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NATPE EXCLUSIVE

Magic's Spin On Late Night

What price NFL glory?
\$18B, say CBS, Fox, Disney

NBC counts on *ER*
for life after football

New Orleans TV:
The Big Easy chair

Diller's MiamiVision

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IN BRIEF

NBC President Bob Wright has not ruled out adding spots to *ER* or reclaiming spots from the stations to help offset the new \$13-million-per-episode price tag. Wright said no decision on those issues has been made. Overall, he said, the larger issue of compensation to affiliates "isn't going to be driven by *ER*." John Wells, executive producer of *ER*, told an audience of TV critics last week that his assumption is that *ER* star George Clooney will leave the show after the 1998-99 season. Clooney is expected to reach a decision by the end of April.

Carsey-Werner said last week that ***Grace Under Fire* has ceased production for an uncertain period** because the ABC show's star, Brett Butler has to take care of personal problems. The show went on hiatus last year when Butler entered a substance-abuse rehab program. The future of the show is not clear.

King World Productions' two syndicated news magazine's ***Inside Edition* and *American Journal*, are setting up shop in New Orleans** this week. Both shows will originate from the King World booth on the NATPE conference floor.

Twentieth Television's weekend syndication runs of ***The X-Files* scored an 8.2 national rating** for the week ended Dec. 4, according to Nielsen Media Research. The *X-Files* has led all weekly syndicated shows since its debut last fall.

For more "In Briefs," see pages 108-109

Broadcasting
ONLINE & Cable

The big news from NATPE is on www.broadcastingcable.com.
Breaking news is posted every business day from 9 a.m.-9 p.m. ET.

 1998 NATPE Special Report Page 18

The new NFL ticket price

\$18 BILLION

Networks complain about the high price of rights but show them the money anyway

By Steve McClellan

Network executives have complained loudly and publicly for years that the cost of sports rights is spiraling out of control.

But once again, when it was time to put up or shut up last week, they put up. Just one network, NBC, drew a line in the sand. The rest tacitly agreed to pass along their earnings—and probably more—to the National Football League for the next eight years.

The new deals will bring the league \$17.6 billion over the

next eight football seasons, a fourfold increase from the \$4.38 billion the networks paid during the past four seasons.

"The one network that could afford to lose the NFL lost it, and everybody who had to have it got it," says media buyer Paul Schulman. "NBC is going to be fine without football. They have the Olympics locked up well into the next decade, the NBA, Major League baseball, tennis, golf—you name it. In terms of hours, they're still the number-one sports network, even without the NFL."

Disney is paying more than

'82-'86	'87-'89	'90-'93	'94-'97	'98-'05
\$414	\$476.7	\$912.5	\$1,077	\$2,200



half the total—\$9.2 billion—to retain its *ABC Monday Night Football* package and to expand its ESPN Sunday night package to a full season,

knocking Turner Network Television out of the NFL business. *MNF* is ABC's highest-rated prime time show. The consensus last week was that if ABC lost that program, the network would fall to fourth place next season among adults ages 18-49.

ESPN's package is now the costliest—\$4.8 billion, or \$600 million a year for eight years. By comparison, the cable network was getting a bargain over the past four years, paying \$524 million for a half-season package. Turner paid \$496 million for the other half of the cable package from 1994 to 1997.

ABC is paying \$4.4 billion, or \$550 million a year, to keep *Monday Night Football*. The network paid \$925 million for the past four years, making its increase on a per-season basis more than 135%.

CBS outbid NBC by at least \$150 million annually to get back into football. CBS agreed to pay \$4 billion, or \$500 million a year, to capture the American Football Conference rights, which NBC had held for 30 years.

Affiliates to get bill for NFL

Networks will ask stations to help defray costs of rights deals

By Steve McClellan

Regardless of whether the networks suffer huge losses on their new pro football packages, one thing is clear—affiliates will help pay the freight.

Details remain to be worked out, but the networks are pushing for cash contributions in the form of reduced compensation and possibly some inventory give-backs, sources say. Affiliates don't want to pay and definitely don't want to give up any compensation. But some station executives are resigned to what they consider the inevitable—that compensation will be reduced.

"There's been a lot of conversations recently, all about one thing: network compensation," says a source familiar with the talks. "The question is how much and ... what do we get in return?" It is possible that talks about reduced compensation



could be linked to an affiliate investment in several high-ticket program items, according to another source.

For CBS affiliates, it is likely that a formula will be devised in which affiliates that benefit more from the new AFC rights deal will make a greater contribution than those that don't.

"It's great to have the NFL back, and nobody is saying they don't expect to be asked to help," says CBS affiliate board chairman Howard Kennedy, GM of KMTV(TV) Omaha. "What I think will happen is everybody will contribute, but the guy in Kansas City [home of the AFC Chiefs] may be asked to pay a bigger share than the guy in Missoula." The details will take some doing, he says. "Larger markets would probably prefer to give cash, and smaller markets would rather give inventory. How that plays out remains to be seen."

Continues on page 9

Continues on page 8

ER: High-priced Rx for NBC

NBC pays \$850 million for three-year renewal of Thursday's anchor drama; diagnoses differ on health of network

By Barry Garron

No *Seinfeld*, no NFL football, no firm commitment for a new season of *Mad About You* and a staggering license fee for *ER*. What's to become of NBC?

The network is on a downward spiral, say some industry observers. Most, however, think NBC has enough pieces to reassemble another competitive, even top-rated schedule.

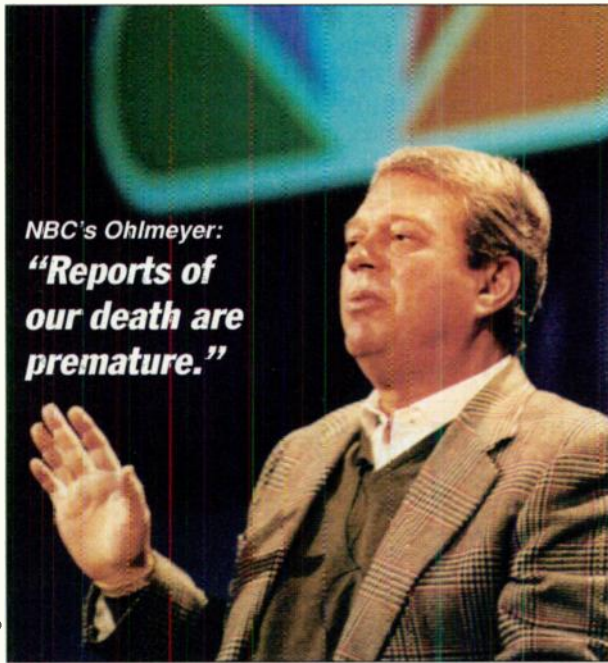
Not that recent events couldn't have shocked the feathers off the NBC peacock.

Last week's license deal for *ER*, the nation's most-watched drama, broke all records. NBC reportedly will pay Warner Bros. Television \$13 million an episode (up from \$1.5 million-\$1.8 million), a commitment of more than \$850 million over the next three seasons. And even that can't guarantee that star George Clooney will stay for more than one additional season.

The *ER* announcement came just a day after it was revealed that CBS had outbid NBC for AFC games. That, combined with ABC's continued hold on Monday night football, leaves NBC without NFL football for the first time in 33 years.

Then there's the uncertainty about the return of *Mad About You* and the certainty of *Seinfeld*'s departure. It's enough to send a chill through NBC executive suites.

"I don't think anyone should count NBC out, but this



NBC's Ohlmeyer:
"Reports of
our death are
premature."

Craig Mathew

is a cyclical business," says Dick Kurlander, vice president and director of programming, Petry Television. "It's inevitable that there are going to be cycles. You are most vulnerable when you're number one."

Says Joanne Ostrow, TV critic for the *Denver Post*:

"NBC is still in the game, but they have vulnerable spots now that they didn't have before. This is the kind of thing that opens up the field a little."

"I don't think their future for next year is in any way rosy," adds David Zurawik, TV critic for the *Baltimore Sun*.

Sure, there are challenges, answers Don Ohlmeyer, president, NBC West Coast. "But I'd much rather face them from the position of first place than from the position of third, where we were five years ago."

Ohlmeyer carries a clipping from a February 1993 issue of *Time* magazine that reported the network to be in dismal shape. The loss of *Cosby*, the coming loss of *Cheers* and the lack of any big comedy hits will doom NBC to a ratings netherworld, the magazine said.

He considers the gloomy reports this month to be as groundless as that story. "Reports of our death are premature," he says.

"Losing a show like *Seinfeld* is something you hate to see happen," Ohlmeyer says. "Conversely, if there's one thing you know about the television business it's that a series is going to come to an end. When it's a big hit show like *Seinfeld*, how well you respond to it becomes a yardstick by which the organization can be measured."

Estimates are that NBC earned a profit of about \$500 million last year. How it will fare this year is the

Continues on page 8

Life goes on at NBC affiliates

Stations try to maintain happy-ER mood despite 'Seinfeld,' NFL losses

By Sara Brown

Having lost *Seinfeld* and the NFL, NBC affiliates are paddling for shore and hoping *ER* will serve as their \$850 million life vest.

"We're ecstatic that *ER* is renewed, particularly as a lead-in to our late news on Thursday," says Roger Odgen, general manager of Gannett-owned NBC affiliate KUSA-TV Denver, which loses AFC champion Broncos' football after next week's Super Bowl. "It was critical to keep the show given *Seinfeld*'s departure."

"You can't be in a state of denial and pretend that it's not a disappointment" to lose staple programming, particularly football in an AFC market, says Neil E. Derrough, general manager of NBC-owned KNSD-TV San Diego. "But NBC's a smart company—and we like to think that we're a smart station—and we'll think of a way to get through it."

"We've been down that road

before," says Phil Stolz, general manager of WBAL-TV Baltimore. The station a CBS affiliate until 1995, a year after CBS lost the NFL rights to Fox. "We know how to recoup the revenues."

"We have to be good broadcasters," says Rick Rogala, general manager of Hearst/Argyle-owned NBC affiliate WLWT-TV Cincinnati. "But part of that is fiscal responsibility. What we pay is relative to what we think [a program's] value is to us."

NBC's *ER* deal will cost the network more than \$280 million annually for the next three years. That fee, however, is only 57% of what CBS is paying annually for AFC football rights over the next eight years.

Still, there may be stormy waters ahead, Rogala says. "I think affiliation agreements across the country will be something that owners will continue to evaluate on a case-by-case basis."

Dennis Williamson, GM of KING-TV, Seattle's NBC affiliate, doesn't blame NBC for

dropping out of the bidding for football. "When you get into these billions of dollars, one mistake, one slip, by four or five percent, is a lot of money."

Losing "the rights to the AFC package at our three NBC stations is a significant loss," says Jim Hart, vice president of the E.W. Scripps station group.

NBC had asked affiliates if they would chip in to keep the AFC rights, Hart says. "But ABC stepped up to the plate without any promise of participation from affiliates at all," Hart says. "I would like to have seen NBC go for it."

"I have a great deal of empathy for NBC because these are extraordinarily tough decisions to make," he says.

Although NBC says the NFL was a break-even proposition for the network, it was a bonanza for the affiliates, Hart says. "When you lose a package like that, you don't expect [the network] to start praising the product."

As for the loss of *Seinfeld*, Hart says, "It sounds as if there



The \$850-million renewal of 'ER' may salve wounds of NBC affiliates.

was no amount of money to make Jerry Seinfeld renew. We hate to see it go; around my house it was as if we were losing a friend. That's sort of beyond [the network's] control. I think if they had felt more money would have helped them, they would have offered it."

"It's difficult to try to gauge on that level how much a show is worth," Stolz says. But "retaining *ER* was probably more important than *Seinfeld* leaving."

"When you've been on top for many years, everybody is shooting at you," Hart says, responding to reports that *Mad About You* may also abandon NBC. "You need only one or two of these losses to create the

perception that [the network] really has lost its momentum."

Affiliate GMs are confident in NBC's ability to replace lost shows with winning programming. "Every now and then there is a new hit that people find," Stolz says.

Rogala agrees: "NBC has got a lot of development." Rogala and others expect an earful of development at the network's midseason affiliate meeting this week at NATPE.

"In the last three or four days, I've gone from the pain of *Seinfeld*, followed by NFL, followed by 'life goes on,'" sums up Michael Carson, general manager of WHDH-TV Boston. "I don't sense any wringing of hands going on across America." ■

Affiliates wary of EchoStar DBS plan

By Paige Albinak

At least one thing is certain about EchoStar Chairman Charlie Ergen's plan to sell select local television signals to unserved viewers in certain markets: it's controversial.

Many network affiliates are concerned that EchoStar will not stick to the law but will go ahead and air their signals in served markets as well as in other stations' designated market areas (DMAs). EchoStar plans to retransmit the local signals of the Big Four network affiliates to unserved viewers in Atlanta, Baltimore, Dallas, Detroit, Miami and Philadelphia.

"We are not happy about it, because we have real concerns about EchoStar's ability to keep people from getting the signal when they shouldn't be," says Roger LaMay, vice president and general manager of WTXF (TV), a Fox owned-and-operated station in Philadelphia.

"We are happy to provide our signal to anyone who wants to receive it as long as that does not infringe on any other CBS sta-

tion's market," says Brian Jones, general manager of KTVT (TV), the CBS affiliate in Dallas.

Representatives from the other networks—The WB, UPN, Paxson Communications' Pax Net and HSN's CityVision—are unhappy with EchoStar's choice not to immediately offer their signals. However, under current law the direct broadcast satellite company is not obligated to do so as long as it sticks to unserved viewers. An unserved viewer is defined as someone who cannot get an acceptable over-the-air signal.

"We understand what's driving EchoStar, but it's unfair and unacceptable for a DBS provider to carry some television stations in a market, but not their competitors," says Julius Genachowski, general counsel for Silver King Broadcasting. Silver King stations are getting ready to convert from home shopping programming to CityVision, which will offer original and locally oriented programming.

Don Cornwell, whose Granite Broadcasting owns one WB affiliate in Detroit, says that if

Ergen leaves the other networks off his programming slate, it will hurt his business.

"There is popular programming in Detroit on The WB. It wouldn't help [Ergen] with competition in Detroit if he doesn't carry it," Cornwell says.

EchoStar has repeatedly said that it does not yet have the technical capacity to carry all the stations in all the markets to which it broadcasts, but it eventually plans to do so.

"[A]s technology improves, EchoStar intends to invest in

additional satellites to deliver local signals in more markets, and covering a greater number of channels in each market," Ergen said in a release last week.

Ergen plans to uplink the Big Four—ABC, CBS, Fox and NBC—first. The networks support the basic premise of his plan. Their biggest concern, should Congress change the law and make it legal to retransmit local signals into all local markets, is maintaining the right to negotiate retransmission consent, which gives them control

over who airs their signals.

"Retransmission consent is the number-one priority," says Bill Pitts, ABC vice president of government relations. "We see the rationale for making DBS's regulations similar to cable's, but the networks aren't as strong on must carry as some individuals are."

"News Corp., and Fox especially, continues to believe that having local broadcast stations on satellite is a good thing for broadcasters and should be encouraged," says Peggy Binzel,

NAB backs local-into-local

Board votes support after presentation by Capitol's Jim Goodmon

By Paige Albinak

The National Association of Broadcasters board has put its full support behind legislation that would clear the way for satellite retransmission of local signals in local markets.

The vote, which took place last week during the board's winter meeting in Laguna Niguel, Calif., followed an appeal by Jim Goodmon of Capitol Broadcasting. Goodmon wants to launch an \$800 million satellite service that would carry all television stations in all markets.

Broadcasters are nervous about EchoStar's announced plan to offer so-called local-into-local service, but they embraced Capitol's legislative and business plans.

"The Capitol proposal is an enlightened look at the [local-into-local] situation," says Jim Babb, president of the NAB television board and vice president of LIN Television. "This should create an excellent opportunity for broadcasters."

The proposed legislation would make it clearly legal for satellite companies to retransmit local signals into local markets, as long as they adhere to must-carry, retransmission consent, network nonduplication and syndicated exclusivity rules.

