from 256 to 634. Orion plans to have its Orion-2 satellite over the Pacific next year—an uplink site on Oahu is scheduled to begin operations in August 1998—with another satellite, Orion-3, ready to go up over the Atlantic in mid-1999.

Columbia takes aim at cable with C-band

By Peter J. Brown, special correspondent

With the growing international satellite industry focusing on new Ku-band DBS platforms, Columbia Communications Corp. is taking another angle, basing its business plan on 36 C-band transponders it controls on three NASA tracking and data relay satellites (tdrs).

"We're focused on the cable industry," says Columbia Chairman-CEO Clifford Laughton. "We believe a new neighborhood is going to be created, and we intend to be part of it." He adds that Columbia plans to launch a new bird into an existing slot.

Analysts estimate Columbia's annual revenue at $15 million-$20 million, with low overhead. But Columbia's ability to move to the next phase—funding and building a Ku-band satellite for deployment over the Atlantic—is debatable.

To that end, Laughton has spent the past six months preparing an IPO.

"That Columbia has the option to put new satellites into existing slots is noteworthy," says Tom Wafts, satellite equity analyst, Merrill Lynch. But he says Columbia must act soon, as the TDRS birds' end-of-life is 2003.

Robert B. Kamiewitz, satellite industry analyst at Unterberg Harris, says Columbia needs a parent company, such as a big domestic player hungry for an international footprint. "They don't have the money to build out," Kamiewitz says.

Ken Gross, president of Columbia Communications, Bethesda, Md.
Online News Services

Audio, video boosting 'Net news

Revamped sites move beyond text toward active—and interactive—reports

By Richard Tedesco

MSNBC quietly re-launched its online news service in mid-month, in anticipation of a full season in an increasingly competitive online news environment.

The online news category is in an evolutionary state, with CNN Interactive consistently streaming live video on its Website. And now, after little more than a year, MSNBC has reinvented itself online with a new emphasis on streaming video.

“We wanted to make it clear when [users] came to the site to expect sophisticated use of technology and the feel of TV, the look of it and the shape of the screen,” says Michael Silberman, MSNBC executive editor.

By the time it starts actively plugging its new online persona next month, MSNBC will showcase an enhanced iteration of Microsoft’s NetShow streaming technology. But there also will be more video content, according to Silberman, who says that when dramatic news breaks on air, “[we’ll] flip the switch and stream that live.”

CNN Interactive has streamed live events, including the British elections and the Hong Kong transition, using VXtreme’s technology.

Video streaming helps to drive CNN’s most compelling content online. When the recent Miami airliner crash coincided with a crisis aboard the Russian MIR space station, CNN ran two video streams simultaneously. CNN also can stay with stories longer online than it does on air—as it did when the UPS-Teamsters settlement was announced in a press conference last week. “We’re not just pumping CNN out there,” says Scott Woelfel, executive vice president and editor in chief of CNN Interactive. “What we’re doing is taking news elements, or an hour-long program, whatever helps illustrate the story.”

Breaking stories override any other news or features online for CNN and its competitors. But some stories that don’t work well on TV—such as financial stories—can work effectively online. When the flat-tax proposals were being floated in Congress, CNN presented a flat-tax calculator so that PC users could approximate the impact on their personal finances. “I would argue that anybody who did that understood it better than someone who just read an article on it. Those are things we’re always looking to do, something that’s interactive and brings users into the story,” Woelfel says.

MSNBC took the same approach in explaining the recent congressional tax plan, designing a program with accounting firm Ernst & Young to enable PC users to calculate the tax bill’s impact on them. “That’s a great use of the Web. You can’t do that on TV or in a newspaper,” says Silberman.

MSNBC is trying to tailor more of its online stories specifically to the medium, according to Silberman, who cited a Supreme Court primer that MSNBC correspondent Pete Williams produced in advance of the court’s recent session. MSNBC also has beefed up international news, which the young and well-educated Web audience may be more eager to access than the average TV news viewer.

But what attracts the Web news audience most strongly is high-tech and science news—with the Mars Pathfinder mission and the Mir space station crises the most recent examples. ABCNews.com received a million hits for news and pictures about the landing, according to Jeff Gralnick, vice president in charge of ABCNews.com. And he says that user response does, to some degree, dictate depth of content. “The ups and downs of Mir have also driven a lot of traffic,” says Gralnick. “You look at certain areas and you know they’re going to require expanded treatment.”

ABCNews.com sees its audience also focusing on health, medical and business news in addition to high technology, according to Gralnick. He says that the online audience is adding a rating point to weekly ABC News TV audience numbers. ABC also figures that Web users who weren’t necessarily ABC News viewers are now migrating there.

Fox News has been streaming its news online around the clock for several months since
Online Content Services

Content snaps into place for CNet

'Showcase portals' offer a view to multiple providers

By Richard Tedesco

CNet is fueling the launch next month of its Snap! Online content service by striking alliances with 50 Web services.

Snap! will function essentially as an information caching service, featuring 13 "showcase portal" sites and presenting headlines from other sites in various categories. The showcase sites are CNN Interactive, CBS SportsLine, Discovery Channel Online, E! Online, MSNBC, iQVC, Inc. Online, Microsoft Investor, Thrive, the Home-Arts Network, GeoCities, Arthur Frommer's Outspoken Encyclopedia of Travel and CNet itself.

The showcase portals will dominate the left side of the Web pages depending on the content categories—news in the case of CNN, for example—with headlines taken from other sites in that category and links to those sites in the remaining space.

Content in the portal spaces will change every 20 minutes, according to a CNet spokesperson, who says the category home pages will provide three headline stories.

Snap! is intended to serve as a default home page for several Internet service providers, primarily telcos, including AT&T WorldNet, MCI, Sprint, EarthLink, MindSpring, BellSouth and Concentric Network. It's slated to launch during the third week in September as the latest piece in an impressive content array CNet has grown in cyberspace.

Time Inc. New Media leads a secondary list of CNNSi, CNNfn, New Century Network (the newspaper aggregator), Businessweek.com, Mercury Center from the San Jose Mercury News and Forbes Digital Tool in a mix that gives the participating content providers the potential to reach more 'Net surfers. Among the other content providers committed to Snap!: PC Quote, for stock quotes; AccuWeather, for weather, horoscopes and lottery numbers; VCN, for business listings and directions; Classified.com, WhoWhere?, for e-mail and phone listings and Infoseek. No money is changing hands; promotional consideration is the point.

Time Inc. New Media is a good example, as it plays out a strategy that departs from the earlier one which made...
Pathfinder a subscription site. "It's not at all a sense that Pathfinder doesn't deliver the eyeballs," says Craig Forman, vice president of worldwide development for Time Inc. New Media. "It's that we think we need to have multiple plays." TMN recently planted Money.com on Internet Explorer 4.0 as well, with the intention of charging a modest subscription fee for the online extension of Money magazine. The TMN game plan is to create other spin-off "niche products" with subscription potential from its publication list, according to Forman, who won't confirm or deny that deals with WebTV or NetChannel are in the works.

**Telemedia Briefs**

"Netscape Everywhere" unbundles browser
Netscape Communications is unbundling its Navigator browser from its Netscape Communicator software in an initiative dubbed "Netscape Everywhere."

That's the effect Netscape hopes the move will have, as it projects potential distribution of 100 million copies of its software over the next year through more than 100 participating Internet service providers. The Navigator browser will now be available with the Netscaper "push" technology for $39 through Netscape's distributors. It's available now for Windows 95, NT and 3.1. with a Macintosh version to be out next month.

Netscape's "Take Home" license license offer to enterprise customers and students who download the software comes with a $30 electronic rebate coupon. That will enable upgrades for Netscape Communicator or other software.

Netscape maintains partnerships with more than 40 telecommunications companies that plan to distribute its client software to their home network subscribers, including AT&T WorldNet, Deutsche Telekom, GTE and Sprint Internet Passport.

Bell Atlantic launches Northeast Internet service
Bell Atlantic debuted a new Internet access service, BellAtlantic.net, at the going rate of $19.95 per month in its Northeast service region last week.

Light surfers can also connect for five hours of monthly access at $5.95, and pay $1.95 for each additional hour of access. PC users who take the Bell Atlantic service now get a free month of access. The regional Internet access service, including e-mail, is Bell Atlantic's first move to offer a comprehensive menu of phone services in the wake of the FCC's recent approval of its merger with Nynex.

Bob Beran, president of Bell Atlantic Internet Solutions, admitted he expected to grab only a small segment of the market initially. Bell Atlantic faces stiff competition from AT&T and MCI, which also offer monthly $19.95 Internet access service, discounted for their long-distance customers.

LiveConcerts presents Bumbershoot live
LiveConcerts.com presents a live cybercast of more than 50 bands at Bumbershoot, the Seattle Arts Festival, during the upcoming Labor Day weekend. Artists performing during the four-day event on Aug. 29-Sept. 1 will include Los Lobos, Sheryl Crow, Joan Osborne, David Byrne, Blues Traveler, Shawn Colvin, Shugglenifty and Reel Big Fish. LiveConcerts.com is produced by House of Blues New Media and Progressive Networks.

ACTV, Fox Sports Northwest in pact
ACTV and Fox Sports Northwest have agreed to collaborate on a version of ACTV's digital network on cable systems in the northwest. The network would ostensibly be carried on systems that carry FoxNW's signals to 2.4 million subscribers in Oregon, Washington and parts of Alaska, Idaho and Montana. Interactive ACTV features such as Star Cam, an isolated view of a star player during a game, would be incorporated into Fox Sports Northwest telecasts. ACTV previously announced plans to launch its service with Fox Sports Southwest, which reaches 5 million cable and satellite households in Texas and neighboring states, and Fox Sports West, which reaches 4.8 million households in Southern California, Arizona and Nevada.

NetChannel teams with CBS SportsLine, SportsTicker
NetChannel, the Internet TV service, has struck deals with CBS SportsLine and SportsTicker to be content partners with the service, which expects to launch next month.

Fans will be able to create personalized sports "channels" that draw content from CBS SportsLine and SportsTicker through NetChannel. These are the latest content deals announced by NetChannel, which recently lined up E! Online to provide entertainment news as part of its $19.95 monthly service. A&E, Court TV, History Channel, USA Today, Women's Wire and Yahoo! have also signed on as content partners.

AOL, Times Mirror extend deal
Times Mirror Magazine's renewed its deal last week to provide exclusive online content to America Online. The focus of the relationship is The Sporting News, which has been providing content on AOL since April 1996. That content will continue to include live weekly chats with ex-NFL coach Buddy Ryan, who returns as TSN's NFL analyst online, mock drafts for the NBA and the NFL, and college football recruiting message boards. Golf magazine, Popular Science, Ski/Skiing, TransWorld Snowboarding and Field & Stream Outdoor Life will also provide exclusive content to AOL, including private lessons and conservation columns. --RT

**MediaOne uses Sun servers for streaming**

MediaOne plans to use Sun Microsystems' new Ultra Enterprise 450 servers for video streaming local news and other Internet services applications.

The Boston-based broadband unit of US West says it's been satisfied with its beta testing of the Ultra Enterprise 450s, which allow delivery of 30 Mbytes of video streams per second. "It's in the video space, where it will stand out a little better," says Bob Boscio, vice president of Internet product development and technology for MediaOne.

Beyond the two Enterprise 450 units it's been using, MediaOne expects to roll out several more for the MediaOne Express Internet access service in its cable systems across the country during the next 12 months, according to Boscio. The pace of the rollout depends on how MediaOne's subscribers respond to the features it provides with the new servers.

New England Cable News, a fledgling MediaOne Express service presently in a trial phase, boasts the leading edge of the MediaOne Streamcast technology configured around the new Ultra servers. The bus structure of the servers makes them faster and, along with their 350-300 MHz processing power and 4.2 GB storage capacity, well suited to caching and streaming video content, says Boscio, who also considers them cost efficient at $14,650 per unit. The Streamcast technology readily permits repurposing of video news content from MediaOne's local news station affiliates throughout New England, according to Kip Compton, MediaOne director of Internet system services. MediaOne currently has one staffer translating 30-50 video clips daily into a RealVideo format.

MediaOne expects to work with other content providers in the continuing test over the next several months. The Ultra servers are also being used for e-mail and personal Web hosting applications, enabling MediaOne Express users to create their own Web pages. --RT
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Corporate Director Human Resources, Person to manage all aspects of employee benefits programs, employee relations, training, regulatory compliance and enforcement, hiring, and the company's corporate web sites. At least five years management experience, with excellent people and communication skills. Bachelor's degree required. Prior broadcast/human resource management experience and an MBA preferred. Any exceptional diversified communication media company. Reply to Box 01221 EO E M F

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Please forward resume along with cover letter, three professional references, salary and/or commission requirements to WISDOM CHANNEL, c/o Turner Vision, Inc., Employee Relations Dept., P.O. Box 169, Bluefield, WV 24701 or fax to (304) 589-7277. EO E.

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

Wichita station seeks a self starter for a Local Account Executive position. Creative thinker who can sell outside the box, knowledgeable of NIS, TVScan, strong communication skills and follow through. College degree required. Qualified applicants should submit resume to Human Resources, PO Box 10, Wichita, KS 67201. Pre-employment drug testing required. EOE.

Southeast NBC affiliate is looking for an experienced Account Executive. Strong new business development skills are a must. TV, Scan, Star, Scarborough, and Recas a plus. Send resume to: Human Resources Manager, WYFF-TV, P.O. Box 788, Greenville, SC 29602. EOE

Local Sales Manager: KKTV-ABC, a dominant news and local programming station in Portland, Oregon is looking for highly motivated station. Has strong team building and coaching skills for an experienced staff. Must communicate effectively and be able to direct strong sales efforts in agency, developmental and non-commercial selling. This team is backed by one of the country’s leading marketing departments with all the tools that will help you get there. Please send cover letter to and resume to: Sandy Blvd., Portland, OR 97232. EOE.

Entertainment Account Executive. The world’s leading distributor of corporate association and institutional information to the media and financial community, seeks a full-time Account Executive, one in Los Angeles and one in New York, to sell its services to the entertainment community. The candidate should have a minimum of 2 years direct selling experience with proven track record in new business and existing account development. Knowledge of investor, public, and media relations is a must. Knowledge and interest in the entertainment field a plus. We offer a competitive salary, incentive program and benefits package. Please fax resume with salary requirements to: In New York (212) 596-1537 Attn: Jennifer Gelosa, In Los Angeles (213) 362-7726 Attn: Megan Mandeville. EOE M/F/D/V.

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Requires 7+ years technical sales experience, preferably in a Broadcast, Cable, or Multimedia environment. Excellent communication and presentation skills are essential, in addition to organizational, administrative, and budgetary expertise. A BA/BS degree or equivalent also required. Position involves frequent travel within designated territory (up to 50%).

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Account Executive needed at WTNZ FOX 13 in Knoxville, TN. Candidate needs strong work ethic and must be able to handle agency business and produce new direct business. 3-5 years of media experience required. If you are a team player with television or radio experience send resume to: Local Sales Manager, WTNZ FOX 43, PO Box 32516, Knoxville, TN 37901. EOE.

Account Executive. Job responsibilities include developing business for the station from an established list of current clients with an emphasis on new business development. Position requires at least one year of previous television sales experience. Good communication and organizational skills a plus. Send resume to Human Resources Dept., PO Box 54949, Birmingham, AL 35259. No phone calls please. EOE. M/F. Pre-employment drug testing required.

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www.americanradiohistory.com
Account Executive-CBS Spot Sales Philadelphia. Candidate is responsible for the sale of commercial inventory for all owned and operated CBS Stations to clients in the Philadelphia, Baltimore-Washington region. Strong negotiation and communication skills, thorough knowledge of ratings analysis tools and working knowledge of computers is necessary. Must have 3 or more years’ Television Sales experience. EOEs. Resumes to: Gary Herman, CBS Spot Sales, 101 S. Independence Mall East, Philadelphia, PA 19106, 215-238-4966.

Local Account Executive, WDLZ, the WB affiliate in Miami, is looking for an experienced Account Executive who has it all: a high energy individual who has the desire to win and can perform in a highly competitive marketplace. The ideal candidate should possess excellent communication skills, a creative outlook on selling, business oriented and have exceptional organizational skills. Knowledge of computer based television research tools a plus. Minimum 1 year experience TV sales or related field. College degree preferred. If you are that person don’t tell us why show us! Reply to Local Sales Manager, WDLZ, 2055 Lee Street, Hollywood, FL 33020. Fax 954-921-6186. No phone calls please. EOE.

Benedek Broadcasting Corporation is accepting applications for entry-level account executives for our TV stations across the country. No experience is necessary but applicants should have a college degree, preferably in Business or Communications. Applicants will receive four weeks training and must be willing to relocate. Compensation includes salary, commissions, and an extensive company benefit program. Benedek Broadcasting Corporation is the largest operator of medium and small-market television stations in the country and is an Equal Opportunity Employer. To apply, send your resume to: Benedek Broadcasting Corp., 100 Park Avenue, Rockford, IL 61101 or e-mail DvDonelson@aol.com.

National Sales Manager, WISN-TV, an ABC affiliate, is seeking a highly motivated individual with 3-5 years national rep experience or a proven track record of achievement in broadcast television sales. Candidate should be able to develop creative sales ideas and be an effective communicator. BIAS computer experience a plus. Travel required. EOE. Send resumes to Pete Montre, General Sales Manager, PO Box 402, Milwaukee, WI 53201.


Account Executive, WTVT-FOX 13, Tampa-St. Petersburg has an immediate opening for a Senior Sales and Marketing Executive. Candidates must be pro-active, strategic thinkers who possess a tenacious desire to win. A strong work ethic and creative marketing skills. Must have seasoned relationship building skills, a proven, quantifiable track record and demonstrate a strong record of business development. Forward resume with cover letter to: WTVT-FOX 13, Personnel Dept., 3213 West Kennedy Boulevard, Tampa, FL 33609. No phone calls please, EOE.

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TECHNICAL MANAGER

NBC, the premier broadcasting and media company, has an opportunity for a highly-motivated self-starter to join our team in New York.

Working in the News and Sports studios, you will manage personnel and technology, supervise live studio production, and coordinate pre-production activities. To qualify, you must have a BSEE or the equivalent with in-depth experience in technical operations, engineering, or maintenance. Strong supervisory skills are essential. (Freelance positions also available).

This position demands strong communication, interpersonal, problem-solving, and computer skills. A flexible schedule is required. For consideration, please send your resume with salary history to:

Employee Relations Department-PC
Room 1601
NBC
30 Rockefeller Plaza
New York, NY 10112
Fax: 212-684-5761

We regret that we will only be able to respond to those applicants in whom we have an interest. An Equal Opportunity Employer M/F.

VIDEO/COMPUTER GRAPHICS

Sports, Entertainment and Facilities Company seeks two energetic and versatile professionals for its Arena videoboard/message board operations. Responsibilities will include directing videoboard presentation for major sporting events: producing and editing sports video features; daily maintenance of video control room equipment; creating graphics on Chyron Max and message board computer. Qualified candidates should have a minimum of 2 years experience in similar or related operation. Knowledge of sports, especially basketball and hockey, a must. Excellent benefits package. Send cover letter and resume with salary requirements to:

Bayard, Department 916
902 Broadway, 10th Floor, New York, NY 10010-6002

RESPONDING TO A B&C BLIND BOX AD?

Send resume/tape to:
Box ______,
245 West 17th St.,
New York, New York 10011
OPERATIONS SUPERVISOR

Live in the beautiful Northwest! Work in the most technologically advanced newsroom in the world! Get in with a great broadcasting company! NorthWest Cable News, a 24-hour regional news network and a subsidiary of the A.H. Belo Corporation, is seeking an Operations Supervisor. Working in the fast-paced world of regional news with multiple priorities, responsibilities include overseeing the on-air side of operations; management of maintenance needs on station equipment, including computer networked systems; assist in evaluation of new equipment needs and installation; and oversee and resolve operational issues, including schedules. This position reports to the Director of Operations.

Successful candidate will have a college degree with minimum 5 years related experience, familiarity with networked systems (Windows NT, Macintosh, Novell, and Unix), strong computer skills, excellent interpersonal and leadership skills, ability to handle multiple tasks, and flexibility to work nights and weekends.

If you have a passion for news operation, fax your resume to:

Northwest Cable News
Attn: HR Dept. #N97A15
Fax (206) 448-1396
333 Dexter Ave. N.
Seattle, WA 98109

Equal Opportunity Employer - M/F/D/V

Assistant Director of Engineering, Iowa Public Television, Johnston, Iowa (Des Moines suburb) operates 8 VHF/UHF television transmitters and 8 UHF translators throughout the state of Iowa. IPTV is seeking a hands-on leader with a strong maintenance background, significant construction experience, and a highly positive team attitude. Must have 4 years management experience in planning maintenance programs, budgets, daily work schedules, and restoration of service under emergency conditions. Must be familiar with issues associated with the maintenance of towers of 1,000 to 2,000 foot heights. Must have sufficient computer knowledge to operate computerized remote control system from remote location, and significant experience with computer-based automation systems.

Federal Communications Commission (FCC) General Class License of The Society of Broadcast Engineers (SBE) certification is required. Please phone for an application: 515-242-3120 or 515-242-3114, Holly Phillips, Iowa Public Television, 6450 Corporate Drive, Johnston, Iowa 50131. Applications accepted through Monday, September 15, 1997. EEO/AA.

Television Maintenance Technician. Candidates should have a minimum of four years' experience in the installation, operation and maintenance of professional broadcast equipment with troubleshooting and repair of analog and digital audio and video equipment to the component level; a minimum FCC license and/or SBE certification with a two year degree or equivalent is also required. Applicants should have knowledge of computer operating systems and AUTOCAD as well as programming, project management and system design skills. UHF transmitters and microwave systems experience a plus. Please send resumes to Human Relations Manager, WABU-TV, 1660 Soldiers Field Road, Boston, MA 02135. EOE.

Maintenance Engineer. Top 50 market television station seeking a qualified maintenance person. This position must have a strong background in Beta, Macc and PC computers. Digital electronics and be a good trouble shooter. Must be a self starter and highly motivated. Send resume to the following address: WSMV-TV, Attn: Mike Nichols, 5700 Knob Road, Nashville, TN 37209. EOE.

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

Assistant Chief Engineer. Five years of broadcast studio equipment and transmitter maintenance - installation experience including 1/2 Beta, Beta Cart and studio production equipment. VHF transmitter system maintenance experience a must. Technical school and college training. FCC General Class license preferred. Send resumes to John Coon, Chief Engineer, 201 Humboldt Street, Rochester, NY 14610.

Broadcast Engineers. WSBT Inc. has the following positions available: Chief Engineer: Requires a minimum of five years radio and TV engineering experience including supervisory and budgetary responsibilities and thorough understanding of FCC rules. Transmitter Engineer: Oversees the operation and maintenance of AM/FM/TV transmitter site and requires five years experience on AM Directional, FM and UHF TV transmitters. Send resume and cover letter to Human Resources, WSBT Inc., 300 West Jefferson Boulevard, South Bend, IN 46601. EOE.

Director of Engineering. A midwest television station is looking for a Director of Engineering. 5 to 10 years engineering management experience preferred in both TV and radio. Must have strong troubleshooting skills and component level maintenance skills for both studio and transmitter facilities. SBE certification. FCC license, degree. Digital, computer skills are highly desirable. 5 years experience, or required, though training will be provided. Cover letter and resume to WMDB/WPBG, Personnel Dept., #N97A15, Speer Blvd., Denver, CO 80203 or fax 303-832-0138. No phone calls, please. EOE.

Senior Project Engineer - Comark Digital Services has an opening for an energetic and ambitious senior project engineer to help us shape the future of DTV. Minimum 5 years experience in broadcast or related field. BSEE or related field and technical writing and presentation skills and experience required. Responsibilities include researching and analyzing current and future technical systems and equipment, review and develop customer requirements, design solutions, manage projects, and represent CDS at various industry standards organizations. Salary commensurate with experience. Please send resume and salary history to Comark Digital Services, 99 Canal Center Plaza, Suite 450, Alexandria, VA 22314 or email to cds@comark.com.

Engineering Manager, WANE-TV, Fort Wayne, IN: We need someone with an in-depth knowledge of broadcast and microwave RF technology. Candidates should have experience in TV broadcast engineering management including studio and transmitter facility maintenance, capital project planning and implementation, production and on-air operations, scheduling of technical personnel preparation of operating budgets, knowledge of all building systems and compliance with all government and industry standards. We want a team player who has proven ability to work well with employees and fellow department heads. Degree in a technically-related field or equivalent experience required. Send resume (No calls/lives/internet) to Personnel Manager, WANE-TV, 2915 W. State Blvd., Fort Wayne, IN 46808. EOE.

Technical Director needed for live newscasts and other productions. Responsibilities include switcher operation, graphic preparation, newscast pre-production and directing. Year related job experience preferred. Send your resume to Human Resources, PO Box 59496, Birmingham, AL 35259. No phone calls please. EEO, M/F, Pre-employment drug testing required.
Classifieds

Director of Engineering, WISN-TV, the Hearst-Broadcasting ABC affiliate in Milwaukee, is looking for a seasoned professional who can lead our technical department into the next century. Candidate should have five or more years experience as a Chief Engineer of a top 40 market station or as a proven Assistant Chief Engineer in managing collective bargaining agreements, employees, and the supervision of labor contracts. In addition, significant computer hardware and software expertise, thorough RF experience, and a solid understanding of digital broadcast technologies are all required qualities. An EE degree or SBE certification is preferred. EOE. Send resume to Rick Henry, VP and General Manager, WISN-TV, PO Box 402, Milwaukee, WI 53201.

Engineer in Charge, NEP, the leading remote facilities company is looking for a seasoned veteran in ENG/CAM. The ideal candidates will possess strong leadership, organizational, system design and engineering skills with demonstrable experience in large-scale entertainment and sports remotes. Competitive salary and excellent benefits package. Relocation not required. Faxes only to 412-826-1433. EOE.

HELP WANTED MANAGEMENT

DIRECTOR OF COMMUNICATIONS AND PUBLIC AFFAIRS, DTV EXPRESS

PBS and the Harris Corp., leaders in the development of digital television, need an experienced person to be Communications Director for their joint project. DTV Express, a nationwide educational/marketing initiative to explain and demonstrate digital TV, the next generation of TV technology. The Director will oversee the development and implementation of a comprehensive DTV Express communications plan. Requirements include a BA and 7-10 years experience in media relations, advertising or related field, staff and budget management experience, creative strategy development ability, and excellent oral and written communication skills. Knowledge of the broadcasting industry, digital television and public television helpful. The position will be based in Washington, DC. Please send resume with salary requirements to:

Lanie Odum
1320 Braddock Place
Alexandria, VA 22314

HELP WANTED NEWS

TELEVISION

Executive Producer

News & Public Affairs

Seeking a qualified & success-driven individual who manages research, development & production for national broadcast. Develops ideas as well as reviews proposals for new projects.