"It takes 24 to 26 months to build a satellite from the minute we say go, and we will not say go until we get the legislation," says Dianne Smith, attorney for Capitol Broadcasting. "Until that time, Capitol Broadcasting is eating the start-up costs."

Capitol also is seeking financing for the venture, called Local TV on Satellite, and it would like to get that money primarily from broadcasters.

Capitol Broadcasting thinks its legislation has a strong chance of passing this year because of the NAB's support and because Congress is seeking to stem rising cable rates by encouraging competitive services like satellite broadcasting or DBS.

But one industry lobbyist says he's doubtful. "It is useful for a broadcaster to propose this [plan]. But I think the legislative chances are not [that] good. There's less than a 50-50 chance that it will get through this year. I don't see this as must-do legislation this year."

Congress begins debating the law that governs the satellite industry—the Satellite Home Viewer Act—this year. It expires in December 1999. In addition to attaching their local-into-local provi-



The NAB calls Capitol's idea 'an enlightened look' at local-into-local.

sions, NAB and Capitol would like to extend the law for several years.

House Telecommunications Chairman Billy Tauzin (R-La.) plans to meet with satellite and broadcast industry executives to discuss the kind of law they are looking for, Tauzin spokesman Ken Johnson said last week.

EchoStar, the only direct broadcast satellite compa-

ny that has plans to retransmit local signals into local markets, said last week that it is pleased that the NAB supports local-into-local legislation but that the company continues to oppose any must-carry requirement.

"[W]hen EchoStar's local market penetration approaches that of the local cable operator, and [when] technology permits, EchoStar would be pleased to submit to a technology-appropriate must-carry rule," EchoStar Chairman Charlie Ergen said in a statement.

EchoStar started uplinking signals of the Big Four network affiliates in six markets two weeks ago.

In other satellite policy, the NAB board also gave thumbs-up to a plan that determines which satellite subscribers are eligible to receive distant network broadcast signals.

The plan reflects a preliminary agreement with Primestar and Netlink, two cable-backed satellite services that import distant broadcast signals into markets. The law forbids satellite television providers from transmitting distant network signals to viewers who can get their local affiliate signal over the air.

Controversy started when broadcasters accused some satellite television providers of violating that law. Broadcasters have taken satellite broadcaster PrimeTime 24 to court in Miami, Amarillo, Tex., and Raleigh, N.C. Those cases are pending. PrimeTime 24 has countersued, accusing the broadcasters of violating antitrust laws.

The plan would use a combination of terrestrial-signal coverage maps and viewer ZIP codes to determine who can legally receive the out-of-market signals. Homes that may receive the signal are in "green zones," while those that may not be in "red zones."

NAB determined that it had to get approval from 75% of the ABC, CBS, Fox and NBC affiliates for the proposal to pass. The proposal also must gain support from the board of directors of Primestar and Netlink, which have been negotiating the issue with the NAB, before it will be adopted. ■

President expected to renew free airtime call

State of the Union expected to include state of campaign spots in digital age

By Chris McConnell

Broadcasters are bracing for more talk of free political airtime when the President gives his Jan. 27 State of the Union address.

Industry lobbyists and others expect the subject of free airtime to make it into the President's speech. Although Clinton already has endorsed the idea of requiring broadcasters to carve out airtime for politicians on their digital channels, broadcasters are still worried about more drumbeating for a free-airtime requirement.

"We take it very seriously," says one lobbyist, citing an approaching vote in Congress on campaign finance reform. The McCain-Feingold legislation originally included a provision for free airtime, although that language was axed from the bill last year.

Other broadcasters are concerned about the President's continued attention to the issue but are confident that Congress will not impose such a requirement on the industry.

"As long as Democrats and Republicans don't get along, broadcasters will live to fight another day," says Tribune Broadcasting Vice President Shaun Sheehan.

The issue is also under consideration by an advisory committee the White House has established to study broadcast public interest obligations. That group, dubbed the Gore commission, was meeting last Friday in Washington. "I think it's pretty clear the Gore commission is going to come up with a proposal for free airtime," says James Hedlund, president of the Association for Local Television Stations. ■



Clinton sees free time as key to campaign finance reform

News Corp.'s senior vice president of government relations.

But even though the networks are offering conditional support, they aren't entirely convinced that EchoStar's plan is on the up-and-up.

"We fully support local-into-local so long as it is done in the right way," says Marty Franks, CBS senior vice president. "There are great concerns that perhaps the EchoStar business plan has flaws."

In a petition submitted to the U.S. Copyright Office last month, EchoStar asked the Copyright Office to redefine "unserved" to mean viewers in a market who have over-the-air access to only one local network affiliate signal. Viewers in some markets, such as Philadelphia, can receive several overlapping signals over the air. EchoStar's definition would consider only those markets that can receive

several overlapping signals to be "served."

The National Association of Broadcasters and the Association for Local Television Stations responded in filings to the Copyright Office that implementing EchoStar's request would ignore the intent of Congress and would not make legal sense.

Many broadcasters do not trust satellite television providers, mainly because of the so-called white-area controversy that has ended up in court in Miami; Amarillo, Tex., and Raleigh, N.C., against satellite programming distributor PrimeTime 24. PrimeTime 24 is accused of illegally selling the signal of an affiliate from another market to viewers who have over-the-air access to their local network affiliate. Those cases are pending in all three cities. ■

—Sara Brown contributed to this story

QUOTH 'THE RAVEN': 50%-plus clearances

Rysher will replace its 'Highlander' with female spin-off

By Joe Schlosser

This will be the final season for Rysher Entertainment's action series *Highlander*, but not to worry—Rysher has another *Highlander* series ready to go. *Highlander: The Raven*, a spin-off of the original series, will debut next fall.

Rysher executives say *The Raven* already has been cleared in more than 50% of the country on many of *Highlander*'s current stations. The hour action series will air on the Chris Craft stations in many of the top markets. It also has been cleared on WPWR-TV Chicago.

"The Raven is a bad girl, a rogue and a thief, who was a nemesis to the Highlander in the original series," says Ira Bernstein, Rysher's Domestic Television president. "In the premiere episode she finds herself falling in love with a mortal cop, and through a series of circumstances the cop takes a bullet for her and lives."

Bernstein says Raven then realizes she is in love with the cop and that she should change



Exit 'Highlander,' enter 'Raven'

her evil ways. Elizabeth Gracen, who played Amanda on the series, is the leading candidate for the title role, sources say. Bernstein would not comment on who will play the Raven, a character that has had a recurring role on *Highlander* since its inception. As for the Highlander himself, Bernstein would not rule out possible appearances in the spin-off.

Rysher's other action-hour series, *Soldier of Fortune*, has been given the green light for a second season. It has been renewed in over 50% of the country for fall. *Judge Mills Lane*, Rysher's new court series with the boxing referee/Nevada judge, is up to 60% clearance for next season. ■

Back to normal

This is the second of two tabloid-size issues of BC designed around the NATPE convention. The magazine will return to its standard size with next week's issue (Jan. 26). For those attending NATPE in New Orleans this week, B&C will publish three daily editions (Tuesday, Wednesday and Thursday). Distribution will be made to delegate rooms in major hotels and through bins in the trade publications area.

For daily updates, check <http://www.broadcastingcable.com>

Fast Track

TOP OF THE WEEK / 3

Affiliates will get NFL bill Regardless of whether the networks suffer huge losses on their new pro football packages, one thing is clear—affiliates will be helping to pay the freight. / 4

NAB backs local-into-local The National Association of Broadcasters last week put its full support behind legislation that would clear the way for satellite retransmission of local signals in local markets. / 6

Cable operators blast ESPN for NFL mega-bid Cable operators slammed ESPN's \$4.8 billion bid for cable rights to the National Football League's television package, citing the deal as an illustration of spiraling programming costs. / 10

The specter of spectrum fees Broadcasters feel safe from the threat of spectrum fees in the short term, but the issue never really seems to go away. / 11

The government's Trojan horse? Broadcasters are always happy to see an advertiser with a budget that runs in the hundreds of millions. But they wonder whether the government's various public service campaigns will bring them a payoff or a price. / 11

NATPE '98



With his late-night debut five months away, NBA great Earvin "Magic" Johnson talks with BROADCASTING & CABLE about his future in television. / 18

Cover photo by Craig Mathew

Battle of the big guys New-comers Sinbad, Keenen Ivory Wayans and soon Magic Johnson battle for the top spots in late-night syndication. / 25

New Orleans: The Big Easy chair



While the New Orleans designated market area has fallen a few places in the national rankings, the households that remain may be watching more television than anywhere else in the country. / 34

ALTV and NATPE at a glance Conference agendas and exhibitor listings / 56

BROADCASTING / 79

Four for kids on WB The WB will debut four new shows for its 19-hour, six-day-a-week kids program lineup next season. / 79

Storm blasts New England broadcasters, cable The ice storm that hit New England last week toppled broadcast towers, downed power lines, left miles of frozen cable—and called on the resourcefulness of local media. / 79

CABLE / 88

Primestar copes with partnership rollup delay While competitors DIRECTV and EchoStar Communications Corp. push aggressive growth agendas, Primestar has been pushed into a corner to wait for federal regulators to decide its future. It needs two approvals before it can move ahead. / 88

Fox Family, Kids on display

Fox Kids unveiled its 1998 programming for Fox Family Channel and Fox Kids before media buyers in New York last week. / 88



'Pee-wee's Playhouse' will be rebuilt on Fox Family Channel.

Cable rules FCC Chairman William Kennard questions whether cable has any real competition and instructs staff to study skyrocketing cable costs. / 89

TECHNOLOGY / 92

Digital set makers face marketing challenge Digital TV makers are ready to roll out the new sets this year, but most believe 1998 will be a year to



look but not buy. / 92
KTLA(TV) Los Angeles used the Tournament of Roses Parade to test high-definition video. / 93

Telemedia / 94

Network affiliate sites face off By next month, the Big Three TV networks will be head-to-head-to-head with affiliate online services. / 94

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RX FOR NBC

Continued from page 5

subject of much speculation.

Network profits will decrease because of the additional expense of \$220 million for *ER*, but NBC will save the \$200 million—plus it won't be paying for the NFL and the \$5.5 million it won't be paying for each episode of *Seinfeld*. There will, however be an unknown added cost to program the now wide-open spaces on Sunday afternoon.

Besides, Ohlmeyer insists he will not lose money on *ER* even with the higher fee.

The show's license fee "was tied to the amount of revenue it generates," he says. "I'm not going to do the math in the press, but the fact of the matter is that based on the license fee, we will make a profit.

Ohlmeyer says negotiations for *ER* could not have been smoother. "We placed an offer on the table," he says. "They placed a counteroffer. We looked at that and it became very apparent we could make a deal."

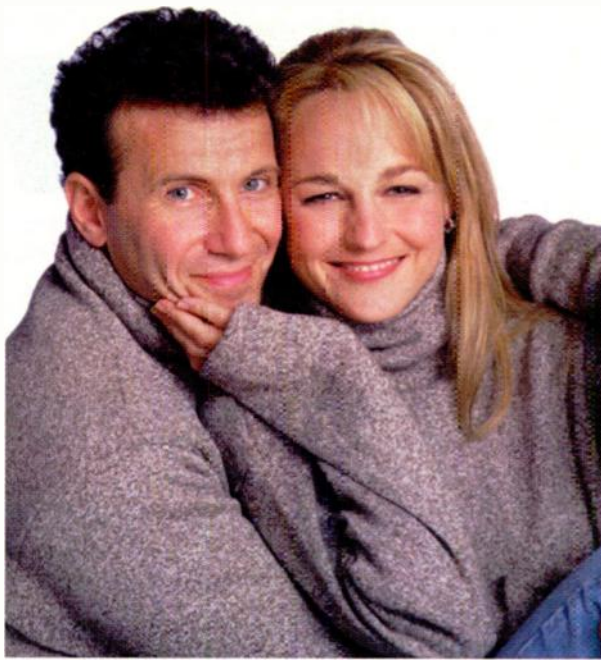
Sure, he says, Warner Bros. knew how badly NBC wanted the show and how eager competing networks were to get it if no agreement was reached.

"Timing in the marketplace gave them an advantage, but if the situation was reversed, I'd do the same thing."

Observers believe that NBC's loss of football may have a greater effect on image and affiliate profits than network ratings.

"I think if you have football, you seem to be a winner," says Hal Boedeker, TV critic for the *Orlando Sentinel*. "Look at what football did for Fox. Look at what losing football did to the image of CBS."

NBC will not exactly be a sports desert, though. It carries increasingly popular National Basketball Association games and has a stranglehold on Olympics events after next month's winter games in Nagano, Japan, on CBS.



Trouble in paradise? NBC is waiting to see if Paul Reiser and Helen Hunt will do another year of 'Mad About You.'

"They really are the only network that could have afforded to lose football," says Paul Schulman, president of Paul Schulman Co., a subsidiary of Answers, one of the largest media buying and planning companies. The NBA and the Olympics, combined with golf, tennis and horse racing, give NBC "a great lineup of sports," he says.

What will hurt NBC most is the departure of *Seinfeld*, Schulman says. The extent of the hurt, however, may depend on the quality of the network's development. One sizzling new hit and there's no need for an anesthetic.

Hits can be hard to find, though. The *Baltimore Sun*'s Zurawik says NBC has had a particularly poor record in recent years, squandering the protective ratings umbrella of *Seinfeld* on such shows as *Suddenly Susan* and *Fired Up*. He also criticizes the network for allowing *Mad About You* to go so far off course with the introduction of a baby in the Buchman family.

"The new sport in town is, 'What is NBC going to do on Thursday night after *Seinfeld*,'" says Leslie Moonves, president, CBS Television.

"Do you move *Frasier*? Do you move *Friends*? Do you move *Mad About You*? Do you have something new in the hopper that could go there? I think that's less likely."

One hypothetical schedule would replace *Seinfeld* with *3rd Rock from the Sun*, a once-hot comedy that suffered ratings fallout after being moved to Wednesday.

Schulman says he would move *ER* to 9 p.m. and schedule NBC's best new drama series at 10 p.m. That way, *ER*'s popularity, already a boon to NBC late-night programs, could be spread over more of the prime time schedule.

If NBC should falter, there might be stifled satisfaction in some quarters. "Most people are just sort of waiting with bated breath for NBC to fall out of first place because there's a perception they haven't been the most gracious of champions," says Jonathan Storm, TV critic for the *Philadelphia Inquirer*.

"You can't predict," he adds. "You don't know what's going to happen until the fall."

By then, Ohlmeyer hopes to remove any thoughts of NBC vulnerability.

"We have a terrific team in place. We have confronted significant challenges in the past, and we can confront them now," he says. ■

NFL

Continued from page 4

Fox, which changed the dynamics of the entire industry four years ago when it knocked CBS out of pro football, paid a healthy increase—almost 40% on an annual basis—to retain rights to the National Football Conference. The network will pay \$4.4 billion, or \$550 million a year, to re-up.

Both the winners and the losers put their own spin on whether the stunningly high costs made economic sense.

NBC Sports President Dick Ebersol told reporters that the AFC was a break-even business at \$300 million and that the network had decided well before last week that it wouldn't pay more than \$340 million. He said each of the new NFL broadcast packages will lose a minimum of \$150 million annually. "That's a catastrophic loss that we were never prepared to bear," Ebersol said. If the economy turns sour, ad rates are the first thing to get cut, he added, and the losses could be much worse.