B.A., B.S. in Broadcast Comm., Production or related field; at least 5 yrs managing program development, staff & budgets. Excellent editorial judgment, planning, organizational, interpersonal, problem-solving & creative writing skills. Ability to assist in fundraising. Knowledge of independent production community & experience in executive management of production companies required. Salary commensurate with experience. Please send resume & salary requirements to: Mr. Comp & Staging, Thirteen/WNET, 356 West 58th St., New York, NY 10019.

Thirteen/WNET

Send replies with code & sal to: Mgr, Comp & Staging, Thirteen/WNET, 356 West 58th St., New York, NY 10019, No agencies. No calls. FAX: (212) 582-3297. EOE M/F/D/V

WEEK-TV, a Granite Broadcasting station, is seeking a News Director. This is a rare opportunity to work on a top-rated station in a beautiful city. The right candidate would oversee all aspects of news operation, managing the newsroom staff and assigning and producing news stories. The ideal candidate will have experience managing a large newsroom, be a strong writer, and have a keen eye for news. A minimum of 3 years experience in a managerial role is required. Please send resume & salary requirements to: Mr. Comp & Staging, Thirteen/WNET, 356 West 58th St., New York, NY 10019. No agencies. No calls. FAX: (212) 582-3297. EOE M/F/D/V

WEEK-TV, a Granite Broadcasting station, is seeking a News Director. This is a rare opportunity to work on a top-rated station in a beautiful city. The right candidate would oversee all aspects of news operation, managing the newsroom staff and assigning and producing news stories. The ideal candidate will have experience managing a large newsroom, be a strong writer, and have a keen eye for news. A minimum of 3 years experience in a managerial role is required. Please send resume & salary requirements to: Mr. Comp & Staging, Thirteen/WNET, 356 West 58th St., New York, NY 10019. No agencies. No calls. FAX: (212) 582-3297. EOE M/F/D/V

HELP WANTED MARKETING

PROJECT MANAGER MARKET RESEARCH

Distinguished international producer of print, broadcast, and interactive products seeks experienced market researcher for Project Manager position. Position involves all aspects of design, coordination, execution, analysis, and reporting of primary market research studies on a wide variety of products and services, with special emphasis on broadcast/video research and broadcast ratings analysis.

Qualifications: Bachelor's degree in market research or related field. 3 years experience in primary market research, including at least 2 years directly managing projects. Outstanding analytic and communication skills and proven ability to handle multiple priorities. Proficiency in SPSS required, plus PC-based word processing, spreadsheet, and presentation software packages. Experience conducting primary research on broadcast/video products required. Knowledge of publishing and interactive media industries a plus.

Excellent benefits package:
Washington, DC based.

Send resume with confidential letter and salary history to Box 01218, We are an Equal Opportunity Employer.

The market's news leader is looking for an individual who possesses strong creative vision with an ability to turn ideas into focused reality. Candidates must also possess hands on skills in writing, producing, editing and directing. Responsibilities would include all facets of station marketing and promotion, from media planning and placement to news vehicle graphic design...your responsibility would be total station brand and identification. Station culture and management allows creative, self-directed professional's room to move and lead. Please send cover letter with resume to WFIE-TV, Personnel/Marketing Promotion Director, PO Box 1414, Evansville, IN 47701. EOE.

Marketing Manager, Scenic Portland. Maine ABC affiliate - WMTW is looking for a dynamic addition to its progressive management team. The top notch individual we seek will develop and execute the overall marketing strategy for the station. Please send resume & salary history and history to Vice President/General Manager, WMTW, 475 Congress Street, Portland, ME 04101, EOE.

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

August 25, 1997
Top North Texas NBC affiliate is seeking a News Producer for two 30 minute news/talk format shows per day. Strong editing, writing and producing skills a must. College degree and one year's experience required. Send cover letter and resume to News Director, KDFX-TV, 4500 Seymour Highway, Wichita Falls, TX 76309. No phone calls. KDFX-TV is an Equal Opportunity Employer.

Top North Texas NBC affiliate is seeking a General Assignment/Beat Reporter. Must be able to shoot, edit and report hard and feature stories. College degree and one year's experience required. Send cover letter, resume and VHS tape to: News Director, KDFX-TV, 4500 Seymour Highway, Wichita Falls, TX 76309. No phone calls. KDFX-TV is an Equal Opportunity Employer.

Producer/Director. ABC affiliate in Seattle looking for a creative and strong leader to direct our fast-paced nightly newscasts. Must have 3 years directing news and talk. Must be a team player. Need a hard worker willing to work overtime and various shifts as needed. Familiarity with graphic machines a must. Send resume and current (non-returnable) demo tape to KOMO TV, Human Resource Department, 100 Fourth Avenue North, Seattle, WA 98109. EOE.

Chief Meteorologist: WHOA-TV, a Media General Station, has an opening for a Chief Meteorologist. This person will anchor two nightly weather segments daily, and should have 2 years experience on air-in a commercial television newsroom. On occasion, this person will also be called upon to report on science or technology issues. A meteorological degree or certificate in broadcast meteorology is required; a seal would be helpful. Send resumes/tapes to Human Resources, WHOA-TV, 3251 Harrison Road, Montgomery, AL 36109. Application deadline 8/29/97. EOE M/F. Drug test required.

Photographer: Talented, skilled, NPPA-style team player needed for an immediate opening. We have Avid, SX Sony, Beta, SNG. You need at least one year experience and college degree. Send tapes/resumes to: Human Resources Manager, WYFF-TV, 505 Rutherford St., Greenville, SC 29609. EOE.

News Producer: Experienced, creative, self-starter needed to produce compelling, well-written, fast-paced, visually interesting daily newscasts at top 50 CBS affiliate in the southeast. Two years prior TV news producing experience required. Send tape, resume, references and salary history to Human Resources, PO Box 59496, Birmingham, AL 35259. No phone calls please. EEO, M/F. Pre-employment drug testing required.

News Photographer: WTVD-TV has an immediate opening for an experienced News Photographer. A commitment to hard news and the ability to handle a high story count is necessary. Successful candidate must be able to cover a story without a reporter. Attitude is as important as talent. Send resume and tape to: Ted Holtzclaw, News Operations Manager, WTVD-TV, 411 Liberty Street, Durham, NC 27701. EOE.

News Director, WCPX. Talented, skilled, NPPA -style Anchor /Reporter: WHOA-TV, a Media General Station, has an opening for a News Director. Looking for an experienced news person to work the midnightside desk. Must be aggressive and a real story generator. If you don't take “no” for an answer, answer this ad. Resume and letter to Kathy Gazda, News Director, 28 Corporate Circle, Albany, NY 12203. No phone calls. EOE.

Anchor/Reporter: WHOA-TV, a Media General Station, is in need of an anchor for our two nightly newscasts. Applicants should have 1-2 years experience on-air in a commercial television newsroom. They should be comfortable and competent on the set and have the ability to report on medical and health related issues. Because this person will spearhead a new show geared toward women, a knowledge of women's issues and some producing experience would be helpful. Tapes and resumes to Human Resources, WHOA-TV, 3251 Harrison Road, Montgomery, AL 36109. Application deadline 8/29/97. EOE M/F. Drug test required.

News Department. Field Reporters who can shoot, edit, & write. Send resume & tape to KHIZ TV, Cable 504, P.O. Box 8464, Broadway Village Drive, Victorville, CA. 92392. Attention: Jim Dillman.

News Anchor. Can you break through the screen and deliver the news like you'd tell it to your best friend? Tallahassee's Newschannel 27 is looking for a special person, one who knows the value of reporting and communicating to complete the world's news anchor. We're a station on the move, so don't miss out. This is your chance to shine. No beginners please. Rush your resume, tape and references to Doug Crazy, News Director, WXLT-V, 8227 Thomasville Road, Tallahassee, FL 32312. EOE.

Growing, intense CBS affiliate in Tampa Bay is looking for a new producer for its 6pm newscast. We're not looking for a show slacker nor someone who can do it with their eyes closed. We want someone who is excited every day and disappointed if his or her newscast resembles the day before. We want someone who loves to work with field crews as well as anchors to present ordinary news stories in extraordinary ways. If you ask yourself before you write each story, 'What's it in for the viewer?' and can, then, write it with flair, send your tape and resume to Kevin Brennan, Vice President-News. WTSP-TV, PO Box 10,000, St. Petersburg, FL 33733. Equal Opportunity Employer. No calls please.

Producer/Talent Wanted: WUNI-TV, Boston's Unvision affiliate, is looking for an energetic, bilingual team player to write/produce/appear on New England's #1 Latin variety show. Send non-returnable tape and resume to M. Godin, WUNI-TV, 33 Fourth Ave., Needham, MA 02194. No phone calls please. EOE.

ATTENTION READERS
WHEN RESPONDING TO AN AD WITH A B&C BLIND BOX, MAIL YOUR RESPONSE TO:
BROADCASTING AND CABLE. BOX *** 245 W. 17TH ST., NY, NY 10011
*** YOU MUST INCLUDE THE BOX NUMBER ***
Chief Meteorologist - The Beto Station in Sacramento seeks dynamic, credentialed meteorologist for number one weather position. We are a very competitive station in a very competitive market. We have plenty of weather toys with more on the way. If your on-air style combines personality with professionalism, send a tape and resume asap to News Director, KXTV, P.O. Box 10, Sacramento, California. 95812. EOE. Drug testing. No calls. really.

Can you write crisp news copy fast? We are looking for a morning side staff writer. If you have 3-5 years professional experience + a journalism degree, send your resume and samples to Box 01219 EOE.

Assignment Manager, News Channel 8, the ABC affiliate in Connecticut seeks a manager to lead our top notch desk. You need to have a "take no prisoners" attitude toward breaking news and beating the competition. We need someone who understands the stories that are relevant to people and what it takes to translate those stories into good television. We are not a crime and grime newsroom. Newsroom composing skills and computer assisted reporting skills a big plus. We have three newsrooms, sat truck and three microwave trucks to juggle, Fax resume and short letter with your news philosophy to Billy Otwell, News Director, WTNH-TV. 203-624-6438 or mail to 8 Elm Street, New Haven, CT 06510. EOE. No phone calls please.

Operations Manager, WTVT FOX 13, Tampa-St. Petersburg has an immediate opening for a news operations manager. Responsibilities include supervision of photography and editing staff, management of station fleet and overseeing purchases and maintenance of ENG equipment. Candidates should have a strong background in all aspects of microwave and satellite technologies. Must have a solid knowledge of newsroom computers. Understanding of the budgetary process is a plus. Forward resume with cover letter to: WTVT FOX 13, Personnel Dept. 3213 W. Kennedy Blvd., Tampa FL 33609. No phone calls please. EOE.

Meteorologist: A meteorologist is needed in Tornado Alley. Looking to complete a four-member weather staff at KJRH in Tulsa. Three years on-air experience preferred. No phone calls please. Send resume to KJRH 2 News NBC, Lori Doudican, 3701 S Peoria, Tulsa, OK 74105. EOE.

Anchor, Join one of the best news teams on the Gulf Coast. Looking for an experienced co-anchor to compliment our female anchor. Will anchor at least one of our daily newscasts. Reporting is also part of the job. Please send tape and resume to Veronica Bilbo, EEO Officer, KPLC-TV, PO Box 1490, Lake Charles, LA 70602. EOE.

Photographer/Editor: KJRH 2 News NBC in Tulsa seeking aggressive, eager, easy to work with photographer. Previous video photography and editing experience preferred. Must know how to operate a microwave live truck. Send resume to KJRH 2 News NBC, Lori Doudican, 3701 S Peoria, Tulsa, OK 74105. No phone calls please. EOE.

Anchor/Reporter. A small market network affiliate seeks Anchor/Reporter for its prime newscast. Must be experienced in all phases of broadcast journalism. Minimum 2 years on-air experience. Reply to Box 01208, c/o Broadcasting & Cable. 245 W. 17th St. NY, NY. EOE.

HELP WANTED PROMOTION

PROMOTION PRODUCER

Chicago's #1 television station needs a wildly creative Promotion Writer/Producer with 3-5 years experience in news and programming promotion. Must have experience with linear and non-linear editing, graphics and post-production. Knowledge of film preferred. You will get a taste of everything at WLS-TV (including some great pizza) WLS-TV is an equal opportunity employer. Experienced applicants send resume and tape to:

WLS-TV
Crystal Androvet
Creative Services Director 190 N. State Street Chicago, IL 60601

Topical Promotions Producer, WJLA, Washington, DC's ABC affiliate has immediate openings for a top-notch addition to its promotions team. We need personally strong, creative talents who have imagination, energy and a contemporary style to make its mark in the #7 market. Promotion and advertising for all on-air news products, local program specials and news topicals. A minimum of 2 years as a news promotion/writer producer at a television station, cable operation or broadcast network. Experience in Top 50 market preferred. No phone calls. EEO M/F. Send your resume and a non-bias reel to Director of Human Resources, WJLA-TV, 3007 Tilden Street, NW, Washington, DC 20008.