In reaction, network executives with the winning bids called Ebersol's comments sour grapes. "You have to take those comments with a grain of salt, considering their source," said Fox Television Chairman Chase Carey. He said Fox's losses under its first-cycle NFL

15 YEARS OF NFL RATINGS						
SEASON	ABC	CBS	NBC	FOX	ESPN	TNT
1997	15.0	NA	10.2	10.9	7.6	7.3
1996	16.2	NA	10.9	11.3	8.1	7.3
1995	17.0	NA	11.1	12.5	9.0	8.1
1994	17.8	NA	12.5	12.1	10.7	8.8
1993	16.8	12.9	11.3	NA	8.2	7.4
1992	16.8	13.0	11.2	NA	8.4	6.8
1991	16.8	13.1	10.9	NA	8.4	6.4
1990	16.7	13.5	11.0	NA	9.8	7.0
1989	18.1	13.8	11.0	NA	10.2	NA
1988	16.9	13.8	11.5	NA	9.3	NA
1987	17.8	13.9	11.2	NA	10.6	NA
1986	17.5	15.2	12.3	NA	NA	NA
1985	18.5	15.8	12.6	NA	NA	NA
1984	16.1	14.3	12.0	NA	NA	NA
1983	17.4	16.7	12.6	NA	NA	NA

SOURCE: NIELSEN MEDIA RESEARCH

rights deal were less than half the \$150 million that Ebersol predicted the NFL rightsholders would lose annually.

The new deal is a "more favorable economic package than the one we just came out of," Carey said. It is our goal and our expectation that this will be a profitable franchise for us." Factors that make the package better economically for Fox are three extra 30-second spots to sell per game, two Super Bowls in the next five years and more owned TV stations in NFL markets—17 in all, with 12 in the NFC.

Executives at CBS and ABC/ESPN also say they expect to break even or make small profits on their packages. But they acknowledged, as did Carey, that it would be "a challenge" to do so. CBS stations chief Mel Karmazin admitted last week: "I don't know if we can make a lot of money. But if we can make a dollar we'll still be better off."

Capturing the AFC package was the network's "number-one priority," Karmazin said. The AFC is "uniquely suited" to CBS because the network has seven owned television sta-

tions in AFC markets, compared with NBC's three. CBS also has at least two radio stations in 19 NFL markets that will help boost the visibility of the network's coverage, he said. "Things being equal on the network side, we have the advantage because everything is incremental to us" on the station side, said Karmazin.

A report on the new packages by Merrill Lynch media analyst Jessica Reif, titled "CBS and Fox Join the NFL's Injured Reserve," estimates heavy losses for both companies, but not at the catastrophic level predicted by Ebersol. Reif projects that Fox will lose \$71 million—\$85 million each year over the first five years of the deal. CBS could lose \$70 million—\$100 million for each year of the deal. That takes into consideration the O&O contributions but excludes such factors as promotional value, audience lead-in and other "ratings halo" issues.

The final three years of the new contracts are harder to analyze. The league has the option at the end of year five to renegotiate higher rates and terminate the deals.

There had been much speculation in recent months that both CBS and Fox would try to grab cable rights. But CBS Sports President Sean McManus says such a plan was never part of the network's strategy. "We were prepared to

bid all three broadcast packages," he says. But the league dealt with the AFC first, so CBS didn't submit other bids.

NBC did pursue the NFL's Monday night package last week after passing on the chance to match CBS's bid for the AFC. Ebersol said NBC offered \$500 million for Monday night. When ABC agreed to pay \$550 million, the deal was done.

Sources say Monday spots cost about \$300,000 per 30 seconds, while NFC spots go for an average of \$160,000 and AFC spots sell for about \$130,000.

In recent years, rate increases have averaged 8%-12%, ad agency sources say.

This year's sports upfront market will be interesting. Agency executives say the networks will be able pass some, but not most, of the cost of the rights increases on to advertisers. "I wouldn't be surprised if they get 15 to 20 percent increases for next season," says one agency official.

It seems certain that ad rates will go up only a fraction of the amount that rights fees are increasing. And as media buyer Schulman puts it, "that's the networks' problem, not ours. We'll make our decisions as we always do based on ratings performance, supply and demand and how much our clients want to put into the football market." ■

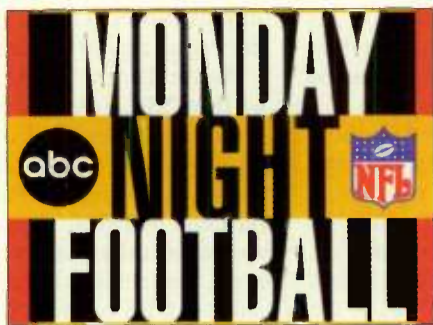
AFFILIATES

Continued from page 4

All the networks have broached the subject with their affiliates, although so far the affiliates have not committed to anything. ABC sources say that they were told by their affiliates to make bids "based on our own economics" and not to factor in affiliate contributions in their analysis. But it's understood by both sides that talks about a contribution would follow a winning bid by the network.

As for ABC affiliates, ABC President Bob Iger says that "we will ask them in some form to support the package from a financial standpoint. I don't think any one affiliate group will be singled out."

ESPN President Steve Bornstein says that his network plans a "modest" increase in cable operator subscriber fees as a result of the new NFL deal—"a few cents more than they are currently



paying." Bornstein says operators will be able to recoup at least part of the costs from the additional inventory they will get from a season-long package.

How Fox affiliates would help their network pay for the new rights cycle is unclear. "I'm sure it will be discussed," says Pat Mullen, Fox affiliate board chairman

and GM of wxmi(TV) Grand Rapids, Mich. "But there is no compensation, so there's no cash to be had that way."

In the last rights cycle, affiliates agreed to forfeit their retransmission rights payments to Fox in a deal that involved the FX cable network. One possibility is that the profits affiliates now receive from their participation in the Fox Kids Network might be tied to NFL contributions. Fox executives confirmed last week that a new contractual arrangement for FKN participants will be announced soon. ■

TNT just says no to NFL prices

Siegel decides cost of Sunday night games not worth it

By John M. Higgins

Two days after TNT lost the cable rights to NFL games, a florist showed up at network president Brad Siegel's office with a plant—a giant cactus.

The gift wasn't to console him for his loss. It was a "thank you" from an executive at a top 10 MSO for not driving the bidding even higher than the \$4.8 billion ESPN paid—and therefore not jacking up license fees to cover the expense.

"Thanks," the attached note read, "for not sticking it to us with the NFL."

"We didn't check our sanity at the door," Siegel says of the bidding. "We ultimately said it doesn't make sense. It didn't make sense for our shareholders; it didn't make sense for our affiliates."

TNT's unwillingness to match ESPN may please cable operators, but it leaves Siegel with a big hole in his schedule. Since the network's creation nine years ago, sports has been a cornerstone of TNT's programming, used as a highly rated loss leader to drive distribution and push viewers into the network's other programming.

At one time, sports was undeniably critical to TNT. When the network started up in 1989—largely as a clone of TBS Superstation—it had only a library of old MGM movies,



plus NBA and NFL games.

But Siegel now tries to minimize the loss of NFL, saying that TNT has enough other meat on its schedule. "This is nine nights of prime time for us," he said. "Nine of 365. It's the loss of a great program, but it's not a disaster." Even without the ratings from Sunday night football, the network insists it would have finished as the top cable network in prime time.

The network's certainly not averse to sports. In November it agreed to more than double its payments to the National Basketball Association, from \$350 million to \$890 million, for a four-year cable package of games each Tuesday and Friday during the season plus playoff games.

And, of course, it's not as if TNT weren't in there fighting for the NFL. The football package was important enough for Siegel to offer \$225 million, or \$25 million for each of

"We didn't check our sanity at the door; we ultimately said it doesn't make sense."

—Brad Siegel

nine games.

Siegel says he found out last Tuesday that he was shut out. The league came back to him saying he would have to bid \$300 million to win half the package. He wouldn't bite.

Siegel says that the loss of the NFL loosens up cash for other product. The company has met with great success producing high-quality TV movies and stepping ahead of broadcast networks in the line for theatrical releases. It has bought movies like "Batman & Robin" and "Contact," which it will air before CBS and ABC get them. The network also has weekday rights to reruns of *ER*.

The Sunday night slot may be filled with movies, but Siegel says the network has a "couple of surprises" in the works. "Our business is not dependent on [sports]. ESPN's is. And it's not like we've got 20 O&O stations that will benefit." ■

Announcers in play

ABC passes on Madden, who, along with Bradshaw, stays with Fox; Simms, Gumbel may be free agents

By Joe Schlosser

Free agency has taken on new meaning when it comes to the National Football League. Now that the NFL broadcast negotiations are settled, the activity off the field is revolving around the free-agent broadcasters. With NBC and Turner Sports out of the mix, the race is on to grab top announcers from the has-been networks.

John Madden, who could have been the biggest free agent of all, decided not to leave his employer, Fox Sports, opting late last week to renew his contract for another five years. Madden, whose previous contract with Fox was worth \$32 million over four years, reportedly will earn \$40 million over the next five seasons.

The 61-year-old former NFL coach had expressed interest in going into ABC's *Monday Night Football* booth, but ABC executives say they passed on hiring the most expensive broadcaster in the business.

"I want to make this perfectly clear. We turned him down," an ABC spokesperson said last Friday. "Make no mistake about it. We did not choose him."

ABC is reportedly trying to bring quarterback Boomer Esiason into its *Monday Night* booth. Esiason, who played last season with the Cincinnati Bengals, is said to be mulling the choice of re-signing with the team or heading upstairs to do television. The speculation is that Esiason might replace longtime *Monday Night* analyst Frank Gifford. The ABC spokesperson had no comment.

Madden is still regarded by many in the TV industry as the top announcer in the business. "Madden is the biggest name of them all. He's very special, and his analysis is really good," says media analyst Paul Schulman. "Any of the other announcers are almost interchangeable parts and all equally proficient."

Fox Sports President David Hill assured the media last week that Madden's longtime broadcast partner, Pat Summerall, will come back in 1998. Madden and Summerall will enter their 18th NFL season together next fall and will cap the 1998-99 season by announcing their seventh Super Bowl together.

"John's import to Fox Sports has been invaluable. You couldn't sit down and put a dollar value on what we are today from the input that John has given us," Hill said. "I'm thrilled to have John at Fox."

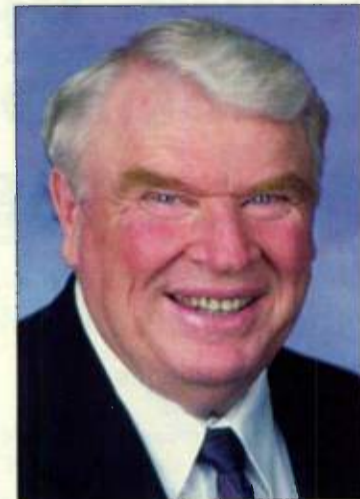
After announcing that it had retained the NFC package last week, Fox quickly renewed its contract with Terry Bradshaw. Bradshaw, who reportedly had discussions with his former colleagues at CBS Sports about a possible return, opted instead for a five-year, \$2 million-per-season contract with Fox. The outspoken former NFL quarterback will continue as Fox's top in-studio anchor.

As for the rest of Bradshaw's pregame and halftime partners, a Fox spokesperson confirmed that James Brown and Howie Long would be back with the network next season. Ronnie Lott, the fourth member of the Fox studio team, likely will be back as well, the spokesperson added.

When Fox wrested the NFC package from CBS five years ago, many of the Tiffany network's talent and production staffers made the 3,000-mile trek west to work for Fox. Many of CBS Sports' top producers went as well, including current Fox Sports head Ed Goren. Goren, who put in 28 years at CBS Sports, said last week that "there will not be a mass exodus" of producers and technical employees going back to CBS. "We've taken care of many people already," Goren said.

As for NBC, its executives say the network's losses in talent and production will be minimal.

"Where we will lose is NFL-only talent," says NBC's Ed



Madden gets five-year, \$40M deal

Markey. "But the multisport announcers will stay put. In terms of production, you are talking about about low single digits. Virtually none."

Among the possible free agents from NBC's talent ranks are former New York Giants quarterback Phil Simms, studio host Greg Gumbel and analysts Paul Maguire and Cris Collinsworth. Simms, who worked with Maguire and longtime NBC sports anchor Dick Enberg on the Peacock network's top broadcast team, was considered the second-best "free agent" behind Madden.

Simms has become the darling of media critics, and

sources say he likely will wind up at CBS, not Fox, because he is a New Yorker, and CBS Sports is in his backyard. Don't rule out Fox, though, because Hill confirmed last week that the network had contacted Simms immediately after NBC lost its NFL rights.

NBC Sports President Dick Ebersol says Gumbel will have "an interesting situation coming up" and calls Gumbel, whose contract expires this summer, a possible free agent. Ebersol says Gumbel, who has worked with NBC Sports in a number of capacities, including Olympic broadcasts, likely will court offers from both Fox and CBS. Ebersol also adds, "All of the

people with multiple sports duties will be staying." He singles out NBC lead sports anchor Bob Costas and Enberg as two of those multipurpose anchors.

As for Turner Sports, the majority of the TNT network's NFL talent was just that—NFL only. And according to one TNT executive, "They are free agents again." Three of the cable network's top talent were former NFL players: Pat Haden, Mark May and Keith Jackson. The TNT executive says that all three likely will wind up at one of the networks with NFL packages. Sources say the three might work for CBS next fall, but CBS officials had no comment. ■

Cable operators blast ESPN for NFL megabid

Deal illustrates out-of-control programming costs, MSOs say

By John M. Higgins

Facing increasing pressure over surging cable rates, cable operators slammed ESPN's \$4.8 billion bid for cable rights to the National Football League's television package, citing the deal as an element of spiraling programming costs.

The sports network agreed to pay \$600 million per season for 18 Sunday night games, a package ESPN has traditionally shared with TNT. The price is 135% more than the NFL's last cable package fetched and comes out to \$33 million per game.

TNT bid \$225 million per season for just half the package, the equivalent of \$450 million for all 18 games per season.

ESPN will lean on operators for a surcharge to cover part of the costs, which one MSO executive estimated will average about 20 cents per month per subscriber during the football season. That will be on top of ESPN's base license fee runs of about 70-80 cents monthly per sub.

Tele-Communications Inc. President Leo Hindery says that he is "very upset with the whole activity. We are entitled to some explanation as how this is in the best interest of my customers."

"I think we have a serious issue across the industry, and that's what do you do about rising sports costs," says Jedd Palmer, US West Media Group's new senior vice president of programming. "The operators have to take a hard look at what is efficient to carry and what is not efficient to carry."

Operators have been blaming programming costs for rapid increases in basic rates, which went up 9.2% (quadruple the rate of inflation) last year. Just last week, FCC Chairman William Kennard said that the commission would study the cable prices and consider whether rate regulations should be revisited.

Congress is getting into the act as well. House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) says that as a result of the deal, he plans to hold more hearings on video competition.

"It's one thing for an NFL owner to pass on ticket increases to fans, but it's another thing for cable operators to pass on increased sports programming costs to consumers who have never watched a football game in their lives," says Tauzin spokesman Ken Johnson.

ESPN counters that cable operators benefit from strong programming, both by keeping subscribers happy and by allowing systems to sell local commercials during the games.

"In the history of cable, 45 of the top 50-rated shows are NFL games," says Steve Bornstein, president of ESPN. "The ratings impact and the halo effect for the network are tremendous. The challenge is a daunting one, but we anticipate making this an economic positive for the network."

Operators are particularly annoyed that ESPN's package exceeds the price that another Walt Disney Co. division, ABC, is paying for the same number of games. The broadcast network bid \$4.4 billion for the traditional *Monday Night Football* package, or \$550 million per season and \$31 million per game.

But TCA Cable TV's Fred Nichols admits that there is not much operators can do about it. If systems drop ESPN, "our customers are going to lynch us." ■

Closed Circuit

WASHINGTON

NATPE, meet Bill Kennard

FCC Chairman William Kennard plans to discuss the broadcast industry's need to "give something back to their communities" when he delivers his first address to broadcasters at this week's NATPE convention. Digital TV and the commission's efforts to hasten its introduction also are expected to figure prominently in the address. Sources expect Kennard to deliver a broad speech aimed at introducing himself to the industry. Kennard, however, is not expected to discuss programming issues such as TV violence during the speech. (Former FCC Chairman Reed Hundt targeted TV violence during his first NATPE address in 1994). Commission sources also doubt that Kennard will talk much about the TV ownership rules or minority ownership during the speech.