Promotion Manager needed for KGKW TV CBS in beautiful Casper, WY. A Benedek group station. Out where the West begins. Join our team as we prepare to move into our new facility. Responsible for station, news and sales promotions. Creative writing skills and experience in marketing research, ratings, computers is required. Video production skills needed. Communications or marketing degree is desired. Send resume to General Manager, KGKW-TV, P.O. Box 170, Casper, WY. 82602. EOE.

One of the most talked about television stations in the nation is looking for a Writer/Producer. Lots of exciting things are going on at NBC 5 in Chicago. We have two new Avid suites, we're building an aggressive news department and we're producing lots of killer spots. If you're a great writer who produces smart, targeted promos, come join us in the Windy City. Huge bonus if you can edit on Avid. You'll be producing sweeps, image and conceptual promos. We give you all the tools you need to do great work. I can't possibly answer everyone's phone call, so just send a reel and resume. If you're interested in this exciting field, send a reel, resume plus most talked about promo reel to Michelle Glick, Creative Services. NBC 5, WMAQ-TV, 454 N. Columbus Drive, Chicago, IL 60611. Attn: Job #WP708BC. National Broadcasting Company: An Equal Opportunity Employer.

News Promotion Hot Shot! You want to make a name for yourself? KFMB-TV in San Diego is building a top-notch Creative Services team. We're now looking for a key producer who can turn out the hottest stuff in town. We've got at least two years experience producing attention-getting news promotion that gets tune-in results. We want to see your reel. If you're a hands-on craftsman with AVID experience - that's a plus! This is the job for a pro who wants to push the envelope and grow even more! If that's you, rush your resume and tape to Promotion Manager, KFMB-TV, 7677 Engineer Road. San Diego, CA 92111. EOE M/F. No phone calls please.

HELP WANTED
FINANCIAL & ACCOUNTING

Sr. Accountant: TV station in NJ. Responsible for preparing financial statements. G/L account analysis and payroll service. Candidate should be a quick-learner and self-starter. College degree and 2-3 years experience necessary. Spanish bi-lingual is a plus. Send resume to PO Box 16582. Secaucus, NJ 07094.
HELP WANTED PRODUCTION

KDFW DALLAS-FORT WORTH
Post Editor

KDFW, the Fox O&O in Dallas / Fort Worth, is seeking a creative and motivated post production editor to join the Fox O&O in Dallas. We've got the technology: Quantel Editbox. Applicants must have 3-5 years experience in a digital post production environment and understanding of color timing in component digital video. Good design skills and a sense of typography required. We're looking for an editor who can work with great design and take it further. Must be proficient in conforming EDLs. Teamwork and good communication skills are essential to this position. Rush tape, resume, and cover letter to: Human Resources Dept. 400 N. Griffin. Street Dallas, Texas 75202 EOE/M/F/D/V

Production Assistant. Production assistant needed for live newscasts and other productions. Responsibilities include studio camera operation, floor directing and teleprompter operation. Please send your resume to Human Resources. PO Box 59496. Birmingham, AL 35259. No phone calls please. EEO, M/F. Pre-employment drug testing required.

Production. Shooting & Editing Commercials & Local Program. One year experience. Send Tape & Resume to KHIZ TV Channel 64. P.O. Box 6464. 15605 Village Drive. Victorville. CA 92392. Attention: Jim Dilman.

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

KMBT-TV has an opening for an Executive Producer. Applicants must be well-read. keep abreast of current events. understand broadcast news. have the ability to produce for viewers, and have excellent writing skills. Applicants must have 1 year producer experience in a smaller market and demonstrate the ability to manage the personnel and resources of the news department. Send resume to: EEOC Officer. KMBT-TV. P.O. Box 1550. Beaumont. TX 77704. EOE

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

Electronic Graphic Artist needed for growing NBC affiliate and multimedia production facility with national exposure. Must have strong design and diverse rendering abilities for news graphics and multimedia applications. Knowledge of Photoshop required. knowledge of Liberty helpful. Must have college degrees with an art/design emphasis or 5 years art design experience in TV broadcast industry or multimedia. Send resume and non-returnable sample of work to The WNDU Stations. Position #00182. Attention: Human Resources. PO Box 1616. South Bend. IN 46634. EOE

Commercial Producer/Director ready to serve aggressive local sales force. Minimum 3 years experience writing, producing/directing commercials. Basic skills required and non-linear skills desirable. Must be comfortable working with clients, agencies and sales staff. Send resume and current (non-returnable) demo tape to KOMO TV. Human Resource Department. 100 Fourth Avenue North. Seattle. WA 98109. EOE

*TV News Producer* KWTW is seeking a newscasting producer and 2 yrs TV news producing or related exp. We are an award-winning, breaking news station looking for someone who can handle the pressure of a highly competitive market. Send resume and non-returnable tape to Billy Gavitt. KWTW. PO Box 14159. Okla. City. OK 73113. EOE M/F

Houston Public Television is searching for an accomplished director for it's live broadcast of Week Night Edition. Membership Drives and other local productions. Must be able to write, produce and direct. Involves operating with camera (and microwave) experience. Send resume to: Media Management Services. Suite. 345. 847A Second Avenue. New York. NY 10017 or fax to 212-338-0360. This employment would occur in the event of a work stoppage, and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

HELP WANTED MISCELLANEOUS

EXPANDING TV GROUP
WUTR- TV UTICA, NY
Career Track Jobs! Benefits

National Sales Manager - (#U01)
- Proven track record. Minimum 3 yrs experience
- NSM or rep. exp. a plus
- Excellent people skills

Account Executive - (#U02)
- Exciting growth opportunity. Broadcast sales experience preferred. Must be proactive, detail oriented and self motivated

Marketing & Promotion - (#U03)
- Sales marketing and promotional experience preferred. Excellent writing and verbal skills a must

Sales Assistant - (#U04)
- Outgoing, detail oriented person w/ computer skills. Knowledge of Microsoft Office a must

Maintenance Engineer - (#U05)
- 2 yr. degree in Electronics or Technology desired, equivalent exp. will be considered. Knowledge in all areas of installation and maintenance of broadcast equipment

Master Control Operator - (#U06)
- Some experience in Master Control or Production background helpful

News Executive Producer - (#U07)
- Experienced professional, excellent writer, ability to lead growing staff

News Producer - (#U08)
- Great opportunity for solid news writer

News Anchor/Managing Editor - (#U09)
- Experienced anchor, outstanding news judgement, ability to produce newscast

Meteorologist - (#U10)
- On-air position. Degree & AMS Seal preferred

Production Technician - (#U11)
- Audio. Chyron experience required

Production Director - (#U12)
- Minimum one year as newscast director/TD

Send Resumes to: TV GROUP, Job #. P.O. Box 699. E. SYRACUSE, NY 13057
An Equal Opportunity Employer
Chief Engineer - (B01)
5 years TV broadcasting experience, FCC license or
SBE certification preferred, UHF experience &
knowledge of installation and maintenance of
broadcast equipment. Background in master control
& production operation helpful.

Maintenance Engineer - (B02)
2 yr. degree in Electronics or Technology desired.
equivalent exp. will be considered. Knowledge
in all areas of installation and maintenance of
broadcast equipment.

Master Control Operator - (B03)
Some experience in Master Control or Production
background helpful.

Business Manager - (B04)
Experienced in Microsoft Office Suite with
CPA/Accounting background.

Account Executive - (B05)
Exciting growth opportunity. Broadcast sales
experience preferred. Must be proactive, detail
oriented and self motivated.

Traffic/Continuity Assistant - (B06)
Broadcast system and/or MS Windows 95
experience preferred.

Anchor/Managing Editor - (B07)
Experienced anchor, outstanding news
judgment, ability to produce newscasts.

Videographer/Editor - (B08)
Talented, organized and fast.

Send Resumes to: TV GROUP,
Job # P.O. BOX 699, E. SYRACUSE, NY 13205
An Equal Opportunity Employer

SITUATIONS WANTED NEWS

SportsTalk, P-B-P, Reporter: 10 yrs. covering H.S. to
the Pro's in Pittsburgh. Current Aide to State Senator.
Hungrier than ever! Will relocate. Rob 412-266-6116.

PROGRAMMING SERVICES

ENIGMA THEATER
(As a Winner)
Hosted 90 minute spook theater film package via
Satellite and uploaded each Saturday night. All the great
PD claymation titles, including Lupus, Karfield and all the
greats of the golden age wrapped with insightful insert
cuts by our hosts. Edward St. P. Over 400 other film
tape titles also available. All honored rentals.
Call NWN Studios 1-800-353-9177

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

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

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

CREATIVE SERVICES

WPLG-TV the Post-Newsweek station in Miami-Fort Lauderdale is looking for a "hi-tech" Design Manager with big market experience. Miami is very design intensive and has become one of the most competitive television markets in the world. When we aren't busy with setting the pace in on-air design, our #1 news department is covering one of the busiest news areas anywhere. We are looking for leadership, coaching, and great design ideas in the same human being, someone with great vision and likes to share. We are a Paintbox/Mac-based operation, which has just undergone a digital renaissance. You will be working with some of the finest editors and producers anywhere. Please send your best work on Beta or VHS wrapped in a resume to:

Oscar Welch
WPLG-TV
3900 Biscayne Boulevard
Miami, FL 33137

WPLG-TV is an
Equal Opportunity Employer

Call
(212) 337-7073
or (212) 337-6941

Mail your ad to:
Antoinette Pellegrino
Sandra Frey
Broadcasting & Cable
245 West 17th St.
New York, NY 10011
HELP WANTED MANAGEMENT

ESPn takes pride in a well deserved reputation as a major player in total sports coverage and broadcast programming. If your goal is to join an award-winning team, the following opportunity is available at our New York location:

**CORPORATE COMMUNICATIONS COORDINATOR/MANAGER**

This highly visible, fast-paced position requires you to see that all ESPN major business stories are related to national trade and business press media; anticipate and develop critical statements; make independent decisions; write press releases, feature stories, bios, etc.; arrange interviews and engagements for key personnel; and represent us at industry and media events. We seek a confident, sports-knowledgeable dynamo with 5+ years public relations experience, including cable TV publicity activities, to work in our New York City office. Superior communication, PR and management skills essential.

We offer a competitive salary and comprehensive benefits package, in addition to a stimulating work environment. Qualified candidates should send resume and salary history to: Human Resources, ESPN, ESPN Plaza, Bristol, CT 06010-7454. Applications without salary history will not be considered.

No phone calls please.

Equal Opportunity Employer M/F/D/V

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HELP WANTED SALES

**DIRECTOR OF AFFILIATE RELATIONS**

E! Entertainment Television is seeking a Director of Affiliate Relations, Southwestern region to increase affiliate distribution of E! and manage affiliate cable systems for MSO's and systems in a multi-state region, including Texas, Oklahoma, Arizona, New Mexico and southern California. The qualified candidate will have a minimum of five years sales experience related to cable, media or the entertainment industries. Knowledge of cable television and network operations preferred. Excellent communication, interpersonal presentation and negotiation skills required. Prior management experience desired. Successful candidate must demonstrate excellent work ethic and have a proven track record in sales. Extensive travel required. Excellent benefits package and 301(k) Savings Plan. Please send resume with salary history to:

E! Entertainment Television
Attn: Human Resources - DIR AFFIL
5670 Wilshire Blvd.
Los Angeles, CA 90036
E-Mail: hr@eentertainment.com

(please send all documents in MS Word for Mac 5.0)

Equal Opportunity Employer

---

HELP WANTED PRODUCTION

**DIRECTOR OF PROGRAM PRODUCTION**

Basic cable's prime time leader is seeking a Director of Program Production with strong creative vision to execute non-fiction entertainment programming. Responsible for the creation and production of innovative short form programming, including BTS, interstitial stunts and franchises, and daily movie entertainment news. Supervises a thirty minute weekly series on movies, and other related long form entertainment specials. Must manage multiple projects, staff and freelance production teams, and interact with production companies, movie studios, publicists, agents, and celebrity talent. Position requires a minimum of five years experience in TV production and a keen interest in movies. Solid writing and editorial skills are essential, as is experience in all aspects of production and post production. Candidate must have strong management skills, be a team player, and enjoy growing staff members.

Please send your resume, salary history and non-returnable vhs sample reel to:

Lisa Woodley
Administrative Manager
1050 Techwood Drive
Atlanta, GA 30318

(No calls please.)
HELP WANTED MANAGEMENT

DIRECTOR OF LOCAL MEDIA OUTREACH & DEVELOPMENT
THE ADVERTISING COUNCIL, INC.

The Advertising Council, the leading provider of public service announcements in the US (Smokey Bear, “A Mind is a Terrible Thing to Waste”, “Friends Don’t Let Friends Drive Drunk”) is looking for a Director of Local Media Outreach & Development. Candidates should have a solid media background with 3-5 years of experience in an ad agency media department, advertising company or in media sales.

This position is responsible for developing unique community-based programs between nonprofits and the media as well as marketing the Ad council’s public service advertising to local media. Tracking results and strengthening existing relationships with media partners.

The ideal candidate is a strategic thinker, detail oriented and highly motivated with the ability to work in a team environment. Must also possess excellent written, verbal and interpersonal skills. Concern for and interest in social issues is a must.

Apply in writing to:
Ms. Frances Thompson, Director, Human resources
The Advertising Council, Inc.
261 Madison Avenue - 11th Floor
New York, NY 10016-2303
Fax (212) 922-1676
E-mail fthompson@adcouncil.org
No Calls Please

HELP WANTED PUBLISHING

TV Guide Magazine has an immediate opportunity for a Custom Publishing Manager, who will oversee the creation and production of promotional/editorial materials related to satellite and cable system pay-per-view and premium programming. Qualified applicants will have 5 or more years of business experience; college degree in communication, business, marketing or related fields; some experience with research; excellent analytical and mathematical abilities; ability to work with large volumes of data; excellent written and interpersonal communication skills; competence with MS Word and Excel; familiarity with database tools such as MS Access; knowledge of the internet plus.

TV Guide offers a competitive salary and a comprehensive benefits package including 401(k) and tuition reimbursement. Please send resume and cover letter including salary history/expectations to:
TV Guide Magazine
#4 Radnor Corporate Center
Human Resources Department
Code # 1592CPM
Radnor, PA 19088

Equal Opportunity Employer

EMPLOYMENT SERVICES

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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.).
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Entertainment Employment Journal™

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Updated daily. 85 cents per minute. To place a free listing call (202) 699-6510. fax (202) 223-4007; e-mail rtd@rtda.org, mail to RTNDA, 1000 Connecticut Ave., NW, Suite 615, Washington, DC 20036-5302

Just For Starters: Entry-level jobs and “hands-on” internships in TV and radio news. National listings. For a sample lead sheet call: 800-890-7513

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

August 25 1997 Broadcasting & Cable
Classifieds


FINANCIAL SERVICES

Leases 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.

WANTED TO BUY EQUIPMENT

Used videotape: Cash for 3/4" SP, M2-90's. BelaCom SP's. Call Carpel Video 301-694-3500.

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SMART TAPES.

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

ATTENTION C-BAND SHOPPERS!

Galaxy VII Fully Protected Transponder Available for Immediate Full-Time Use Uplink from N.Y. with DigiCipher II MPCI
Below Market Rate!
Commit now for Huge Discount!
Only Two Channels Left!
First Come, First Served!
Call Today (714) 263-9900 x217

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

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

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

For Sale: KU Uplink Truck. 1993 Ford CF 8,000 86,000 miles, $410,000. Antenna - Andrew 2.4 meter with 4 port combiner. Transmitter - 2 MCL 300 Watt TWTA's. 2 LNR Exciters. Rosebud Productions Inc., Boca Raton. FL. Contact Doug Curtis 800-393-1247.


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

2-Rohr SSV series self supporting towers. Sections 11-N thru 3 WN 150' tall each. $7,500 each. H.C. Jeffries 512-847-2449.

FOR SALE STATIONS

SOUTHERN CALIFORNIA TV STATION AUCTION!

An auction of the FCC license and broadcast assets of KADY-TV, Channel 63 Oxnard, California to be held by the U.S. Bankruptcy Court 222 East Carrillo St., Santa Barbara, CA at 2 p.m. (PST) on September 29, 1997.

Interested parties must submit financial qualifications and bids to John W. Hyde, the Chapter 11 Trustee for KADY-TV, by 5 p.m. (PST) on September 23, 1997.

FOR INFORMATION ON STATION AND AUCTION PROCEDURES CONTACT BROKER MEDIA SERVICES GROUP, INC.: MITT YOUNTS (804) 282-5561 or TOM MCKINLEY (415) 280-1790

Responding to a B/C Box Ad?
Send your response to:

Broadcasting & Cable Classifieds
Box 245 West 17th Street
New York, NY 10011
FOR SALE
Full-day, individual seminar for radio investors, given privately to you. Group own operator with 26 years experience and ex-NAB General Counsel explain station search, negotiation, financing, FCC rules, takeover, and many other topics you choose. Learn how to buy in today’s environment. Call Robin Martin or Erwin Kosnow today for details and a brochure.
The Deer River Group
Washington, DC - (202) 939-9990

RADIO STATION GROUP!
6X FM / 2X AM in Michigan.
Prices to sell .......... $5.9M
HADDEN & ASSOC.
PH 407-365-7832 FAX 407-366-8801


FM Duopoly in central Pennsylvania rated market. One FM upgradable to cover adjacent rated market. Replies to Box 01220.


COLLECTION AGENCY

MEDIA COLLECTION
DREAM TEAM

CCR

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

Call/Write:

CCR
George Stella
1025 Old Country Road
Suite 303S
Westbury, NY 11590
Tel: (516) 997-2000/(212) 766-0831
Fax: (516) 997-2071
E-Mail: CCRCollect@aol.com

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

RESPONDING TO A BROADCASTING & CABLE BLIND BOX AD?

Send your response to:
Broadcasting and Cable,
Blind Box ***,
245 W. 17th St,
N.Y., NY 10011

www.americanradiohistory.com
**Classifieds**

**Order Blank (Fax or Mail)**

**CLASSIFIED RATES**

**Display rate:** Display ads are $167 per column inch. Greater frequency rates are available in units of 1 inch or larger.

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

**Blind Boxes:** Add $30.00 per advertisement

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

**Category:**

<table>
<thead>
<tr>
<th>Category</th>
<th>Line ad</th>
<th>Display</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

**Ad Copy:**

__________________________

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**Date(s) of insertion:**

__________________________

**Amount enclosed:**

__________________________

**Name:**

__________________________

**Company:**

__________________________

**Address:**

__________________________

City: ___________ State: ___________ Zip: ___________

**Authorized Signature:**

__________________________

**Payment:**

Check ☐ Visa ☐ MasterCard ☐ Amex ☐

**Credit Card #:**

__________________________

**Name on Card:**

__________________________

**Exp. Date:**

__________________________

**Phone:**

__________________________

**Clip and Fax or Mail this form to:**

B & C

245 W. 17th Street ▲ NYC 10011 • Attention: Antoinette Pellegrino or Sandra Frey

**Fax NUMBER:** 212-206-8327

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**Broadcasting & Cable's Classified Rate**

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 in-oration call Antoinette Pellegrino at (212) 337-7773 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) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

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

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

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

Rates: Classified listings (non-display). Per issue:

- Help Wanted: $2.10 per word. $42 weekly minimum
- Situations Wanted: $1.15 per word. $21 weekly minimum
- Optional formats: Bold Type: $2.45 per word
- Screened Background: $2.60
- Expanded Type: $3.20
- Bold, Screened, Expanded Type: $3.65 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 35mm, COO, 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 1/4 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 oversize materials, such as returned to sender. Do not use folio binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), C/O Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

Confidential Service. To protect your identity, seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.
"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in italic.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D/L—deletion in progress; ERP—effective radiated power; km—kilometers; kw—kilowatts; m—meters; MHz—megahertz; mi—miles; TF—transmitter location; TOC—transfer of control; w—watts. One meter equals 3.28 feet.

**OWNERSHIP CHANGES**

*Filed/accepted for filing*

Victoria, Tex. (BALH-97031G0)—Yolanda G. Dorsett for KEPG-FM: involuntary AOL from Dorsett to Guisttar Communications Inc. Aug. 19

**NEW STATIONS**

*Dismissed/canceled*

Punta Rassa, Fla. (BPH-880303MG)—Southwest Florida FM Inc. dismissed for FM at 97.7 mhz, 3 kw, ant. 100 m. July 24

Punta Rassa, Fla. (BPH-880303MH)—D/B/A Kight B/C LP dismissed for FM at 97.7 mhz, 3 kw, ant. 100 m. July 24

Punta Rassa, Fla. (BPH-880303MQ)—Palm Tree FM LP dismissed for FM at 97.7 mhz, 3 kw, ant. 100 m. July 24

*Returned*

Oral Valley, Ariz. (BPH-970724MT)—Birnamwood Broadcasting for FM at 101.9 mhz, Aug. 13

Pocatello, Idaho (BPH-970724MI)—River-side Broadcasting Co. for FM at 92.1 mhz. Aug. 13

Glen Arbor, Mich. (BPH-970724MG)—Birnamwood Broadcasting for FM at 93.3 mhz, Aug. 13

Pleconning, Mich. (BPH-970724MH)—Birnamwood Broadcasting for FM at 104.1 mhz, Aug. 13

Rogers Heights, Mich. (BPH-970724MI)—Great Lakes Broadcast Academy Inc. for FM at 91.9 mhz, Aug. 14

Lubbock, Tex. (BPH-961230MA)—Christian Broadcasting Co. Inc. for noncommercial FM at 91.9 mhz. Aug. 7

Birnamwood, Wis. (BPH-970724M5)—Birnamwood Broadcasting for FM at 92.9 mhz. Aug. 13

*Filed/accepted for filing*

Troy, Ala. (BPH-970807ME)—Positive Programming Foundation (R. Barton Irl, president, 5521 Greenville Ave., Suites 104-532, Dallas, Tex. 75206) for noncommercial FM at 91.1 mhz, 2 kw, ant. 75 m. Aug. 14

Oral Valley, Ariz. (BPH-970724MG)—Lotus Communications Corp. (Howard A. Kalmenson, president, 6290 Sunset Blvd., Suite 1600, Los Angeles 90028) for FM at 101.9 mhz, 3.7 kw, ant. 115.9 m. E side of Hwy. 89 between La Reserve Drive and Hanley Blvd. Lotus owns 19 radios. July 24

Oro Valley, Ariz. (BPH-970724NA)—Radio Oro Broadcasting (Todd Robinson, owner, 8280 Greensboro Drive, 7th Floor, McLean, Va. 22102-3807) for FM at 101.9 mhz, 2.2 kw, ant. 100 m., 2250 W Ina Road. Aug. 18

Des Arc, Ark. (BPH-970806ME)—Greers Ferry Broadcasting (Reita D. Rhodes, president, 11101 Amherst Ave., Wheaton, Md. 20902) for FM at 104.7 mhz, 5 kw, ant. 100 m., adjacent to Becher Cemetery, Rhodes has 90% ownership interest in two other applications for new FMs. Aug. 6

Horseshoe Bend, Ark. (BPH-970407MMO)—W R D Entertainment Inc. for FM at 106.5 mhz. Aug. 15

Salida, Colo. (BPH-970724NB)—Marc Scott Communications Inc. for FM at 93.7 mhz. Aug. 12

Dedodo, Guam (BPH-970728MN)—Jon A. Anderson (Helena Condominiums, #A-3, Tamuning, Guam 96931) for FM at 105.1 mhz, 12 kw, ant. 153 m., atop Mount Barri-gada. Aug. 15

Driggs, Idaho (BPH-970806MD)—Chaparral Broadcasting Inc. (Jerrold Lundquist, president, P.O. Box 100, Jackson, Wyo. 83001) for FM at 102.1 mhz, 6 kw, ant. 129 m., 91.4 m. E of Hwy. 33 on Little Road. Aug. 15

Driggs, Idaho (BPH-970805MC)—Scott Daryl Parker (4350 N. Fairfax Drive, Suite 900, Arlington, Va. 22203) for FM at 102.1 mhz, .18 kw, ant. 548 m., Freds Mountain, 16 km NE of Driggs. Parker has interest in KECH-FM Sun Valley, Idaho, KEZK-FM) Jackson, Wyo.; is building a new FM in Wallace, Idaho and has applications for three FMs in Idaho and Mont. Aug. 5

Homedale, Idaho (BPH-970804MC)—R & S Media (Leopoldo L. Ramos and Jose Silva Jr., partners, 30721 Driftwood Dr., Laguna Beach, Calif. 92677) for FM at 106.3 mhz, 100 kw, ant. 438.8 m., off Bully Creek Road between Graham Boulevard and Bully Creek Reservoir, R&S Media has several applications pending for new FMs and are selling KSVE (AM)-KINT(FM) El Paso, Tex. Aug. 14

Idaho Falls, Idaho (BPH-97028ME)—James W. Fox (P.O. Box 657, Pocatello, Idaho 83204) for new FM at 107.1 mhz, 1.8 kw, ant. 184 m., 10 km E of Shelley. Fox has applications for new FMs in Pocatello and Twin Falls. Idaho. Aug. 18

Idaho Falls, Idaho (BPH-97031MP)—R & S Media (Leopoldo L. Ramos and Jose Silva Jr., partners, 30721 Driftwood Dr., Laguna Beach, Calif. 92677) for FM at 107.1 mhz, 5 kw, ant. 29 m., N side of Country Club Road, E of St. Clair Road. R&S Media has several applications pending for new FMs and is selling KSVE (AM)-KINT(FM) El Paso, Tex. Aug. 14

Pocatello, Idaho (BPH-97032MQ)—Harris Broadcasting Co. (Stephen R. Harris, president/50% owner, 417 W Plumb Lane, Reno, Nev. 89509) for FM at 92.1 mhz, KPVI-TV site, 8 km NE of Pocatello has applied for three FMs and two radios in Idaho and Nev. Aug. 14

Twin Falls, Idaho (BPH-97031M)—E-DA-Hoe Inc. (W. Clinton Stennett, president/15% owner, P.O. Box 1568, Sun Valley, Idaho 83353) for FM at 98.3 mhz, 100 kw, ant. 272.2 m., Flat Top Butte, 8.5 km from Jerome State Court House. E-DA-Hoe owns KSKI-FM Sun Valley. Aug. 14

Twin Falls, Idaho (BPH-97031MY)—James W. Fox (P.O. Box 697, Pocatello, Idaho 83204) for FM at 98.3 mhz, 100 kw, ant. 281 m., Flat Top Butte. Fox has applications for three FMs in Pocatello and Idaho Falls. Idaho. July 31

Twin Falls, Idaho (BPH-97029MF)—Harris Broadcasting Co. (Stephen R. Harris, president/50% owner, 417 W Plumb Lane, Reno, Nev. 89509) for FM at 98.3 mhz, 100 kw, ant. 152 m., at Flat Top Butte 8.4 km E of

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**BY THE NUMBERS**

<table>
<thead>
<tr>
<th>Service</th>
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<tr>
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<tr>
<td>Total Translators</td>
<td>7,791</td>
</tr>
</tbody>
</table>

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**CABLE**

| Total systems    | 11,600         |
| Basic subscribers| 64,800,000     |
| Homes passed     | 93,790,000     |
| Basic penetration*| 68.3%          |

*Based on TV household universe of 97 million.