FCC revising digital allotments

FCC officials last week were tinkering with the table of digital TV allotments that will match each TV station with a new channel for the new service. The commission hopes to have a revised table ready for commissioners to approve at their Jan. 29 meeting. Sources say most stations will retain the same channel they were assigned when the FCC issued its original table in January. But 75 to 150 stations might get a different digital assignment under the revised plan, commission sources estimate. Officials have been targeting their revision efforts to areas expected to suffer the worst interference, such as the Northeast. Some broadcasters also have been pushing the FCC to revise the channel assignments made to stations in Los Angeles.

DENVER

Fortune hunters

TCI boss John Malone's disclosure last week that he intends to bequeath most of his \$1.5 billion fortune to education caught a lot of people by surprise. What wasn't so surprising, however, was the public's reaction to Malone's bombshell.

Malone, in an interview with *Rocky Mountain News* reporter John Accola, said his wife and grown children aren't interested in being super-rich and don't want to run TCI. Consequently, Malone said he'll fund the Malone Family Foundation to benefit education with his gains from holdings in TCI and related



Malone

companies. No sooner did the papers hit doorsteps than TCI started getting calls—but not to congratulate Malone's philanthropy, mind you. Callers were angling for a piece of the pie: help with college tuition, home down payments, you name it. Apparently, they missed a little detail—the money goes into the foundation after Malone dies.

Unsettling the settlement

Tele-Communications Inc. faces a number of shareholder lawsuits stemming from the settlement of the Magness estate lawsuit. Delaware Chancery Court says a number of suits have been filed there, beginning on Jan. 7, two days after the settlement was announced. The latest came in last week. The first key issue is TCI Chairman John Malone's \$150 million call-option payment and increased control over TCI as a result of the settlement. The second is the Magness estate's \$124 million call-option payment. The suits ask the court to void the settlement and make Malone and the estate return the payments. TCI had not returned phone calls at press time.

TCA's takeover protection

TCA Cable TV, in an effort to fend off attempts at a hostile takeover, has adopted a shareholder rights plan. The plan enables friendly shareholders to increase the number of shares they hold. It includes a 15% trigger: If any person or entity acquires 15% or more of TCA's outstanding shares, the rights plan for friendly shareholders goes into effect. Since the death of TCA Chairman Bob Rogers last year, there have been rumors that someone planned to take a run at TCA, a top-20 MSO with some 850,000 subscribers. The rights plan would prevent a surprise attack and force any potential acquirer to work through the board.

Taking aim at pirates

Pirate radio, that thorn in the side of legitimate broadcasters, was the subject of a videotape presentation at the NAB's annual board meeting in Laguna Niguel, Calif., last week. The only problem, according to one attendee, was that the bad guy came off better than the broadcaster featured to address the issue. The problem with pirates, says the source, is that they come off as "lone voices struggling to be heard" rather than the "unlicensed, illegal voices" that they are. The tack for NAB to take, he said, is to show the diversity already available on licensed radio. One broadcaster "brought down the house" with the tongue-in-cheek suggestion that rather than fight them, perhaps NAB should create a pirate radio board seat.

Looming specter of spectrum fees

Broadcasters' short-term confidence somewhat offset by long-term concern

By Paige Albiniak

Spectrum fees to raise federal funds is an idea that comes and goes, but never really goes away.

The Congressional Budget Office, at the request of the Senate Budget Committee, plans to issue two reports this year on the potential revenue that spectrum fees could bring to the U.S. Treasury.

The reports are due out at the end of March and in the fall. They would focus on how much money the government could raise by charging spectrum fees through an auction in which digital broadcasters and some cellular and wireless companies competed. The reports also would look at the effect of spectrum fees in encouraging companies to manage their spectrum use efficiently.

"This comes up periodically," says one FCC official who works with the CBO on spectrum policy. "We are always looking at it, but not in the sense of dollars so much as from a sense of good spectrum management policy."

Regardless of the goal, broadcasters

want to avoid the fees.

"It's something to be very vigilant about," says Jim Babb, president of the NAB television board and vice president of LIN Television Corp. "I would certainly be adamantly opposed."

"As long as we use spectrum, I will be concerned about spectrum fees," says Marty Franks, CBS senior vice president.

Broadcast lobbyists always are wary about spectrum fees, but they doubt the Republican-led Congress would turn to them to make up revenue shortfalls because most Republicans consider such fees a tax.

"Congress vetted that issue pretty thoroughly during the debate over the balanced budget," says one NBC source.

GOP congressmen kept spectrum fees out of the Balanced Budget Act of 1997 last summer precisely because they did not want to give businesses an additional tax to pass along to consumers. When President Clinton signed that bill into law last summer, the spectrum fee threat seemed to have been resolved.

Now, going into the second session

of the 105th Congress, the Senate Budget Committee and the Clinton administration are bringing up the topic again by requesting the CBO reports. But neither of the other relevant committees in the Senate and House—Ways and Means and Finance—have mentioned spectrum fees, and so far there are no such fees expected in the President's budget, due out Feb. 2.

Broadcast lobbyists' concerns also are eased because this is an election year. Half the House and key members of the Senate Commerce Committee—chairman John McCain (R-Ariz.) and Democratic ranking member Ernest Hollings (D-S.C.)—are up for reelection in 1998. Incumbent congressmen are unlikely to pursue spectrum fees, which risk alienating their local broadcasters, at the same time they are trying to run reelection campaigns



"As long as we use spectrum, I will be concerned about spectrum fees."

—CBS's Marty Franks

using local television spots.

Still, spectrum fees are a likely place to look to offset tax cuts, lobbyists worry.

For example, many lawmakers would like to eliminate the so-called marriage penalty, which results in married couples paying more in taxes than singles. Getting rid of the marriage penalty will result in a shortfall of approximately \$18 billion, lobbyists say.

The administration's willingness to spend millions on paid advertising for favored

issues also has broadcasters concerned (see story below). ■

The government's Trojan horse?

Big ad campaigns could come with a price for broadcasters

Broadcasters welcome their share of the half-billion dollars planned by the Clinton administration for anti-drug, anti-smoking and pro-census advertising. But they fear that taking the money will fuel criticism that broadcasters provide too little time for free public service announcements—or will lead to spectrum fees to offset the government's ad buys.

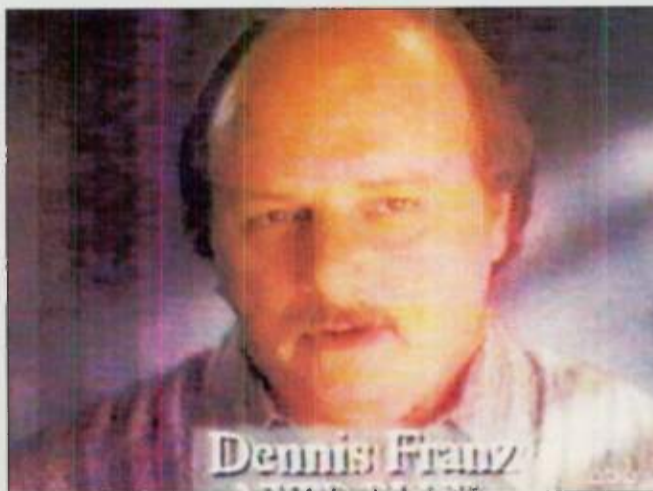
Marty Franks, senior vice president for CBS Corp., worries that the multimillion-dollar government campaigns will "foster the notion that somehow the only way to get broadcasters to serve the public is to pay them to do so." Lobbyists express concern that such a notion could lead to spectrum fees.

The extra advertising revenue sounds good, but the net political effect may not be so positive, agrees Jim May, National Association of Broadcasters senior vice president of government relations.

Broadcasters in Atlanta; Baltimore; Washington; Boise, Idaho; Denver; Hartford, Conn.; Houston; Milwaukee; Portland, Ore.; San Diego; Sioux City, Iowa; Tucson, Ariz., and other selected markets are scrambling to finish the paperwork required to do business with the government to take advantage of the Office of National Drug Control Policy's (ONDCP) \$195 million anti-drug advertising campaign launching this month.

Alan Levitt, senior adviser and chief of the ONDCP, says he also would like to negotiate with broadcasters for some free airtime as well. Broadcasters are concerned that the administration will expect one free ad for every paid ad they receive, and they cannot afford to provide that much free time, says one broadcast lobbyist.

The U.S. Census Bureau plans to spend some \$100 million on televi-



The Clinton administration considers televised public service announcements so effective it is willing to pay hundreds of millions of dollars for TV, radio and outdoor advertising space.

sion, radio and outdoor ads over the next several years to promote participation in the 2000 census. New York-based firm Young and Rubicam has been hired to develop a marketing plan, which will be presented to Congress with a funding request this year. Ads encouraging Americans to participate in the census could start appearing by the end of 1998, says Kim Higginbotham, spokeswoman for the Census Bureau.

The Census Bureau is particularly concerned that the ads be effective and well-placed because the last census, in 1990, came under fire for missing 10 million people and double-counting 6 million others, according to a study by the National Academy of Science.

Also, to advance the goals of the government's settlement with tobacco companies, legislators plan to appropriate an undetermined

sum for anti-smoking ads aimed at youth, says Mark Buse, policy director for the Senate Commerce Committee. Anti-smoking groups recommend a \$200 million campaign. To settle numerous state lawsuits against the tobacco industry, companies would pay \$368 billion over 25 years and change some marketing practices. Federal legislation that would ratify the agreement is expected to be one of the more contentious issues in Congress.

Because broadcasters believe they do not have time for all the issues the administration wants, Franks and several other lobbyists recommend that the administration focus on specific issues for free PSAs.

"I think broadcasters have to continue to work with the administration to talk about the placement of ads," Franks says. "What is the best way to provide them with what they are seeking?"

—Paige Albiniak

Hail to the chief

Mass Media Bureau Chief Roy Stewart last week got a public endorsement from the FCC's new chairman. "We have a very fine Mass Media Bureau chief," William Kennard said during an FCC forum on streamlining the bureau's administrative work. Kennard cited Stewart's work in reducing the turnaround time on applications to transfer broadcast licenses. Previously, Kennard's office had been close-mouthed on whether the new chairman would retain Stewart as bureau chief. But last week an official said there are no plans to replace him. A 32-year FCC veteran, Stewart has served as the bureau's chief since 1989.

A paperless FCC?

During the same forum at which he praised his Mass Media Bureau chief, FCC Chairman William Kennard said he hopes to explore an expanded use of electronic filing at the FCC as a means of speeding up the commission's work. "This is an effort that is very near and dear to my heart," Kennard said of the streamlining venture, citing his experience as a communications lawyer. During the session a packed room of broadcast lawyers and lobbyists suggested several ideas for reducing the volume of paper flowing through the bureau. No than five representatives from the National Association of Broadcasters were on hand to push for a variety of plans to cut down on the reports that stations must file regularly with the FCC. One proposal, into which the FCC's Roy Stewart said the bureau would look, would ease the requirement that stations file an annual ownership report with the FCC.

That drew some objections from lawyers who said they rely on the reports. Media Access Project President Andrew Schwartzman, for instance, said some of the proposals were too weighty to address with other, less important administrative matters.

NAB finds request inconvenient

Dean Goodman, president of Pax Net Television and member of the National Association of Broadcasters radio board, asked the NAB joint board last week to require it to convene, in person or by conference call, in order to approve major actions. Goodman's boss, Lowell "Bud" Paxson, is unhappy with the NAB for putting its stamp of approval on the Association of Maximum Service Television's petition to change the FCC's digital allotment table without support from all members. The board did not pass Goodman's resolution, agreeing that it is not always possible to convene the full board. It did, however, form a five-person task force to look into network television representation because only ABC, CBS, Fox and NBC currently are represented on the board. Other broadcasters are also unhappy with MSTV's proposal and NAB's endorsement of it. Clear Channel, Cox Communications and Paramount Station Group all opposed the petition. Clear Channel plans to petition the FCC if it doesn't like channel assignments for certain stations, such as its Harrisburg, Pa., facility, says Mark Mays, president of Clear Channel. Other station group owners plan to do likewise. The FCC is expected to vote on its final table at the end of the month.

Captions remain open

Federal regulators want to work on their closed-captioning rules a little more. Last summer the FCC adopted new rules that require 95% of all new shows to be closed-captioned by 2006. The current rules do not require emergency messages to be captioned any earlier, but FCC officials are considering special captioning rules for emergency data. In a rulemaking proposal released last week, regulators asked whether a separate set of rules for emergency messages are needed and what costs an emergency message captioning requirement would impose. The commission also asked whether it is feasible to require video program providers to supply closed captions for emergency information programs. Comments on the proposal are due Feb. 25.

Religious station runs afoul of EEO

Lawyers for the Lutheran Church of Missouri Synod were in a Washington courtroom last week contending that their client should be able to consider the religious beliefs of job candidates in making decisions for positions unrelated to programming. The church is challenging Equal Employment Opportunity reporting requirements the FCC placed on its KFUP-AM-FM Clayton, Mo., as well as a \$25,000 fine the commission has issued against the station for lacking candor in its comments to regulators. The organization made its argument before a three-judge panel of the U.S. Court of Appeals in Washington.

Tauzin's tax tour

House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) must have had a little time on his hands during Congress's last recess. He plans to publish a book, tentatively titled "April 15: Just Another Day" before tax time this year. Tauzin's work, to be published by a Baton Rouge-based publisher, advocates scrapping the IRS altogether by 2001 and raising national funds instead with a 15%-20% national sales tax. Last year Tauzin toured the country with House Majority Leader Dick Arme (R-Tex.) debating a retail sales tax

versus a flat tax. The tour was such a hit that Arme and Tauzin plan to speak in 40 more cities in 1998, starting with Mobile, Ala., yesterday and Baton Rouge today.

Wiley, Rein picks up new lawyers

Peter O'Connell, Marnie Sarver and Kathleen Kirby have moved to Washington law firm Wiley, Rein & Fielding from Reed Smith Shaw & McClay. Both O'Connell and Sarver have more than 20 years' experience in communications law and have represented TV and radio group owners. Kirby is a senior associate specializing in mass media.

Charter battles for Twin Cities systems

Charter Communications says it will be ready by month's end to close on its deal to acquire a 280,000-subscriber cluster of cable systems from US West. The company currently is battling with US West at the FCC over the deal. US West has asked the commission to postpone the date by which it must sell the cable systems so that it can spin them off into a separate unit called MediaOne Group. The FCC required US West to sell the Minnesota systems as part of its approval of the US West/Continental Cablevision merger. Earlier this month, MediaOne wrote the FCC to insist that it will operate as an entity separate from US West.

Last week, Charter Communications Chairman Barry Babcock insisted that there is "no public interest argument" in allowing US West to hold on to the systems until it spins off the MediaOne unit. Babcock also said his company has discussed the dispute with lawmakers including Rep. Richard Gephardt (D-Mo.). Babcock voiced hopes the FCC will weigh in once his company is prepared to close on the agreement to purchase the systems.

EEO, kids TV fines

Regulators during the past few weeks have ordered stations to pay a series of fines for violations of Equal Employment Opportunity rules as well as of limits on the amount of commercial time that stations may air during children's programming. WUHF(TV) Rochester, N.Y., was ordered to pay a \$15,000 fine for exceeding the commercial limits, and WSYT(TV) Syracuse, N.Y., was ordered to pay \$20,000 for violating the rule. The commission also ordered KCIT(TV) Amarillo, Tex., and KJTL(TV) Wichita Falls, Tex., to pay \$15,000 fines for exceeding the commercial limits. WSYM-TV Lansing, Mich., received a new fine of \$15,000 for exceeding the commercial limits. In the EEO department, the commission fined KTAM(AM)KORA-FM Bryan, Tex., and KHLR(FM) Cameron, Tex., \$7,000 for EEO-violations.

Cable streamlining

Regulators plan to discuss proposals for streamlining cable regulation during a forum Jan. 30. The FCC says its forum will focus on proposals for streamlining or eliminating substantive rules as well as administrative procedures.