Sources: FCC, Nielsen, Paul Kagan Associates

**GRAPHIC BY BROADCASTING & CABLE**

www.americanradiohistory.com
On a scale of one to ten, it's an eleven.

This year's conference promises to be more engaging and vital to your business success than ever. As always, leading television professionals will convene to discuss timely issues including policy, programming, finance, the Internet and advertising.

Call 212.337.6940 for more information.

Save the date.
Tuesday, September 23, 1997.
Grand Hyatt Hotel, New York City.
Lake Charles, La. (970805MA) — Hymn Time Inc. (William G. Emeret, president, P.O. Box 106, Roaring Springs, Pa. 16673) for noncommercial FM at 90.3 mhz, 100 kw, ant. 150 m., 179 Otto Simmons Road, Dry Creek, has applied for noncommercial FM in Lafayete, Ind. Aug. 15

Natchitoches, La. (970807MH) — Positive Programming Foundation (R. Barton Irby, president, 5521 Greenville Ave., Suites 104-532, Dallas, Tex. 75206) for noncommercial FM at 98.3 mhz, 1 kw, ant. 89 m., W of Hwy 11. 3.5 mi. NW of Natchitoches. Aug. 14

Nantucket, Mass. (970704MA) — Nantucket Public Radio Inc. (Lois Shapiro, president, 57 Pocomo Road, Nantucket, Mass. 02554) for noncommercial FM at 89.5 mhz,. .5 kw, ant. 36 m., .3 km NW of intersection of Eel Point Road and Madaket Road. Aug. 15

Harrietta, Mich. (970731MI) — Melinda Hancock (P.O. Box 99, Okemos, Mich. 48865) for FM at 93.7 mhz, 1.1 kw, ant. 221 m. 3 kw S of Harrietta. Aug. 14

Harrietta, Mich. (970730MK) — Donald James Noodyck (400 E Maple, Fremont, Mich. 49412) for FM at 93.7 mhz, 6 kw, ant. 100 m., 1.8 km S of Harrietta, owns WSHM-FM Fremont, Mich. and has applied for a new FM in Iron Mountain. Aug. 18

Indianola, Miss. (970807MH) — Positive Programming Foundation (R. Barton Irby, president, 5521 Greenville Ave., Suites 104-532, Dallas, Tex. 75206) for noncommercial FM at 88.7 mhz, 71 kw, ant. 197 m., Bobby Kirk Road, Sunflower County. Aug. 14

Kirkville, Mo. (970806MA) — Great Commission Broadcasting Corp. (John T. Ingham IV, president, P.O. Box 467, Quincy, Ill. 62260) for noncommercial FM at 91.9 mhz, 1 kw, ant. 94 m., Rt. 3.6 km NE of intersection with US 63, owns WQCA-FM Quincy. Aug. 14

Belgrade, Mont. (970731ML) — Danna Bills (1133 South Spruce, Bozeman, Mont. 59715) for FM at 99.1 mhz, 4.1 kw. ant. 121 m., 4.43 km NW of Belgrade, Aug. 14

Belgrade, Mont. (970728MK) — Gallatin Valley Witness Inc. (Mark Brashear, president/62.5% owner, 2050 Amsterdam Road, Belgrade 59714) for FM at 99.1 mhz, 6 kw, ant. 61 m., 2050 Amsterdam Road, owns KGWV(FM) Belgrade. Aug. 18

Belgrade, Mont. (970728M) — Scott Daryl Parker (4350 N. Fairfax Drive, Suite 900, Arlington, Va. 22203) for FM at 99.1 mhz. 6 kw, ant. 2050 Amsterdam Road, owns KGWV(FM) Belgrade. Aug. 18

Colstrip, Mont. (970731MK) — Brian M. Encke (1503 Copperville Road, Cheney, Wyo. 82001) for FM at 93.7 mhz, 3 kw, ant. 135 m., 1.2 km CE of Colstrip. Aug. 14

Blair, Neb. (970724MK) — Mitchell Broadcasting Fremont Inc. (John C. Mitchell Sr. and John C. Mitchell II, partners, 1001 Farmen-on-the-Mall, Omaha 68102) for FM at 97.3 mhz, 25 kw, ant. 100 m., 5.98 km WNW of Herman, owns KOL(AM) Bellevue, KARM(AM) Omaha, KGFW(AM)-KOKY(FM) Kearney, KODY(AM)-KXNP(FM) North Platte and KGDE(FM) Lincoln, all Neb. and KOKO Council Bluffs, Iowa. July 24

Blair, Neb. (970724NC) — Richard Wagner for FM at 97.3 mhz. Aug. 18

West Wendover, Nev. (BPED-970806-MF) — Metro Schools Inc. (Brent Larson, director, 2613 Seashore Drive, Las Vegas, Nev. 89128) for noncommercial FM at 89.7 mhz., .105 kw, ant. .437 m., section 15, Range 70 E, Larson has interest in KS9A(AM)-KLKZ-FM Brigham City, Utah. Aug. 6

Port Republic, N.J. (970807MG) — In His Sign Network (Dominic R. Lettieri, president, 136 Garrett Ave., Rosemont, Pa. 19010) for noncommercial FM at 88.3 mhz. 1 kw, ant. .88 m., .12 m. S of Stage Road. .7m SE of overpass of Stage Road and Garden State Parkway. Aug. 14

Cloudcroft, N.M. (970731MM) — A-O Broadcasting Corp. (Robert J. Flotte, president, 1505 Crescent Drive, Alamogordo, N.M. 88310) for FM at 96.7 mhz, 40.5 kw, ant. 882.8 m. Aug. 14

Cloudcroft, N.M. (970728MG) — BK Radio (James S. Bumpous and Bryan A. King, partners, 1809 Lightsey Road, Austin, Tex. 78704) for FM at 96.7 mhz. 37 kw, ant. 908 m., USFS Buck Mountain Electronics Site. owns KS9AFM Ingleside, Tex., has applications for six new FMs. Aug. 18

Cloudcroft, N.M. (970731MP) — Cloud Broadcasting Co. (Kent Richards and Thomas K., partners, P.O. Box 65, Cloudcroft, N.M. 88317) for FM at 96.7 mhz, 100 kw, ant. 305 m., N end of Mescalero Road. .62 km N of intersection with US 82. Aug. 14

Cloudcroft, N.M. (970731MV) — Dewey Matthews Runnels (815 E 19th Street, Roswell, N.M. 88202) for FM at 96.7 mhz, 33.5 kw, ant. 900 m., 12 km N of Ruidoso at Buck Mountain Electronic Site, owns KS9AM Roswell, has applied to build four FMs in N.M. July 31

Cloudcroft, N.M. (970731MO) — Richard E. Oppenheimer (2201 Nothland Drive, Suite C, Austin, Tex. 78756) for FM at 96.7 mhz, 40 kw, ant. 876 m., existing tower atop Buck Mountain. 12 km NW of Ruidoso, owns WXRW(FM) Kanapallis, N.C., KXQAM Sacramento, applied for FM in Ruidoso, N.M. Aug. 14

Cloudcroft, N.M. (970731MW) — John B. Walton (P.O. Box 776, Kermit, Tex. 79745) for FM at 96.7 mhz, 33.5 kw, ant. 900 m., 12 km N of Ruidoso at Buck Mountain Electronic Site, owns K5YXAM-KWSW(FM) Ruidoso. July 31

Lordsburg, N.M. (970725MO) — BBC Radio (James S. Bumpous, 51% owner, 13915 Lakeview Drive, Austin, tex. 78732) for FM at 105.7 mhz, 63 kw, ant. 54 m., SH 249 at S limits of Lordsburg, owns KS9FM Ingleside, Tex., has applications for seven FM in Tex. and N.M. July 25

Ruidoso, N.M. (970728MJ) — BK Radio (James S. Bumpous and Bryan A. King, partners, 1809 Lightsey Road, Austin, Tex. 78704) for FM at 101.5 mhz., .07 kw, ant. 874 m., USFS Buck Mountain Electronics Site, owns KS9FM Ingleside, has applications for six new FMs. Aug. 18
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Ruidoso, N.M. (970731MZ)—Blaze Broadcasting Corp. (Warren Scott, president/owner, 200 W 1st Street, Suite 649, Roswell, N.M. 88201) for FM at 101.5 mhz. 1.8 kw, ant. 32 m., Camelot Peak, 2.85 km SE of Ruidoso, owns kmfM-FM Roswell. Aug. 15

Ruidoso, N.M. (970731MT)—William E. & Kellie K. Brown (P.O. Box 4396, Ruidoso, N.M. 88355) for FM at 101.5 mhz, 6 kw, ant. 66 m, 6.3 km N of Ruidoso, Alto Hill Electronic Site, owns kksy(AF) Ruidoso, has applied to build 4 FMs in N.M. Aug. 14

Ruidoso, N.M. (970731MN)—Richard E. Oppenheimer (2201 Northland Drive, Suite C, Austin, Tex. 78756) for FM at 101.5 mhz, .067 kw, ant. 882 m., existing tower atop Buck Mountain, 12 km NW of Ruidoso, owns wrfx(FM) Kannapolis, N.C., kxxa(FM) Sacramento, has applied for FM in Cloudcroft, N.M. has applied Aug. 14

Remsen, N.Y. (970807MM)—WAMC (Alan Chardock, chair, 318 Central Ave, Albany, N.Y. 12206) for noncommercial FM at 90.3 mhz, .8 kw, ant. 79 m., WADR tower. SR 288, .7 km E of Remsen, owns wamc(FM) Albany, wcay(FM) Canajoharie, wamk(FM) Kingston, wors(FM) Middletown, wamc(FM) Ticonderoga, wccl(FM) Plattsburgh, all N.Y. and wamc(FM) Great Barrington, Mass. Aug. 7

Ashtabula, Ohio (970728MP)—Ashtabula Broadcasting Corp. Inc. (Richard D. Rowley, president/50% owner, P.O. Box 738, Ashtabula, Ohio 44004) for FM at 98.3 mhz, 2.15 kw, ant. 118 m, 3226 Jefferson Road, Aug. 14

Chickasha, Okla. (970807MJ)—Positive Programming Foundation (R. Barton Irby, president, 5521 Greenville Ave., Suites 104-532, Dallas, Tex. 75206) for noncommercial FM at 90.5 mhz, 1 kw, ant. 78 m., 4000 State Hwy. 92 S. Aug. 14

Seminole, Okla. (970807ME)—Positive Programming Foundation (R. Barton Irby, president, 5521 Greenville Ave. Suite 104-532, Dallas Tex. 75206) for noncommercial FM at 89.1 mhz, .5 kw, ant. 43 m, 3105 Hwy 3 N. Aug. 14

Forest City, Pa. (9709717MK)—Aithom Broadcasting (Victor A. Michael, Jr. and Robin B. Thomas, partners, 791 Stoteridge Drive, Cheyenne, Wyo. 82093) for FM at 100.1 mhz, .25 kw, ant. 218 m, 4 km ENE of Forest City. Michael owns 65% of knj(FM), kolz(FM), and klej(FM) Cheyenne, kgam(AM) Orchard Valley, Wyo.; wlk(AK)-wkrz(FM) Wilkes Barre, wbn(AK)-wgy(FM) Scranton, wfrk(FM) Mount Pocono, Pa. July 17

Meadville, Pa. (970807MC)—The Moody Bible Institute of Chicago (Joseph M. Stowell, president, 850 N LaSalle Boulevard, Chicago 60610) for noncommercial FM at 91.9 mhz, 4.2 kw, ant. 120 m, 1.9 km E of Meadville on Williams Road, owns live AMs and 17 FMs and has applied for 17 new noncommercial FMs, is selling two FMs. Aug. 15

Middleton, Pa. (970806MC)—Four Rivers Community Broadcasting Corp. (Charles W. Loughery, president, P.O. Box 186, Sewellsville, Pa. 19860) for noncommercial FM at 88.7 mhz, 3.1 kw, ant. 148 m, 4.5 mi. W of Mount Wolf off 1360 Confederate Rd. Conewango Township. Aug. 15

Sioux Falls, S.D. (BPED-970801MH)—American Family Assoc. (P.O. Drawer 2440, Tupelo, Miss. 38803) for noncommercial FM at 90.1 mhz, 1 kw, ant. 36 m., 500 S Phillips Ave. Aug. 15