Media Institute gains new board members

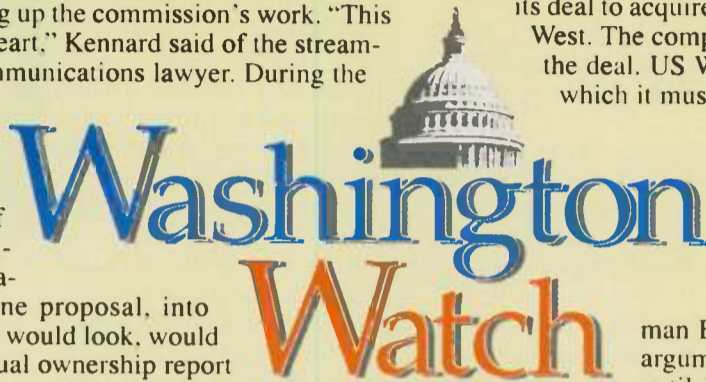
The Media Institute last week said four new members have joined the group's board of trustees. The newcomers: former FCC commissioner James Quello, Washington communications lawyer Richard Wiley, Viacom Senior Vice President Carol Melton and Thomas Jefferson Center for the Protection of Free Expression founder Robert O'Neil. "With such wide-ranging expertise in government, the communications industry, the law, and academia, this group will play a strategic role in the affairs of our board of trustees and in the future of the Media Institute," said Media Institute President Patrick Maines.

Dowdle wins DSA

James Dowdle, Tribune executive vice president, will receive the Distinguished Service Award at this year's National Association of Broadcasters convention. "Jim Dowdle's contributions to our broadcasting profession have been so great that they richly merit our industry's highest honor, the DSA," said NAB President Eddie Fritts. Dowdle served as president of Tribune Broadcasting from 1981 until May 1997. He began his career as an advertising salesman for *The Chicago Tribune*.

Portals probe proceeds

House Commerce Committee investigators are still unsatisfied with the answers they have received to their questions regarding the FCC's move to new headquarters at Washington's Portals development. The committee, which is investigating a \$1 million payment Portals investor Franklin Haney made to Washington lobbyist Peter Knight, previously has threatened to hold a hearing on the deal. Haney's lawyers last month said they would prefer a hearing to "unsubstantiated accusation" by the committee. Yesterday a committee spokesperson said Knight has provided the investigators with some information, but did not provide specific answers to the questions asked. "We are therefore left with only a roadmap with holes all over it which piques our interest even further," the spokesperson said.



Edited by Chris McConnell
and Paige Albinak

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McCain keeps heat on FCC

Republicans want public review of TV ownership restrictions

By Chris McConnell

Republican lawmakers are continuing to press the FCC to review its TV ownership rules.

"I am concerned that your statements to date fail to reflect an understanding of the principles underlying the biennial review requirement and how Congress intended it to be administered," Senate Commerce Committee Chairman John McCain wrote in a letter last week to FCC Chairman William Kennard.

McCain has been questioning the commission's treatment of Tribune Broadcasting, which is required by the FCC to sell its WFLX-TV Miami by March 22. The FCC imposed the requirement because Tribune also owns the Fort Lauderdale *Sun-Sentinel*.

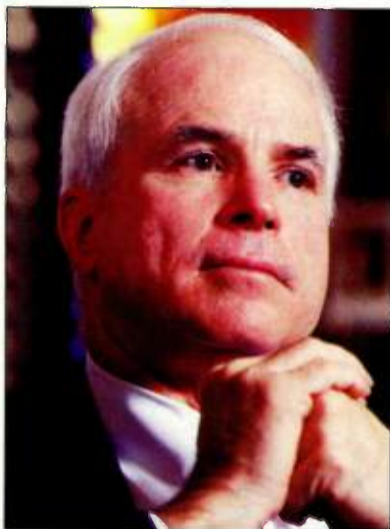
Last month McCain asked Kennard why the FCC is holding Tribune to that date, since the FCC is required by the 1996 Telecommunications Act to review its restriction against owning a TV station and a newspaper in the same market. Kennard responded that extending waivers on such a basis would result in virtual nonenforcement of the ownership rules, since the FCC is never more than two years away from a review of its rules.

Last week McCain wrote back, saying the commission in the past has allowed companies to retain media holdings because of upcoming regulatory reviews. He cited a 1996 decision by the Mass Media Bureau to postpone a divestiture date imposed on Walt Disney Co. because of an approaching review of the FCC's policy on newspaper/radio combinations.

McCain asked Kennard why the FCC should not take a similar approach to Tribune's divestiture date.

He also asked Kennard to explain whether the FCC plans to conduct a public review of the newspaper/broadcast cross-ownership rules and to list the other rules the FCC plans to review during 1998.

Late last year Kennard said the FCC will be reviewing all of its ownership rules, several



McCain last year pushed for a repeal of the newspaper-TV crossownership ban.

of which already are the subject of pending proceedings. FCC officials have said they plan initially to conduct internal reviews of rules and then launch public proceedings to deal with those rules the FCC decides it needs to modify or eliminate.

"The intent of Congress in enacting the biennial review requirements was that the commission reexamine and justify, in light of contemporary conditions and with full public participation, the continued need for rules adopted in the past," said McCain, who last year sponsored legislation to repeal the newspaper/broadcast crossownership restriction. He asked for a response by Jan. 23.

Also asking questions about the FCC's treatment of the ownership rules last week was House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.). Like McCain, Tauzin wanted to know whether the FCC plans to conduct a public review of the crossownership restriction.

"The statute demands and Congress intended for the FCC to conduct a serious public analysis of a panoply of rules that may have outlived their usefulness," Tauzin said.

Tribune Broadcasting, meanwhile, is battling the divestiture requirement in court and so far has not sought a buyer for the Miami station, says Tribune Vice President Shaun Sheehan.

"We're waiting for the court," Sheehan says. ■

Who makes what in Washington?

The salaries of the top executives of communications industry lobbies are on the rise, according to BROADCASTING & CABLE's annual salary roundup.

Motion Picture Association of America President Jack Valenti retained his position as the highest paid, out-earning second-place National Cable Television Association President Decker Anstrom. Valenti also is the highest-salaried lobbyist in Washington according to the *National Journal's* annual roundup; Anstrom comes in fourth on that list.

As pay increases go, however, Valenti's was tiny: 3%, from \$921,377 to \$950,000. Anstrom's salary rose by a greater percentage—7%, from \$675,173 to \$724,785.

Those holding third and fourth positions on last year's B&C survey changed places this year. United States Telephone Association President Roy Neel moved up to third, and National Association of Broadcasters President Eddie Fritts dropped to fourth. Neel's salary changes dramatically in alternating years, however, because of the way in which USTA's board awards Neel bonuses and benefits.

This year's survey adds executives from advocacy groups and professional societies. Bruce Johansen of the National Association of Television Program Executives earned \$306,975 in 1996. Char Beales of the Cable Television Industry's Marketing Society—otherwise known as CTAM—made \$261,465 that year.

Barbara Cochran, who joined the Radio-Television News Directors Association last May, earns an annual salary of \$175,000. The former president of RTNDA, David Bartlett, would have earned \$158,168 from July 1, 1996, through June 30, 1997, had he not left the association in December 1996.

The included advocacy groups—although not registered lobbyists—exert influence in Washington. The Media Institute's Patrick Maines earned \$94,878 in 1996; that association's primary function is to keep industry executives and lawmakers alert to the First Amendment implications of government actions such as TV ratings and the so-called Gore commission.

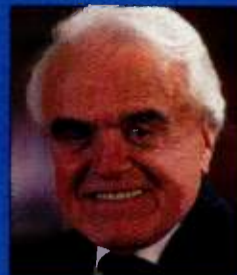
Nonprofit law firm Media Access Project paid its president, Andrew Schwartzman, \$78,250 in 1996. Schwartzman and executive director Gigi Sohn are in the public eye defending the interests of parties they consider unrepresented, such as rural telephone customers who pay higher phone rates because of their remote location, and apartment-dwellers forced to use the multi-channel video provider of their landlord's choice.

Sohn also is a member of the Gore commission on the public service obligations of digital broadcasters.

The Center for Media Education's husband-wife team of executive director Jeff Chester and president Kathryn Montgomery earned a total of \$121,082, or \$60,541 each, in 1996. CME was active in last summer's TV ratings negotiations. It also has taken a strong position against Internet indecency and supports site ratings systems on the Internet. —Paige Albinak

REGISTERED LOBBYISTS HEADING TRADE ASSOCIATIONS

(previous year's salary reported in parentheses)



JACK VALENTI
Motion Picture
Association of America
\$950,000 (\$921,377)



DECKER ANSTROM
National Cable Television
Association
\$724,785 (\$675,173)



ROY NEEL
United States Telephone
Association
\$606,737 (\$404,709)



EDDIE FRITTS
National Association
of Broadcasters
\$525,008 (\$501,500)



STEVE EFFROS
Cable Telecommunications
Association
\$350,000 (\$330,000)



CHUCK HEWITT
Satellite Broadcasting and
Communications Assn.
\$299,030 (\$288,000)



JIM HEDLUND
Association of Local
Television Stations
\$293,000 (\$285,000)



MARGITA WHITE
Association for Maximum
Service Television
\$198,000 (\$233,000)



DAVID BRUGGER
Association of America's
Public Television Stations
\$162,500 (\$155,000)



ANDY KREIG
Wireless Cable Association
\$150,000 plus
bonuses (\$100,000)

Notes: Salaries for Valenti, Effros, Neel, Hewitt, Hedlund and Beales are for calendar year 1996. Anstrom's salary is for NCTA's fiscal year ending Jan. 31, 1997. Fritts's salary is for NAB's fiscal year ending March 31, 1997. Johansen's salary is for NATPE's fiscal year ending March 30, 1997. The salaries of White and Brugger are for MSTV and APTS fiscal years ended June 30, 1997. White's salary for the past five years included compensatory payments due to retirement plan changes. White's salary for fiscal year 1997 no longer includes that adjustment. Cochran became president of RTNDA in May 1997. RTNDA's former president—David Bartlett—resigned from the association in December 1996. Kreig's salary reflects WCA's fiscal year ended Aug. 31, 1997.

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COVER STORY

Earvin "Magic" Johnson didn't start his professional basketball career on the right foot—or the left foot, for that matter.

Johnson, the first player taken in the 1979 NBA draft by the Los Angeles Lakers, made an inauspicious entrance into the league. During a pregame drill just before his NBA debut, Johnson's warm-up pants got caught in his high-top sneakers. Before he knew it, the 6-foot-9-inch rookie was rolling across the hardwood floor of the San Diego Sports Arena.

Johnson picked himself off the floor, shrugged off the embarrassment and scored a game-high 26 points in leading the Lakers to victory. He went on to lead the Los Angeles team to the NBA championship that season and another four times over the course of a storybook 12-year NBA career. Johnson, whose nationally syndicated late-night talk show debuts on June 8, says he will do the same thing if he stumbles during the first episode of *The Magic Hour*. But the basketball player turned businessman turned TV host says he doesn't expect to trip when the lights go on and the camera zooms in on his famous smile.

A number of critics don't think Johnson is capable of scoring big ratings in the late-night arena. The naysayers believe that the crowded time period, the everyday grind and Johnson's lack of experience will work against him. But Twentieth Television and Johnson are betting big dollars that *The Magic Hour* will not be a summertime failure.

Johnson, who retired from the NBA in 1991 after revealing that he was HIV-positive, says that he is "healthier than he has ever been" and looks it. With five months until his national TV debut, he is working night and day with speech coaches, watching old Johnny Carson tapes, reviewing plans for the show's set and talking with a number of his Hollywood friends about openings on the guest list. "A" guests only should inquire.

Last week, Johnson sat down with BROADCASTING & CABLE's Joe Schlosser to discuss the progress he and his staff are making on *The Magic Hour*.





Johnny Carson came out swinging a golf club. Arsenio yelled and swung his arm around. How is Magic going to walk onstage?

I haven't really come up with anything like that. I think that every night is going to be different. I'm not to the point where Johnny Carson and Arsenio got to. Once we get a feel for the show and I start doing it, maybe the audience will come up with something, or possibly I'll come up with something. Maybe something involving—basketball—we have six months, so I have a lot of time.

Do you already have that first show in your mind? Have you walked through it in your head?

Of course; I dream about it. I'm a big dreamer, so naturally I dream about it. The only problem is I can't dream about the guests, because I don't know who they are going to be. But I think what I dream about is that the fans—I should say the audience—will have a good time, they'll enjoy it. We are going to mix a lot of things up for them, including some comedy skits. And hopefully they'll get to know the guest better than before the person came on my show.

Is there anything you are worried about for that first show? Maybe tripping or not saying the right thing?

I just want to get started. I want to get going. It is a building process, and I am enjoying the process—but once I shot the pilot, I said yeah, this is what I really want to do. I wanted to get going right away. If I trip or fall, like I did my first game in San Diego. I will just jump up and make fun of it. If something like that happens, I think people will relate to it, because I'm human and it happens. So we'll just incorporate it like it's part of the show.

So the first game you played in the NBA you tripped?

I went to shoot a lay-up, and my foot got caught in my warm-up pants. So I'm going to lift off, and my right leg got caught in my left leg. I hit the floor, and I was rolling. As I hit that last roll and looked up, my whole team and the fans were just laughing at me. I scored 26 points that game. So even if something happens, you've got to keep going. People will relate to that. It is everyday, hard-working people who are watching. They don't mind if I have a flaw. They won't mind that I won't do a monologue; they may enjoy it. I know I'm not a comedian, and I'm not going to sit out here and attempt to do a monologue. But the things we are going to do will be fresh. It will be something different for late night.

Will Jack Nicholson or Dyan Cannon be the first guests on the show?

They'll be on that first list of people I'll be calling, and they are the type of people I want on my show. Who is going to be on first is a secret—that's what makes it magic, special, secret. But those are the types of guests, because everyone wants to know about Jack or Michael Douglas or LL Cool J.

Are you looking to shed the basketball image for the show?

I'm just who I am. The basketball image is just going to help the late-night image. That's who I am. You can't get rid of that. That's what's going to bring a lot of viewers. They know who Magic Johnson is. They are going to see me in a new arena but always remember the old arena. I'm just going to be myself, have fun and hopefully translate that to my guests and to my audience and to the viewers, because that's what they want. If I try to be something that I'm not, it's not going to work. It isn't going to come across right. The people who know me will know that it's phony.

How is the set going to look? Are you going to put your own style and flavor into it?

The set is going to be a great-looking set. What it is going to be I can't tell you at this time. Like I said, we're still six months away. My set will reflect my personality. It will be just like I am, classy and fun.

Are you going to sit behind a desk or on a couch?

We're going to let you know in six months. You know, I have two different views on that. I love Leno and Johnny [Carson] and the way they used the desk. I loved that look. In my pilot I didn't use that. So it may be that when I get to the show I'll want the desk. Or I may find that it looks better without one. At this time I'm not sure, but I'm trying to figure out what makes the guest more comfortable, as well as myself. Every night I research this [by] looking at all the different shows.

Is there one show you are more fond of than the others?

I think you are always going to be more fond of Jay Leno because he is number-one. He is the guy you want to be like. You want to be up there with him. I think Jay relates to the guest better than anyone else in late night. And that's why he's number-one.

What about Letterman?

He has great wit. No one can match his wit. The way he does the skits and comedy bits is really good.

How about Keenen?

Keenen is known for his comedy skits, and he's doing more of them now. I think the show reflects his personality. All of the successful shows reflect their host's personality. Jay Leno is who his show is. Letterman's show reflects him. Sinbad is making *Vibe* reflect himself.

What about *Vibe* and Sinbad, what's your take on that show?

The band is excellent. The crowd seems to be up every night. Sinbad has turned it into his show. He is a funny guy, and he's very creative.

He's a former basketball player, too.

He loves basketball, so now we know basketball players can do it. When Sinbad made it, I knew I could make it.

Where did the idea for a Magic Johnson late-night show come from?