Portland, Tenn. (BPED-970728MB)—Nashville Chamber of Commerce and Convention & Visitors Bureau (Joe B. Wyatt, chairman, 161 Fourth Ave. N, Nashville, Tenn. 37219) for noncommercial FM at 91.5 mhz, .4 kw, ant. 75 m, N of SR 109.4 km NW of Portland. July 26

Canadian, Tex. (BPH-970724NE)—Pampa Broadcasters Inc. (James B. Hughes, president, P.O. Box 3121, Carlsbad, N.M. 88221) for FM at 94.9 mhz, 100 kw, ant. 157 m., intersection of RRs 3367 and 1268, 11 km SE of Miami, Tex. Aug. 18

Denison, Tex. (970807MD)—Denison Educational Foundation for noncommercial FM at 91.5 mhz. Aug. 14

Denison, Tex. (970807MA)—Positive Programming Foundation (R. Barton Irby, president, 5521 Greenville Ave., Suites 104-532, Dallas, Tex. 75206) for noncommercial FM at 91.5 mhz, 4 kw, ant. 63 m, 1 km N of SR 691.6 km S of Denison. Aug. 14

Denison, Tex. (970807RA)—Research Educational Foundation Inc. (Scott Thomas, president/33% owner, 11061 Shady Trail, Dallas 75229) for noncommercial FM at 91.5 mhz, 3 kw, ant. 134.2 m, 1.5 km NE of US 75 and 82, owns wktv-FM Dal las and KLTX-TV Galveston, Tex. Aug. 7

Ashland, Va. (970807MN)—Broadcasting for the Challenged Inc. (George S. Finn Jr., president, 188 S Bellevue Suite 222, Memphis 38104) for noncommercial FM at 88.1 mhz, 1.1 kw, ant. 43 m, NW corner of intersection of I-95 and SR 54, Finn owns wwmw(AM) Memphis, wwmw(AM) Germantown, wbrb(TV) Memphis, Tenn.; kwht(FM) Marion, kdrf(FM) North Little Rock, Ark.; wccl(TV) New Orleans, La., is building 3 FMs. Aug. 7

Richmond, Va. (970806MM)—American Family Assoc. (P.O. Drawer 2440, Tupelo, Miss. 38803) for noncommercial FM at 88.1 mhz, 12 kw, ant. 107 m, CR 622. Aug. 14

Birnamwood, Wis. (970724ND)—Charles P. Mills (N. 6571 CR 110, Burlington, Wis. 53105) for FM at 92.9 mhz, 6 kw, ant. 100 m, 1.05 km NW intersection of County Hwy. Y and Eau Claire River Road. Aug. 18

Ellensburg, Wash. (970729MG)—Trustees of Central Washington University (Gwen Chapin, chair, 400 E. 8th St., Ellensburg, Wash. 98926-7594) for noncommercial FM at 88.1 mhz, .5 kw, ant. 58.7 m., 1300 N. 16th Street. Aug. 15

Cuba City, Wis. (970807ML)—Positive Programming Foundation (R. Barton Irby, president, 5521 Greenville Ave., Suites 104-532, Dallas, Tex. 75206) for noncommercial FM at 89.7 mhz, 9.9 kw, ant. 122 m., Hwy E 5.4 mi to intersection with Oak Road. Aug. 14

—Compiled by Sarah A. Brown

Changing Hands

Continued from page 32
owns/is buying 94 FMs and 58 AMs
Seller: Cablevision Systems Corp., Woodbury, N.Y. (Charles Dolan, president); owns cable systems
Facilities: 1220 khz, 50 kw
Format: Sports

WTWB(AM) Auburndale, Fla.
Price: $275,010 for stock
Buyer: Evangel Christian School, Lakeland, Fla. (Karl Strader, president); no other broadcast interests
Seller: L.M. Hughley, Tampa
Facilities: 1570 khz, 5 kw
Format: Southern gospel

WFNM(AM) Marine City, Mich.
Price: $150,000
Buyer: Hancom LLC, Port Huron, Mich. (Lee C. Hanson, managing member/33.3% owner); owns WHM (AM) Port Huron and westi(AM) Lexington, Mich.
Buyer: Barr-Schremp Communications, Fort Gratiot, Mich. (David W. Barr, principal); no other broadcast interests
Facilities: 1590 khz, 1 kw day, 102 w night
Format: News/talk
Broker: Hanson Communications Inc.

WBZB(AM) Selma, N.C.
Price: $130,000
Buyer: The Word Became Flesh Ministries Inc., Smithfield, N.C. (Eugene Bruton, president); no other broadcast interests
Seller: C & J Broadcasting Inc., Selma (Jim Massengill, president); no other broadcast interests
Facilities: 1090 khz, 1 kw
Format: Country

WELP(AM) Easley, S.C.
Price: $50,000
Buyer: Associated Broadcasting Corp., Spartanburg, S.C. (T.C. Lewis, president); owns wmmz(AM)
Seller: Communications Enterprises Inc., Wrightsville Beach, N.C. (Carl Venters, president); Venters owns 66% of wmpd(AM)-wcrp(AM) and wahu(AM) Wilmington, N.C.
Facilities: 1360 khz, 1 kw day, 87 w night
Format: Big band, news, nostalgia

WMVA(AM) Martinsville, Va.
Price: $10 + debt
Buyer: Billy D. Wilson, Martinsville; no other broadcast interests
Seller: Hans P. Blum, Martinsville
Facilities: 1450 khz, 1 kw
Format: AC, news, talk, country

—Compiled by Sarah A. Brown
Wrestling with the competition

After 30 years of staging battles, Vince McMahon knows the value of being perceived as an underdog. That ubiquitous David-and-Goliath sports analogy hasn’t been kept alive all these years by supporters of Goliath.

The bombastic and controversial wrestling promoter has faced prison on charges in federal court of steroid use and distribution. He’s faced charges in the court of public opinion that his company, Titan Sports, was a hotbed of homosexual harassment. He was acquitted on the federal charges, but the jury of public opinion is still out on McMahon. “We will have to outline our reputation,” McMahon concedes.

Except, perhaps, among wrestling fans. Even his detractors will admit that Vince McMahon took a burlesque masquerading as a sport and turned it into a major entertainment—and perhaps came to personify the game along the way. McMahon has been instrumental in turning regional promotions into national television events and local performers into international stars. As McMahon built the World Wrestling Federation, started by his father, he centered the sport on outrageous and heavily promoted stars, heightened the drama and the rivalries and created wrestling super-events that sold tickets inside and outside the arena. While pay per view’s biggest events involve boxing superstars, WWF wrestling may be its most consistent performer. McMahon boasts nearly half of the top 100 PPV events.

But after years as professional wrestling’s dominant figure, McMahon faces a challenge from someone he contends dwarfs his own substantial empire. The rivalry between McMahon and Ted Turner—“Billionaire Ted,” as he has come to be known to WWF fans—often imitates the sport, at least in the rhetoric that flies between McMahon and Turner.

Turner comes armed with many of the weapons that made McMahon successful—his same weapons, in fact. Turner’s World Championship Wrestling has lured away some of McMahon’s top draws, including stars Randy Savage and Roddy Piper and wrestling icon Hulk Hogan.

The WWF’s shows on USA Network now yield ratings superiority to the WCW, which, McMahon notes, comes with advantages that include not only Time Warner’s deep pockets but Turner’s two male-oriented cable networks. McMahon still holds the edge in live shows and in pay per view. McMahon accuses Turner of substituting money for originality, stealing his stars and trying to put him out of business. Verbal sparring between WCW president Eric Bischoff and McMahon often degenerates into insult.

McMahon is the third wrestling promoter in a family business going back more than 50 years. His early exposure to wrestling left a lasting impression. “My favorite wrestler was Jerry Graham. He was a 300-pound guy with peroxided hair. He was so flamboyant. In 1959 he bought a Cadillac convertible. I remember driving around with him in Washington, D.C., in the open convertible, and thinking, ‘life cannot get any better than this.’”

Starting small, he worked for his father promoting and announcing local shows around New England and by 1982 he had bought the business from his dad.

A convergence of events and personalities changed wrestling in the mid-1980s. Six-and-a-half-foot, 200-pound-plus Hulk Hogan emerged as the sport’s biggest star. Also, at the peak of her career, singer Cyndi Lauper took center stage with Hogan and manager and former wrestler Lou Albano. Stars acted as referees and timekeepers, and even more sat ringside as the sport crossed over from its blue-collar roots to rock fans and yuppies.

More painful for McMahon was the government’s 1993 prosecution against him on steroid charges. McMahon faced a $500,000 fine and eight years in prison. He says the government was on a fishing expedition that cost him millions in legal fees and untold anguish. A bodybuilder, he concedes that he’s used steroids, and knew of their use by wrestlers, but says “steroids were not illegal at the time.” He was acquitted.

No criminal charges were filed against McMahon or Titan on charges that employees were sexually harassed, although there was a settlement with a departed employee.

McMahon’s father didn’t want him in the business, but McMahon is hoping to pass his empire along to his children. That’s why, he says, he’s working so hard to fight off the WCW, “I am a fighter,” the promoter says. “Whether it’s the U.S. government or the collective forces of Ted Turner, [The rivalry with WCW] is not going to kill me. It will make me stronger.”

—DT

“Tremember driving around with [wrestler Jerry Graham] in Washington, D.C., in 1959 in an open convertible, and thinking, ‘life cannot get any better than this.’”

Vincent Kennedy McMahon
"I wasn't prepared for this conference to be so profound ..."

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**Linda Gray,** VP/GM, WSYT(TV) and WNYX-TV Syracuse, N.Y., and WXMN(TV) Indianapolis, in same capacity.

**Daniel Rivkin,** senior producer, Reuters Television, Brussels, moves to Paris office in same capacity.

**Alfred Resnick,** director, engineering, ABC Radio, named director, digital transmission engineering, ABC Owned Television Stations, New York.

**Kathy Baske Young,** VP, sales, WCN(TV) Raleigh, N.C., joins WRC-TV Washington, D.C., in same capacity.

**Sonja Gantt,** co-anchor, WGN-TV Chicago, joins WWCN-TV Charlotte, N.C., as anchor.

**Maureen Ruddy,** news producer, WTTG-TV Tampa/St. Petersburg, Fla., named executive news producer.

**Larry Manne,** VP/GM, WLEX-TV Lexington, Ill., joins WBAK(TV) Terre Haute, Ind., as GM.

**Jennifer Bjorklund,** anchor/reporter, KEYT-TV Santa Barbara, Calif., joins KTTV(TV) Los Angeles as general assignment reporter, reporting from Sky 11, the station’s news and traffic helicopter.

**Anne Marie Riccitelli,** director, media relations, ABC Television Network, New York, named executive director.

**W. Wilson Dorward,** treasurer, Susquehanna Media Co., York, Pa., joins GoCom Television, Charlotte, N.C., as VP/CFO.

**Michael Brunette,** GM, WTNZ(TV) Knoxville, Tenn., joins WSLS-TV Roanoke, Va., as president/GM.

**David Rosch,** operations manager, WATE-TV Knoxville, Tenn., joins WLWT(TV) Cincinnati as production manager.

**Christopher Conti,** manager, prime time series, NBC Entertainment, Burbank, Calif., named director.

**Joby Smith,** sports anchor, Scoreboard Central, PrimeSports Channel, New York, and contributing sports anchor, WSM(AM) New York, joins WXIA-TV Atlanta as weekend sports anchor.

**Ramon Escobar,** managing editor, WTVJ(TV) Miami, named VP, news and news director.

**Vicki Turjan,** program manager, WACC-TV Johnstown, Pa., joins WGAT(TV) Lancaster, Pa., in same capacity.

Appointments at TeleRep, New York: 

**Kerry Boehme,** VP/director, management systems, named VP/director, information services; **Linda Puccio,** account executive, Wildcats, named sales manager, Wildcats team.

**Michael Friedmann,** meteorologist, WJIR(TV) Hartford, Conn., as weekend meteorologist.


Appointments at ABC Radio Networks’ affiliate marketing department, Dallas: **Cathleen Whitelow,** territory sales representative; **Janssen Pharmaceutical, Dallas,** as regional manager, small markets; **Karen Childress,** senior director, West and Southwest regions, and **T.J. Lambert,** senior director, small markets, named VPs.

**Grover Collins,** program director/afternoon drive personality/music director, WAB(FM) Tallahassee, Fla., joins WUBE-FM Cincinnati as assistant program director/on-air personality.

**Fred Brown,** assistant director, news and programming, WWH(AM) Detroit, joins American Urban Radio Networks, Pittsburgh, as VP, news and sports programming.

Appointments at Northwestern College Radio Network, St. Paul, Minn.: **Wayne Pederson,** executive director, SkyLight Satellite Network (Northwestern College operation), named executive VP, radio, overseeing all college radio operations; **Harv Hendrickson,** executive director, radio network, named VP, broadcast group; **Dale Davis,** broadcast representative, Briargate Media, joins as VP, communications.

**RADIO**

**Wexler**

**Brown**

**Rad**
Appointments at KLYY(FM) Arcadia/Los Angeles, Calif.: **Evan Hartz** joins as weekday overnight host; **Eddie Bower** named commercial production director; **David Howard**, general sales manager, named VP/station manager.

**Susan Seifert**, director, sales, Chancellor Broadcasting’s San Francisco stations, joins KLCC(FM) there as general sales manager.

**CABLE**

**Suzanne Jennings**, director, communications, American Business Press, joins USA Networks, New York, as senior publicist, corporate communications.