I shot a pilot for John Salley when Fox had decided to look at him a few years ago. And then I guess when Lon Rosen [Johnson's former agent and one of the executive producers of *The Magic Hour*] was meeting with Fox about a production deal, which I have now here at Fox for film and TV, the idea was tossed around. Then the question came to me, would I entertain the thought? Now I didn't tell them in that meeting that that was a dream and something that I had been thinking about in the back of my mind. But I said I'd go home and think about it. When I was driving home I was so excited, because it seems like the camera is my best friend; I'm friends with the camera, and the camera is friends with me. I'm a nosy person by nature, and I love celebrities. It took me only a week or two to make up my mind. I wanted to make sure it's what I wanted to do, because it is a commitment, and once I'm in, I'm in. I'm a hard worker. And so this is going to be something that I put my heart and soul into.

So no more basketball at UCLA everyday?

No more afternoons at Pauley [Pavilion]. I'm 38 now, and you knew that was going to change sooner or later. I was looking for something else to do, a challenge and something that I enjoy.

Are you going to try to be funny? Do you think of yourself as a funny person?

I'll be in some skits. I'm not a comedian, but I think I can fit well into skits. I have [done so] already, and it

WHAT A

TIME

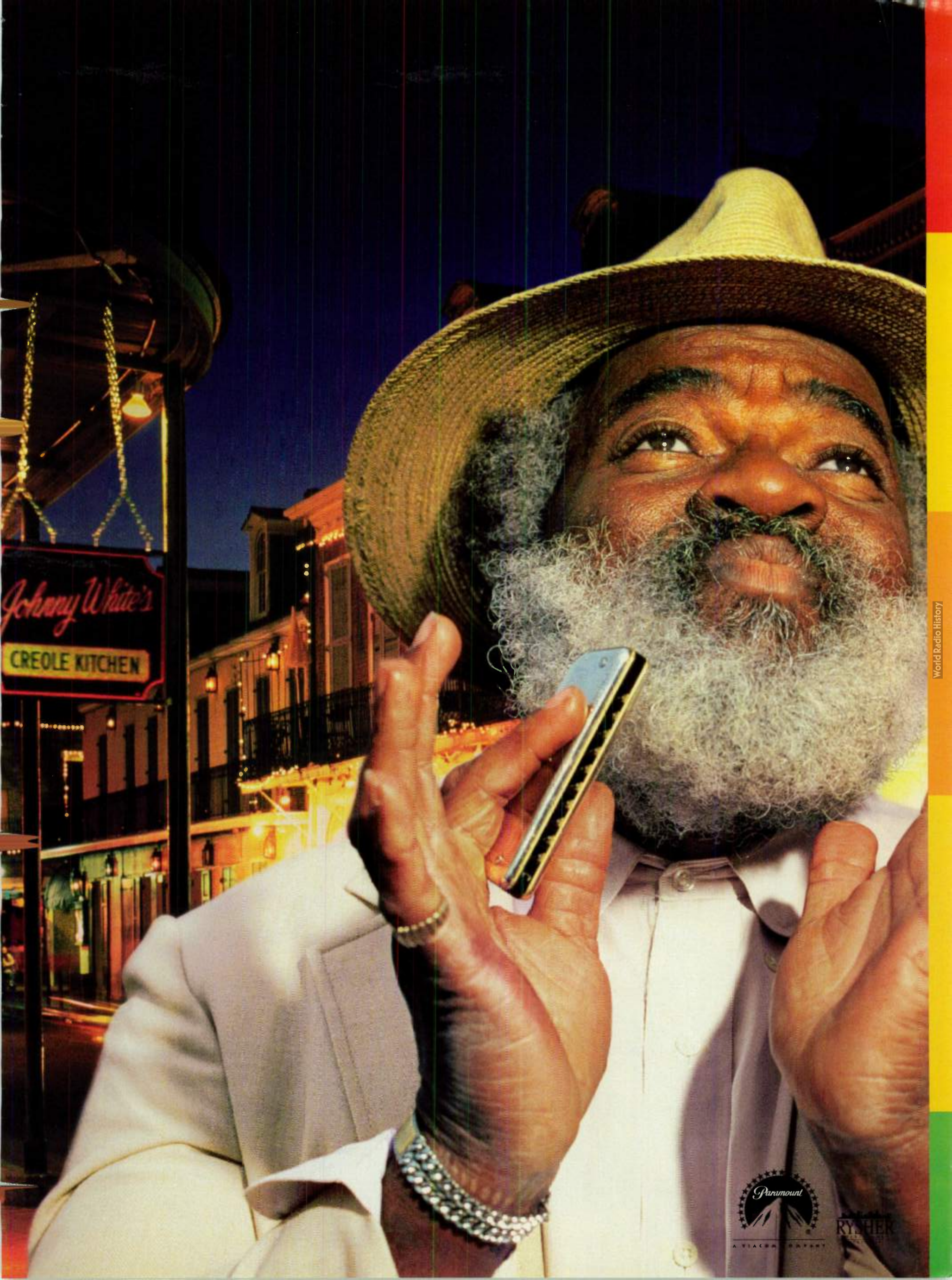
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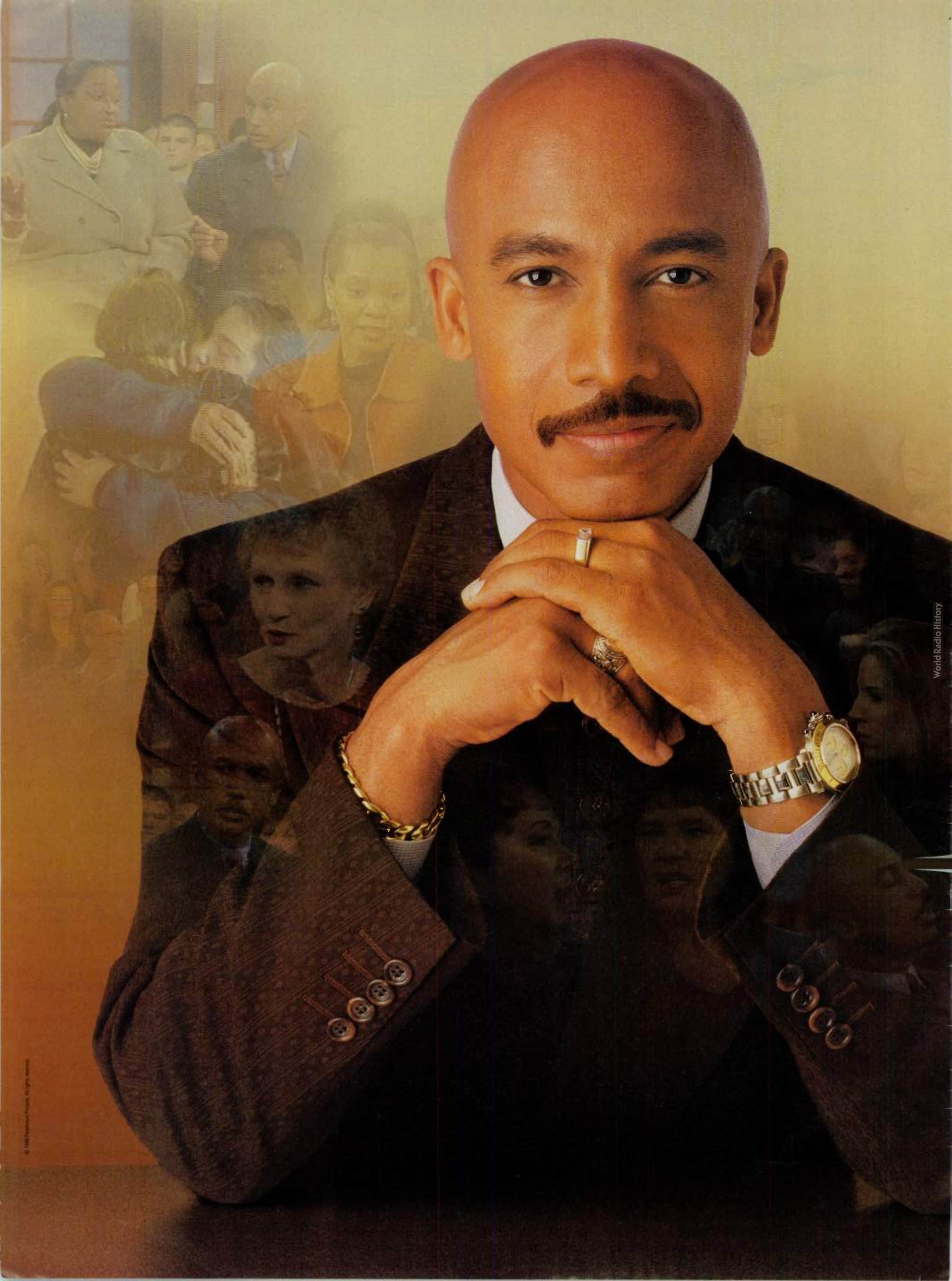


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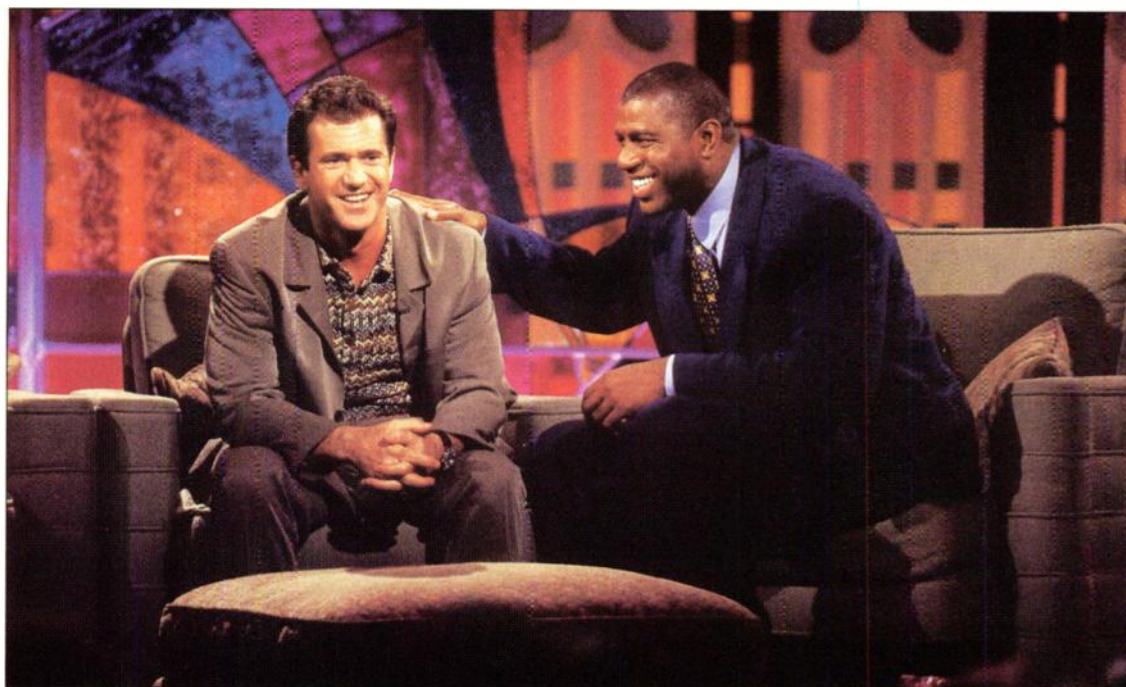
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Andrew Bernstein

Magic practices his talk show host moves with actor Mel Gibson.

came across well. I did a skit with Jay Leno in my pilot. I did a skit with Arsenio. So I've done some tidbit skits already, and I'm looking forward to it.

How is your health?

My health is fine. I feel healthier than I've ever been.

Will your health affect your ability to do the show in any way?

No. The doctors say there are no restrictions on me.

As far as I can tell, you've never been associated with a losing team. Are you going to take that into television?

I don't know what it is to think about losing, because if I think about losing, I shouldn't be doing it. I know I'm not going to beat Jay Leno right off; I'm not going to beat him right out of the chute. I plan on playing up there with him one day, yes. If I don't have that attitude, then why am I in it? My show is in the same vein as theirs, and I want to have a share of that audience.

Another former athlete, Terry Bradshaw, just did a show with Twentieth Television, *Home Team*, that didn't get too far. Did you learn anything from what they were doing?

It was a different kind of show. Jay Leno is helping me out; Arsenio is helping me out. These people are helping me. If the pilot hadn't turned out well, then I would have just turned away and said, this isn't for me. I feel good about the pilot. I feel good about the guests that we will be able to put on. At the end of the day, that is the key. That is what they want to see. They want to see me, yes. But they also want to see who I've got on. People want to laugh, and they want to feel good. They want to smile going to bed at night, because they know it's going to be a hard day the next day. So they want to feel good. And I think I can do that with the team that I'll be able to put together, the comedy team. With the guests too, we'll be able to do that.

Have you heard the rumors that your show is going to be here only for the summer? What are the Fox people telling you and how committed are you to having this show last past August?

I'm committed to go for the next 10 years. I don't worry about what people say, because people said if the pilot wasn't any good, then I couldn't do it. I guess it was OK, because here we are. People are always going to make comments, but you can't worry about that. As long as I've got a commitment from Fox and they know I'm committed, then it's going to be fun. We both had to make commitments. They made a commitment to me. I made a commitment to them. They asked me: "Are you sure you are going to want to do this five nights a week?" I said, "Of course." The same thing with me. I asked: "Are you sure you want to do this? I don't want to get in and then [find] you're not committed like I am." We wouldn't be doing this if they didn't like the show. I mean point blank, from Mr. Murdoch on down to [20th Century Fox Chairman Peter] Chernin to everybody.

The situation with the *Keenen Ivory Wayans Show* has been going on ever since you announced that your show would come in on the Fox stations. How do you feel about what may happen, the possibility that your show will bump his off the air or into different time slots?

I'm letting Fox handle all those issues and situations. In a perfect world, it would be nice to hook up together. Whatever Fox decides is what Fox decides. I am a good friend of Keenen's. I'm a fan of his. So I'm not sitting here trying to put him down. I think Fox has to make all of those decisions—who's going to be on, who's not. I signed with Fox even before Keenen signed with them. I was always with Fox, doing my show. So he bumped me out [laughs]. So I'm mad at him; you tell him that.

Could it work with one show following the other on Fox? You could be Jay Leno and he could be Conan O'Brien?

That is a possibility. Again, Fox will have to make that decision. In a perfect world, that would be great. There is no controversy between the two of us; I think people just are trying to make it that. We still, right now, do a lot of things together. His girlfriend, the kids, my wife. His kids are the same age as ours, so we go to a lot of the same places. We're at a lot of kids parties every weekend together.

Do you guys ever talk about it?

We talk about hopefully being together. Like one after the other. That was even before either show was on—when he knew mine was coming later than his and when his was just about to hit. And even now we talk, so it's been the same. No matter what happens we are going to remain friends.

Something has to give, though, right?

I'm sure something will, but regardless who is on first or who is going to stay and who is going to go, we're going to remain friends.

What does your deal with Fox mean? It's more than just the show, right?

Just my show and my film and TV stuff. We're looking for great scripts right now. I won't come out with a movie unless it's the right type.

To star in or produce or both?

To produce. I'm not trying to be a movie star. I love what I'm about to do. This is what I always wanted to do. I never wanted to be on a sitcom. And if this doesn't work, I'll go back to being a businessman.

Doesn't Magic shine when the lights come on? You don't want to be behind a desk, do you?

I like the attention. I like the cameras. I like the whole arena, and that's why I'm doing a show—because I enjoy it. I'm sitting here talking to you, I'm enjoying this. This is what I'm about. I enjoy working hard, and I'm going to give an effort to be the best at what I do. But I enjoy having fun at what I do. So this show will reflect my personality. I'm up and I'm fun.

How are things going with your Magic Johnson theaters?

I'm a big movie nut, so I'm there all the time. And business is great. We are opening Houston soon. That will be my third theater. So I'll have Atlanta, Houston and L.A. We are going to start building five more right after the winter—in Cleveland; another one here, in Carson [a Los Angeles suburb]; Chicago; Philadelphia, and New York. We're taking our time and hopefully doing it right.

What did you learn from doing the NBA games on NBC and some specials at Fox?

That you have to think quick. And sometimes you have to be tough on people. Take, for example, that guy who got caught with a prostitute, Hugh Grant. When he comes on, I'm going to dig. I'm going to be tough. I'm going to have to be that. My experience at NBC has helped me out, because sometimes when a guy was not playing well or made a mental mistake I had to say he made a stupid mistake. Those guys were my friends, too. I knew all those basketball players. So some people thought—just like they are thinking now—that I won't ask the tough questions or be critical when I have to. They'll be surprised.

Arsenio Hall has been helping you prepare. Jay Leno helped you get ready for the pilot. Anyone else lending you a hand, and what other ways are you getting ready?

Just those two. Everybody has said different things to me, celebrities and whoever. They all are trying to help. But those two men first volunteered their help, and I sought their help, because there is a technique to doing this right—interviewing people, the comedy bits and things. I talk to Arsenio like once a week. Back when I was shooting my pilot, [Arsenio] was there every day. Jay Leno was definitely there every day.

How do you foresee the show doing in the ratings?

If I could come in number-two, I would love that. And if I could come up and be neck and neck with Jay, that would be an honor, a joy. Jay Leno is somebody I admire and respect, and I would like my show to be somewhat like his show. I don't hide that fact. It will be somewhat in the same vein; it won't be the same show because he is Jay Leno and I'm Magic Johnson. He dominates the males 20 to 39 and such and such. I want that. I want the same thing.

So you are starting to learn about ratings?

Oh yeah, that's what late night is all about. Or [else] we'll be a summer show, like you said. Then you won't be calling, trying to find out what's going on with *The Magic Hour*. It will have disappeared, poof. ■

The big guys battle in late night

The tall talents of Sinbad, Keenen and now Magic square off in syndication

By Joe Schlosser

It was supposed to be John Salley, not Keenen Ivory Wayans. It was supposed to be Christopher Spencer, not Sinbad. And Earvin "Magic" Johnson says he was supposed to be first, not last. Any way you measure it, the late-night syndication scene has come a long way since last year's NATPE conference.

Salley, who was billed by Buena Vista executives at last year's NATPE as the next big name in late night, is working for NBC and the National Basketball Association. Late night is out of the picture for the former Detroit Piston, at least for now.

Wayans, whom Buena Vista suddenly attached to the would-be Salley project, is battling to keep his time periods on the Fox stations and is in the process of renewing the show for another season.

Spencer, the original host of Columbia TriStar's variety/talk show *Vibe*, has returned to the comedy club scene after serving just two months as the show's host. Spencer's big-name, top-dollar replacement, comedian/actor Sinbad, received an overall film and television deal from Sony last week, not to mention a hefty raise and a second season of *Vibe*. (See box, this page.)

And Johnson, the 6-foot-9-inch former basketball great, is busy watching old videotapes of Johnny Carson and David Letterman, preparing for his late-night debut this June. An added tidbit: Salley originally was tested as the host of a weekly late-night vehicle for the Fox stations as well. But after appearing as a guest on Salley's pilot, Johnson wound up attracting the Fox executives' attention.

Regardless, *The Magic Hour's* arrival has shaken up late night.

Three weeks ago, Twentieth Television announced that Johnson will debut June 8. With the *Magic Hour* announcement came word that Johnson would "likely" air on the 22 Fox owned-and-operated-stations in the lucrative 11 or 11:30 p.m. time slot. That announcement caused an uproar in the Wayans camp, because his show airs during those time periods and on those same Fox stations.

Last week, Buena Vista put out its own announcement that



Keenen with singer/songwriter/producer Babyface.

The Keenen Ivory Wayans Show had been renewed by the Fox stations for the 1998-99 season, as well. Buena Vista executives will not specify when the show will air on those stations.

Subsequently, Twentieth Television executives emphasized that there is "no doubt" Johnson will get the best positions on the Fox stations.

Industry insiders say Twentieth ought to know, since its parent company is Fox. Many expect to see Johnson after the local news in the top U.S. markets, but some believe Fox executives will proceed with caution since it is Disney, not just Wayans, that they are dealing with.

Fox stations head Mitch Stern would not comment on

the situation. Two weeks ago he met with both Buena Vista and Twentieth Television executives, and the results are still unclear. Stern says he will make the key time period decisions in the coming weeks.

Buena Vista Television's head of sales, Janice Marinelli, says her company is contractually obligated to produce original epi-

sodes of *The Keenen Ivory Wayans Show* through the summer. Speculation that the show would go on hiatus and return in the fall is out, she says. But Buena Vista executives are not ruling out the possibility that the show could run after *The Magic Hour* on the Fox stations.

"We are not going to just trash the show and go into repeats," Marinelli says. "There will be a mix of originals and repeats during the summer anyhow. Typically, most of us have a share of originals and repeats over the summer. Our plan is obviously during the sweeps to remain in originals."

But Buena Vista concedes that *Wayans* could run after *The Magic Hour* on the Fox stations during the summer. "I don't think Fox knows for sure what it is doing," Marinelli says. "We have a very good deal in place with Fox. Mitch [Stern] has a few options. I imagine if the show continues to build and grow, it will come down to 'Does that station that spent a year building the time period want to make a change?'"

Marinelli says the 22 Fox stations, which represent 40% of the nation, have "limited

Sinbad sails into new deal

With actor/comedian Sinbad on board, Columbia TriStar's late-night entry, *Vibe*, has improved its ratings performance by more than 30%. Although the upward movement started at a 1.3 national rating and now sits at a 1.7, Columbia TriStar's top brass were impressed enough to re-sign Sinbad for another season. Sinbad was also given an overall film and television deal with parent company Sony Pictures Entertainment.

Columbia TriStar Television Distribution President Barry Thurston says *Vibe* is "by far" the most expensive show he has distributed since Columbia and TriStar merged in 1987. And Thurston says the company knew it had to pay the "big dollars" to assemble a syndicated show that could compete with the network's late-night names.

"We knew what we were getting into when we entered into this market," Thurston says. "We had to put a quality show on the air. We've got quality producers in Quincy Jones and David Salzman, and now we've got a quality host in Sinbad."

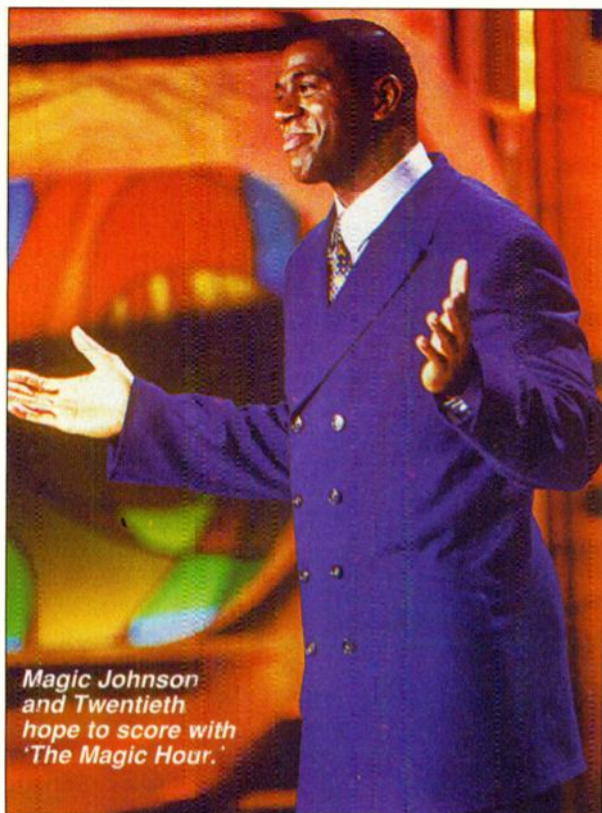
Sinbad took over the hosting chores on *Vibe* in October, replacing original host Chris Spencer just in time for the November sweeps. Sinbad has also been given an executive producer title and will start working on a number of projects with Sony and Columbia TriStar.

"Sinbad has a very active and creative mind," Thurston says. "He could do any number of things with us. He could do prime time, children's programming, syndication—you name it. And since he took over *Vibe*, the show has evolved around his unbelievable comedy skills and quick wit."

The new host not only has helped raise *Vibe's* ratings, but he also has improved the show's demographics. The show is now beating *Leno* and *Letterman* in the key 18-34 adult demos in five of the top 10 markets, Thurston says. In New York, for example, *Vibe* during November scored a 4.3 rating in the category, compared with *Leno's* 2.1 and *Letterman's* 1.5.

—Joe Schlosser





Magic Johnson and Twentieth hope to score with 'The Magic Hour.'

flexibility" in upgrading or downgrading *Wayans*, which in the most recent national Nielsen numbers averaged a 1.7 national household rating, according to Nielsen Media Research. But *Wayans* has claimed ratings success in a number of top markets, including Baltimore, Dallas and Houston, where the ratings for the key 18-34 demographics are well above those of *The Tonight Show* and *The Late Show with David Letterman*.

Sinclair adds 'Magic Hour'

Twentieth Television announced late last week that it had licensed *The Magic Hour*, already signed on with the Fox owned-and-operated stations, to 19 of Sinclair Broadcasting Group's stations. New clearances for the show include KLGT-TV Minneapolis, WPTT-TV Pittsburgh and WTTK(TV) Indianapolis. Altogether, Johnson's show is now cleared in 65% of the country and is expected to be cleared in more than 70% by the

start of the NATPE conference.

"As great as our owned-and-operated station deal was, Sinclair says to the community that this show is happening; we are in well over 60 percent of the country, and those are difficult markets because there are not a lot of stations in those markets that take late-night television," says Twentieth Television President Rick Jacobson.

Wayans and Columbia Tristar's *Vibe* could face time period shuffles on some Sinclair stations this June as stations make room for Johnson's show in the top late-night positions, but sources say the Baltimore-based station group "is not looking to violate its contracts" with Columbia TriStar or Buena Vista. Executives at Sinclair, Columbia TriStar and Buena Vista declined comment on any possible changes.

'Love Connection' and 'Change of Heart'

Warner Bros. executives decided to

try something a little different in late night. The syndicator, through its Telepictures Distribution unit, is putting *Love Connection* back into the time period and has created a companion show, *Change of Heart*, to go with it. The shows are being sold exclusively in late night for first-run, and some clearances will allow for double runs during the daytime.

"*Love Connection* worked great when it was in its original incarnation," Warner Bros. Domestic Television Distribution President Dick Robertson says. "It was very successful in late night, and we think we've put together the right show to go with it in *Change of Heart*."

Pat Bullard will replace Chuck Woolery as host of the *Love Connection* revival. The original version aired in syndication from 1983 to 1995. No host has been selected for *Change of Heart*. The two shows are being sold as an hour block and have been cleared in 71% of the country for 1998-99. ■

More celebrities get talk shot

New shows include vehicles for Roseanne, Mandel, Urich, Osmonds; Taylor project killed

By Joe Schlosser

Have big name, will talk. That's the simple formula syndicators are using to develop new talk shows for next season and apparently for years to come.

There's a who's who hosting the new talk genre, with Roseanne, Howie Mandel, Robert Urich and Donny and Marie Osmond launching shows this year.

With nearly every syndicator looking to duplicate the success that Warner Bros. has enjoyed with Rosie O'Donnell, the trend for next fall has gone the way of the celebrity. O'Donnell took *The Tonight Show's* format to daytime talk and found success in a daypart overflowing with never-ending stories of marriage crises and infidelity. Industry analysts also say the number of big names demonstrates how difficult it is to attract an audience in an age filled with cable, satellite and pay-per-view options.

"You have to have instant recognition if you are doing a talk show, definitely," says Dick Kurlander, Petry Television vice president of programming. "And I think shows like *Roseanne*, *Donny & Marie* and *Howie* will have a good shot at success because of just that."

Those three shows came out of the gate early, and all have been cleared in the majority of



Roseanne and Howie Mandel lend their comic talents to talk.

the country for summer or fall 1998 debuts. *Urich* was a late addition and has yet to find a home for 1998. Sources say it may wind up on cable or on Pax Net, Lowell "Bud" Paxson's new broadcast network.

Not surprisingly, the most noise on the talk show scene centers on *Roseanne*. King World brought the talk/variety show out early in 1997 and managed to clear it in more than 90% of the country. King World began 1997 not knowing if its biggest breadwinner, Oprah, would return after the current season and quickly established *Roseanne* as the Winfrey alternative for 1998.

"It was never brought in looking over her shoulder, but



if Oprah had decided to go away, Roseanne would have replaced Oprah in many markets," says King World Chairman Roger King. "But we didn't really want that. It wasn't just for the money; we wanted to develop Roseanne's show so in the second, third and fourth season we could capture the real late afternoon, fringe time periods that we would really like to have."

Oprah Winfrey renewed for another two seasons, through 2000. King says Roseanne's show can now get the time it needs to grow without facing the pressure of filling Winfrey's shoes. The show is going to be different from the traditional talkers and will be a

change from O'Donnell's fare: "Roseanne thinks funny. She is funny. She is not going to be a Rosie, and she certainly is not going to be a Jerry Springer. She's going to have her own comedic strengths."

As for Mandel, he is scheduled to launch in June with a talk show built around his many years as a stand-up comedian. "There is not going to be a brand-new wheel invented here," says Frank Kelly, president of creative affairs for Paramount Domestic Television. "It's going to be a talk/variety show. There are really only a couple of shows that work in daytime; there's the *Rosie* type and the *Montel* type. Howie is going to be more of the *Rosie* type. There will be celebrity guests and we are going to have music." There will not be a monologue, but the first 10 minutes of Mandel's show will likely draw on his comedic skills. Mandel's show is cleared in 87% of the country and 139 markets going into NATPE.

Donny and Marie, who hosted an ABC prime time variety show in the late 1970s, are back for another go at it. But Columbia TriStar Television Distribution President Barry Thurston

says this is not just the Osmonds of old: "It is not an update of the 1970s show. This is a completely different show in terms of its elements. There will be performance segments from guests and the hosts and a lot more. It is unlike anything else on TV right now. It is not a talk show, and it is not in any one category."

Another new talk entry, Twentieth Television's *Forgive or Forget*, will feature a known personality. Nationally syndicated radio talk show host Mother Love will host the one-hour relationship show, billed as the "antithesis to Jerry Springer." The show will feature the confrontational elements of Springer's show and will leave guests crying or laughing, but not in physical pain, says Twentieth Television President Rick Jacobson. *Forgive or Forget* debuts June 8.

In November, Buena Vista Television announced that it was bringing Robert Urich into the talk show wars. Urich, a 25-year veteran of such action shows as *Vega\$* and *Vital Signs*, says he is ready for the other side of the interview desk. Tired of the same old talk-show gimmicks, Urich is going to set some new rules for his show: On other shows "you are expected to come on and in three and a half minutes be charming, engaging and tell a few stories. Pitch your book, movie or TV show and get off. I'm going to have a rule

where [guests] can't talk about their book, movie or TV show. I'd rather learn about the summer Tom Selleck learned how to do the backstroke."

One celebrity whose name wasn't enough was Meshach Taylor, of *Designing Women* and *Dave's World* fame. MGM Domestic Television had planned a show with him for 1998, to be taped at the MGM Grand in Las Vegas. Taylor and MGM intended to take advantage of the city's abundance of celebrity acts and try to make the show into a tourist destination. At the end of December, however, MGM executives decided to pull the show, citing a lack of available time periods.

Twentieth Television is bringing out a talk show, *Forgive or Forget*, a relationship show that has the confrontational elements of Jerry Springer's style of talker, without the fisticuffs. Radio talk show personality Mother Love is the host of the show, which will likely be taped in New York City.

"It brings the same kind of emotion and storytelling that Springer does, which makes the show so compelling, with-

out the fights," Twentieth Television President Rick Jacobson says. "We felt we could put together something that was actually positive and brought people together and gave the viewers closure."