**Don Deal**, GM, TCI of Virginia Inc., Chesapeake, Va., joins Marcus Cable, Petersburg, Va., as district manager.

Appointments at Fox News Channel affiliate sales and marketing division, New York: **Judy Wormington**, VP, affiliate relations. Odyssey, joins as VP, Eastern region; **Susan Scott**, director, international business development.

Turner Broadcasting Systems, joins as VP, national accounts and sales development: **Suzy Feldman**, director, affiliate relations. Southwest, E! Entertainment, joins as VP, Western region; **Dave Noguerol**, area manager, Showtime Networks, joins as manager, Eastern division; **Walter Oden**, director, marketing. Comcast, Charleston, S.C., joins in same capacity; **Nicole Uzel**, regional manager, E! Entertainment, joins in same capacity; **Nathalie Trouillot**, coordinator, named manager, affiliate marketing.

**Brian Graden**, senior VP, Foxlab. and executive producer, South Park, joins MTV: Music Television, New York, as executive VP, television programming.


**Barbara Thomas**, VP, sports program planning and finance. HBO, New York, joins Time Warner Sports there as senior VP, operations and finance.

**Dara Altman**, senior VP/government counsel, Reiss Media Enterprises Inc., joins Discovery Communications Inc., Bethesda, Md., as senior VP, business affairs.

Appointments at Turner Broadcasting Systems, joins NBC, New York, as VP, international sales.

**Alejandro Pels**, producer, MTV International, Miami, and **Drana Prekelezaj**, director, production manager. VH1, and director, international operations, MTV Networks, named VPs, programming and production. MTV Latin America, Miami.

**Peter Risafí**, creative director/executive producer. Nickelodeon Latin America, joins Lifetime Television, New York, as VP, creative services.

**Tami Corbin**, director, employee relations. Disney Consumer Products, joins Disney Channel, Burbank, Calif., as director, human resources.

**ASSOCIATIONS/LAW FIRMS**

Appointments at National Association of Broadcasters, Washington: **Dennis Wharton**, VP, media relations. named senior VP, corporate communications.

**Don Schuette**, head, graphic design, named VP, communications operations.

**Craig Tanner**, senior VP, advanced technologies. Tele-TV Systems, joins Advanced Television Systems Committee as executive director.

**DEATHS**

**Reid L. Shaw**, 67, broadcast executive, died Aug. 16. Shaw began his career as a member of the General Electric manufacturing training program. He worked for GE for almost 30 years, except for a one-year stint at McKinsey & Company, a management consulting firm in New York. In 1965 Shaw was named vice president/general manager of GE Broadcasting, which then operated one television station and two radio stations in Schenectady, N.Y. During the next 14 years he built the broadcast subsidiary to full group status. He negotiated the acquisition of two TV and six radio stations. In 1967 he was named president of both the broadcasting company and GE Cablevision Corp. While president, Shaw directed the construction of nine cable TV systems and increased by 400% the number of subscribers. Shaw resigned from GE in 1979 and joined John Blair & Co. as president of the broadcasting stations division. In that position he continued to acquire stations and later formed BlairSpan, a company specializing in Spanish-language television programming. Shaw retired in 1987. He is survived by his wife, Marilyn, and three children.

**Kirby Perkins**, political reporter, WCVB-TV Boston, died July 24 after having a heart attack while playing tennis in Brookline, Mass. Beginning in 1972 as a desk assistant and writer in WCVB-TV’s news department, Perkins became an award-winning political and government reporter. He is survived by his wife, Emily Rooney, host of Greater Boston, a public affairs show on WGBH-TV, and a daughter.

**Ernest Weatherall**, 82, journalist, died July 16 at the Veteran Affairs Medical Center in Washington. Weatherall began writing for newspapers and then moved to radio and television as a writer for Walter Cronkite at CBS News, New York. He was also a radio correspondent and TV producer for CBS in New Delhi and Bonn and a radio correspondent in Pakistan, Bangladesh and Vietnam. Weatherall is survived by his wife, Ute, and a son.

**Jim Tomlin**, 64, GM, WGBA-TV Gree Bay, Wis., died of cancer July 13. Tomlin was general manager of WLUK-TV Marquette, Mich., and WLUK-TV Green Bay, before spending 10 years as general sales manager at WOTI-TV St. Petersburg, Fla. Tomlin returned to Green Bay as GM, WLF-TV (now WGWA), and turned the bankrupt independent into the area’s NBC affiliate. He is survived by his wife and four children.

---Compiled by Denise Smith

E-mail: d.smith@b&c.cahners.com
Clouston soon to leave TCI

Brendan Clouston’s long-rumored departure from Tele-Communications Inc. is imminent and could come as early as this week, sources say. “It’s over,” says a source familiar with the situation.

At the latest, Clouston’s departure will come before TCI completes a tender-exchange offer for the new TCI Ventures Group tracking stock. That’s set to close Sept. 10.

Clouston, executive vice president and TCI’s highest-compensated executive in 1996, will have a soft landing. TCI last year granted him stock options and stock appreciation rights worth roughly $22.8 million; late in the year the company signed an agreement to buy back those options and rights for $10 million if Clouston chooses.

Unlike Clouston, executives Barney Schotters, Jedd Palmer and Jerry Gaines reportedly have come to terms with their altered roles under TCI President Leo Hindery and will stay on, at least for the time being. —PC

TCI enlarges deals with MSOs

Tele-Communications Inc. is expanding its deals, with media Time Warner Cable and US West Media Group’s MediaOne to encompass more systems and subscribers.

TCI, as reported in Broadcasting & Cable, is looking to leave Florida and increase its presence in metro Chicago. Expansion of its deals with Time Warner and MediaOne would bolster that strategy as well as help the three MSOs to consolidate other clusters and shed nonstrategic operations.

All three companies declined to comment.

Sources say TCI will contribute about 650,000 subscribers to a joint venture with Time Warner that Time Warner will manage and in which TCI will hold a large minority interest. In addition, TCI will swap systems encompassing about 560,000 subscribers with Time Warner for a like number.

Along with acquiring TCI systems in central and northern Florida, south Texas, Hawaii and Portland, Ore., Time Warner will assume a chunk of TCI debt, although how much is unclear. Details of the transactions are likely to be announced this week.

TCI also has increased the scope of its upcoming system swap with MediaOne to encompass about 525,000 subs. A major part of that deal has TCI systems in and around Miami and the Florida Keys going to MediaOne in exchange for MediaOne systems encompassing about 350,000 subscribers in metro Chicago. Expansion of the deal suggests that MediaOne, in an effort to further its own clustering strategy, may be seeking to leave Illinois.

“UMG could very well take the attitude that if you want Chicago, you’re going to have to take the whole state,” says Denver cable analyst Chuck Kersch. —PC
Americom has postponed the launch of GE-3, its new hybrid C/Ku-band bird, until Sept. 4. The satellite, which will be the new distribution home of PBS and several cable networks, originally was scheduled to launch from Cape Canaveral, Fla., this Wednesday, Aug. 27 (see story, page 48).

Clear Channel Communications Inc. stock rose $2.18, to $62, last Friday, the day after Standard & Poor's said Clear Channel will take Tandy Computers Inc.'s place on the S&P 500 Index. S&P's indexes are considered key barometers of stock market activity. However, a surge in stock price is expected when a company is named to the index.

Bank loans to radio companies totaled more than $9.67 billion by the end of July, BancAmerica Securities Inc. says. BASI also reported last Wednesday that such loans rose more than 16% in 1996, to a record $5.7 billion, compared with $2.6 billion in 1995. "Bank loan investors understand the profound changes in the radio industry...and recognize these changes as opportunities," BASI Managing Director Michael Rushmore said in a news release. Before the Telecommunications Act of 1996 was enacted, "financing radio companies was a high-risk proposition," he said.

Outgoing FCC Chairman Reed Hundt probably will be teaching on a part-time basis after he leaves the FCC. Appearing on CNBC's Inside Op- ion, Hundt said the teaching post will give him some time to organize thoughts for his planned book, "You Say You Want a Revolution: How Communications Can Change the World."

Columbia TriStar Domestic Television Distribution has added nine new markets for Donny & Marie, bringing clearances for the upcoming syndicated talker to more than 40% of the country. "Tom Clancy's Net Force," a thriller about electronic-based terrorism and crime, will be made into a four-hour miniseries on ABC in 1998. ABC Pictures, together with the C.P. Group and Big Entertainment, will produce the series, which will focus on an elite, military-style division of the FBI.

Newly-installed chairman of ABC Entertainment, Stu Bloomberg, has joined the board of directors of the Hollywood Radio and Television Society. Other new members are: Tony Jonas, Warner Bros. TV; Rob Kenney, Rysher Entertainment; Greg Meidel, MCA TV Group; David Tenser, Creative Arts Agency, and Peter Roth, Fox Entertainment Group. Board terms are three years.

Argyle Television says that krv(y), its ABC affiliate in Honolulu, will move into a new DTV facility in December and begin DTV broadcasts then. Argyle says it has invested $15 million and two years of research and planning into the facility. The company has purchased DTV transmitters from Italian manufacturer Ilceto for krv and its satellite stations, kmau Hilo, maui, and khvo Hilo.

Litton Syndications is in production with a new weekly sitcom Gravy USA, to be sold via first-run syndication, sources say. Litton is producing 23 episodes of the show, billed as Andy Griffith meets Northern Exposure, for a June 1998 launch. J.D. Hinton will star as a former country musician who comes home to raise his nine-year-old daughter.

Silicon chip manufacturer C-Cube Microsystems has developed a new family of MPEG-2 encoder chips designed for use in digital television (DTV) encoders. The new Dvxpert product line includes a single-chip MPEG-2 4:2:0 (Main Level @ Main Profile) encoder designed for multichannel DTV broadcasting, the 5110 Broadcast Encoder, which compresses at data rates up to 15 Ms/s and includes statistical multiplexing.

Errata: B&C's Aug. 18 story on broadcasters' digital television plans ("Low blows against high-def") mistakenly referred to Tribune rather than Sinclair at one point. Tribune has yet to reveal its DTV format plans.

Wnws(tv) Boston was incorrectly included in a list of stations that bank rupt Global Broadcasting Systems had a purchase contract with, an attorney for the station says (B&C, Aug. 18). The contract has been terminated, he says. Also, the auction of Global's stations is not expected to be completed until the end of October.
Room in the tent

We are all for a flexible digital television system for broadcasting, one that can accommodate the full range of digital possibilities up to and including full-blown HDTV (a tip of the visor to Joe Flaherty, an early champion of HDTV, who marks 40 years with CBS this week). That said, we were put off by Billy Tauzin’s breast-beating about the issue last week. If broadcasters do not provide at least some HDTV, he said, “they can expect serious new obligations—both financial and public interest.” Not much of a threat, actually, since broadcasters already have been threatened with both just for getting the new channels. But it is an unnecessary threat as well.

Broadcasters will offer HDTV. If there’s anything a broadcaster hears even louder than the whisper of a would-be regulator, it’s the cry of viewers with an insatiable appetite for more and better television. (Some, like non-commercial WETA-TV Washington, already are broadcasting some HDTV and producing more programming to stockpile for the future.)

Broadcasters will carry as much HDTV as the market demands. That doesn’t mean every broadcaster will broadcast every program in HDTV, or that every broadcaster will broadcast some HDTV. It means that there will be plenty of HDTV to satisfy Tauzin and whatever constituency he believes he is protecting here.

FCC Chairman Reed Hundt, who championed DTV flexibility, said it well in praising ABC for exploring DTV services beyond HDTV: “[T]he market, not government, should determine that use of the [digital] spectrum.”

Air traffic cop

The FCC recently reminded us of just how important a role it plays in the regulation of broadcasting. It has been stick-ing its collective nose in so many places it has no business being lately—usually between the public and its primary communications medium on questions of content—that we needed a couple of serious issues to remind us of what the FCC’s proper focus ought to be.

The commission says it has been receiving reports of aircraft collisions with radio towers. As frequent flyers, we encourage the commission to use any size stick it wants to enforce its marking and lighting requirements for such towers. Then last week the FCC moved to revoke the license of an owner who had misrepresented facts to the commission. Bad enough, but it didn’t help that the owner also was going to jail for multiple sex offenses. We don’t usually hit people they’re down, but we make exceptions for convicted child molesters. The FCC doesn’t have a stick big enough. We take that back. It has a big-enough stick. It’s just that it’s been using it to batter away at the First Amendment.

Speed the plow

While we’re in the mood to grant the FCC more regulatory power, we think the commission should be able to preempt local ordinances or light a fire under decisionmakers if they threaten broadcasters’ ability to meet federal construction requirements and timetables for DTV conversion. The top 10 markets have a scant 18 months, the top 30 a little more than two years to get a DTV signal on the air. In the geologic time that records the inching of tectonic plates and the decisionmaking of local governments, that is a blink.

The National Association of Broadcasters and the Association of Maximum Service Television want the FCC to limit the time a local government has to act on requests to relocate or modify towers. Sounds reasonable to us. If the FCC can step in to make sure that some guy with a backyard dish doesn’t lose it to a local covenant, it should be free to step in to ensure that the remake of the entire broadcast system is not lost in a maze of local ordinances.
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Time Magazine - October 17, 1969

"By hook or by crook, find access to this campy time-trip from 1969"

Newsday - July 29, 1997

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