Twentieth announced in December that it had a launch deal with Chris Craft/BHC/United Television Stations, a deal which included WWOR-TV New York, KCOP-TV Los Angeles and KBHK-TV San Francisco. *Forgive or Forget* debuts in early June.

Last season's crop

The latest batch of talk shows was supposed to be nontraditional, something special. Not only were the majority not the ordinary fare, but many of them failed to make the grade. Eyemark's one-hour pairing of *Martha Stewart* and newcomer *Gayle King* was the only prominent exception. The Eyemark Entertainment-produced-and-distributed duo have been cleared on the majority of CBS O&Os for a second season. Coming out of the November sweeps, Stewart was averaging a 2.7 rating/12 share, while King was at a

2.0/8, according to Nielsen Media Research.

All American Television's *Arthel and Fred* and Twentieth Television's *The Home Team* are in reruns and will not be returning next fall. *The Home Team*, which features Fox football analyst and former NFL star Terry Bradshaw, came out of November with an 0.8/3, while *Arthel and Fred* managed only a 0.7/3. A number of other shows, including the *John Salley Show* and one with country star Naomi Judd, failed even to make it to air.

The returning team

Once again the leader of the pack in daytime talk was Oprah Winfrey, whose show pulled a



'Jenny Jones' posted rating and share gains last year.

7.5 rating/23 share during the November sweeps. And Universal's *Jerry Springer* was the talk of the talkers as it finished second in the November book.

Springer rose 96%, from a 2.6/8 a year earlier, and muscled its way to a 5.1 rating/16 share. The *Rosie O'Donnell Show* was right behind in third place (with a 5.0/17), while Buena Vista's *Live with Regis & Kathie Lee* claimed fourth place (4.9/23).

Warner Bros.' *Jenny Jones* recorded across-the-board gains over 1996. In daytime, *Jenny* scored a 2.9 rating/10 share; in early fringe it got a 3.7/12, and in late fringe it doubled its delivery among women 18-34, from a 0.9/11 to a 1.8/19.

Sally Jessy Raphael, which is marking its 3,500th episode tomorrow (Jan. 20), posted a 4.0/14 during the sweeps, and *Montel Williams* had a 3.6/14. Maury Povich, whose show finished in the middle of the talk show crowd with a 3.2/13 in November, is preparing for a new distributor and hopes for renewed life. Povich is taking his show from Paramount to Universal next season, and his new distributor plans a promotional and marketing blitz. In his final November book, Geraldo Rivera's show got a 2.3/8. Rivera is taking his talk act to NBC and its cable outlets. ■

Montel stays the course

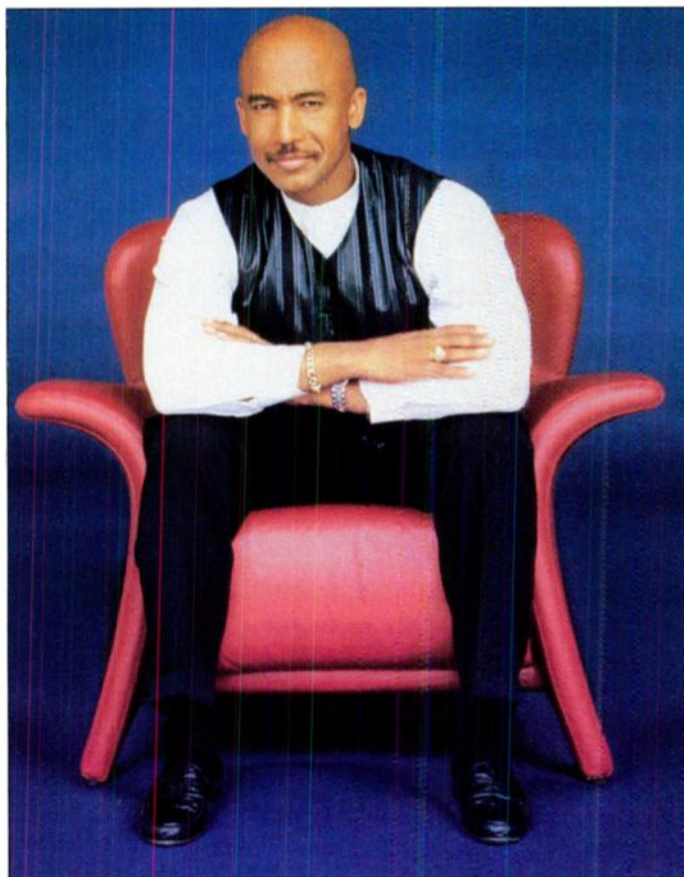
Montel Williams won't admit that he is tired of being mentioned in the same breath with Jerry Springer and Geraldo Rivera. But Williams, the host of his own talk show for the past six seasons, says there has never been a fight on his show—no fight, no blood, no strippers, nothing like that. Rather, he says, *The Montel Williams Show* is an issue-oriented talk show that doesn't promote the "wrongs of society," but instead tries to change them.

Williams says his show has continued to climb the Nielsen charts by "staying the course" with appropriate fare. In fact, ratings for *The Montel Williams Show* have increased for five consecutive seasons and are averaging a 4.3 household rating (season to date), according to Nielsen Media Research.

The 41-year-old former military intelligence officer and motivational speaker is proud of his show's track record and the behind-the-scenes services he provides his guests and viewers.

In fall 1993, Williams, with the help of his production staff and Paramount Domestic Television executives, designed an elaborate aftercare program. He hired a full-time staff psychologist, who began arranging counseling, rehabilitation and motivational camps for guests "whose problems often cannot be solved during the course of a taping." Since its inception, Williams says, more than 250 guests have gone through the program, and thousands of viewers have been directed to aftercare programs throughout the country.

Williams, who has appeared in numerous prime time television shows and will soon co-star in an action/adventure film, is contracted to host his show through the 2001 season. And Williams says he is close to adding another season with Paramount that will take the show through 2002, a full 10 years on the air.



"The Montel Williams Show hasn't changed in five years, and I think that is something people need to know."

While Williams tries to get the positive qualities of his show out to the public, his personal life has attracted most of the headlines recently. In 1996, two former employees filed a sexual harassment suit against him. The suit has yet to be settled, but a New York federal judge recently fined the plaintiffs' attorney for "filing baseless legal motions aimed at embarrassing the talk show host."

Last week, Williams spoke with BROADCASTING & CABLE's Joe Schlosser about the state of the ever-criticized, often-watched genre.

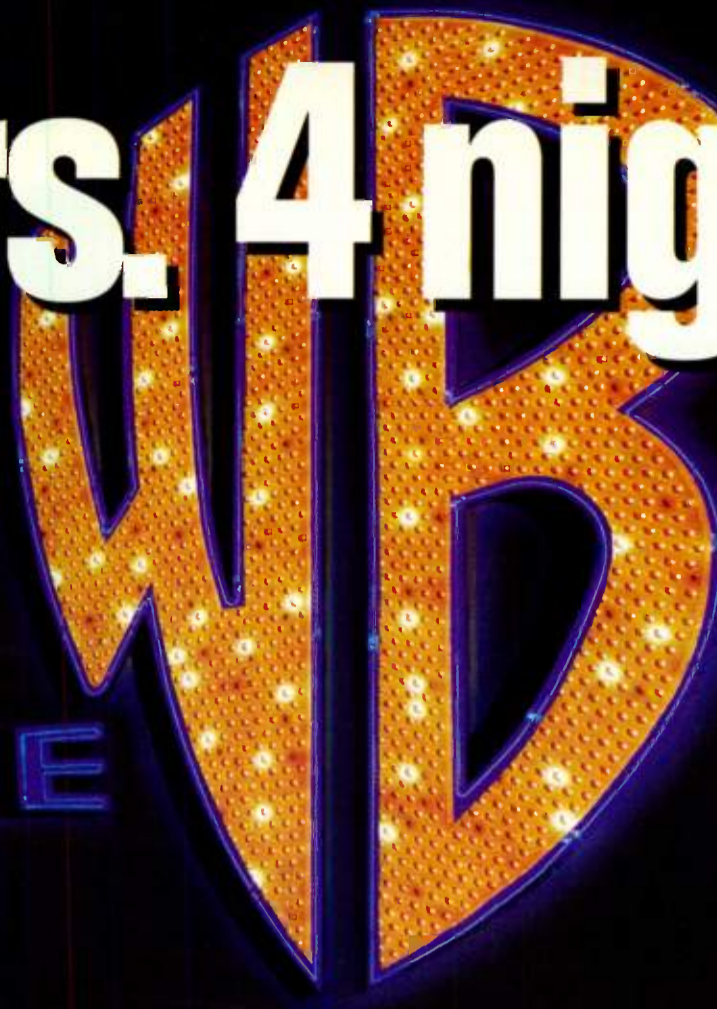
Is *The Montel Williams Show* the way a talk show should be? Do you feel you are providing a public service?

I read an article in BROADCASTING & CABLE a few weeks ago, and a lot of things were said in that article about how we've changed. *The Montel Williams Show* hasn't changed in five years, and I think that is something people need to know. We have set the same course and have been doing the exact same show for the last five years, and our ratings have gone up. We were the first show in TV—five years ago—to hire our own staff psychologist, who runs an aftercare program for us. We had that long before all the rhetoric was started about talk shows being banned, before [former education secretary William] Bennett got on his soapbox. I made a change in season two, my first national year—1992—to stop doing strippers, dancers and all the things that seemed to be Oprah's, Sally's and Donahue's mainstays.

So you had the strippers and all that stuff during the first year?

The first year, when I wasn't national, which was 1991, I did the same thing everybody else did. Back

3 years. 4 nights.



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Jacksonville-WB17

Fresno-KNSO

Little Rock-KKYK

Austin-KNVA

Mobile/Pensacola-WB53

Knoxville-WB20

Toledo-WB5

Omaha-WB15

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Ft. Myers/Naples-WB10

Madison, WI-Channel 6

Chattanooga-WYHB

Burlington/Plattsburgh-WB39

Evansville, IN-WWAZ

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El Paso-KJLF

Tallahassee-WTLH

Reno-WB27

Eugene/Roseburg-KROZ

Lafayette, LA-KLAF

Yakima-KEBB

Boise-KNIN

Columbus, GA-WSWS

Brookings-KBSC

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“No one in America or in this world could ever have claimed to have seen a fight on *The Montel Williams Show*.”

then I don't think anybody ever took talk to where Jerry Springer has now taken it. No one even came close. I've done almost 1,400 episodes and there has never been a fight on *The Montel Williams Show*. So we have not made any changes, and I would say I'm staying exactly the same.

I don't consider my show to be a public service, but we deal with issues that I think everybody talks about. In the last two years I've had more of the President's cabinet on and more officials from Washington than any other talk show in daytime. So we've been doing some things and setting a course that is a little bit different. The viewers have obviously discerned the difference, because we have yet to have a year-to-year downward trend.

I read an article that said I followed Oprah into making the show different. Let me tell you, this show has never followed anything that Oprah has done, or Rosie, or anyone else. If you remember two years ago, every show—from Oprah to Geraldo to Maury—came out with new and improved versions because they needed to do something about what they were doing. We haven't changed a thing.

It sounds like you're getting tired of having your show lumped in with the other shows.

I shouldn't say I get tired of it, because I have to understand that this is the same business I'm in. Rather than research things before we write things, most of us just lump things together. That is what has happened—especially in the last year—when it comes to talk. Everybody just lumps us together. They assume there are Oprah and Rosie and that everybody else must be like Jerry. The truth is, the public has obviously noticed a difference. The show has done well, and I think it is because we have stayed put while everybody else has tried to change to the flavor of the month. We do issues that everybody can talk about, and I'm not just talking about the title of our show.

Do you try to steer clear of overdone news stories?

What I try to do is purposely look for those news stories that either didn't get enough play or need to have some further explanation and try to explain some of those things to our viewers.

Talk for a minute about the aftercare program you have set up.

We put the program into place in October 1993. It started with a young woman who suffered from a malady where she cut herself. She was a self-mutilator. She was anorexic and bulimic. The lady came to me asking for help. She said, “Montel, please help me.” And I told her that she was not leaving until we found out where we could send her. That day we found a hospital and we put her in it. It was a full residential treatment program, and we took care of it. I'm not like some other hosts who say they will give you some help, which is a half hour in a green room after the show. We put people through full residential treatment programs that beat heroin, that beat drug addiction. We've sent people to counseling for six and seven months.

When you say that you took care of it, what does that mean? How is the aftercare program funded?

In some cases we have to provide a financial contribution, and in other cases we are able to help make a deal, if you will, with a hospital or an insurance company and with the person. Dr. Karen Derby runs the program. I'll give you an example. Last week we had a young man who has been an alcoholic for 17 years, and we were able to get a clinic in New Hampshire to take him. It is one of the best and most expensive programs in the country, and they did it for free.

So what do you do for the clinics—put up a graphic on the show with the name of the place?

We work with them. Rather than just say we'll flash their name or give them credit, what we do is work with them. We talk about the success the program has had or what it offers, and we offer that up to other people. We not only help the guest that is onstage, but we also try to help those people at home who are living vicariously through the guests onstage. We refer the callers to these clinics, which we have found to be sound, respectable establishments.

And you say no one else is doing this?

Absolutely not. I think a lot of them have attempted to follow, and they figured out how hard this is to do. It

takes dedication on the part of not just myself but my entire staff.

Does your distributor, Paramount, pay for a lot of the aftercare programs?

I wouldn't say it is necessarily part of my budget, but in the last couple of years if Paramount can't pick it up, I'll pay for it out of my own pocket. My wife and I currently have three kids under contract that we will be sending to college, through the show. I stand by what we stand for. When you have Jerry Springer out there pulling the kinds of numbers he's pulling ... and we can do a show like when race separates a family and pull numbers close to or better than Jerry's, I'm happy.

I don't think the public has any idea you are doing any of this. I think the public says, “Oh, Montel, Sally, Jerry—they are all the same.”

The reason is that a lot of people who are doing stories about talk are too busy worrying about lumping everybody together rather than looking at what each show is doing. We've been doing this for almost four years now. I'll see something in the paper that says talk shows like *Jerry Springer*, *Montel Williams* and *Sally* have fights. No one in America or in this world could ever have claimed to have seen a fight on *The Montel Williams Show*. It has never aired. We have had only one altercation in our studio, and that never ended in blows. If people would just spend more time watching than criticizing, we would be in good shape.

Do people want to see good, wholesome stories or would they rather see fights?

I think the public will watch what we provide them. You have to look at what Springer is doing. I'm not going to put him down; obviously, there are people that are watching his show—that's the only way he can pull the numbers that he is. The public doesn't mind looking at it. It is the same thing as when people are riding down a highway and there is a car wreck. Well, most people will tell their family not to look, and as soon as they pull beside the wreck, they slow down, take a peek and go home and talk about it. Well, Jerry Springer is a car wreck. You go down the highway of surfing channels, you stop, you look at the car wreck, you laugh at it, you mourn about it, maybe you even cry along with it and then you pull away. But it hasn't done anything to enrich your life.

How do you classify your talk show? Is there any genre that you fit into?

I would say we are an hour issue-oriented show. We do an issue for an hour, whether it is about a relationship, social issue, news issue or public affairs issue. And we do them pretty well.

Do you think the lawsuit you are facing has added to your name being lumped together with some of the other shows?

It is a funny thing. I like to say America loves success and hates successful people, and I guess I am a successful person. No matter how much good you do, we would tend to continue to just report whatever we think is bad, even if we don't have the truth. And that is just like this thing that I am still involved with. This lawsuit came out and I was on the front page of every newspaper in America with a frivolous allegation. Now, a judge a month ago sanctioned the attorney who wrote that lawsuit and called it a frivolous lawsuit, and he also stated in his 22-page sanction that this attorney had crossed the line. No one put that in any newspaper. I was originally sued by six plaintiffs, five of whom have been removed from the case. One is left. The original attorney was fired and sanctioned by the judge. The second attorney quit. All of this has happened, but the first day, as soon as somebody wrote something as outrageous as they could write, everyone printed it just because they would rather make you look bad than report the truth. ■



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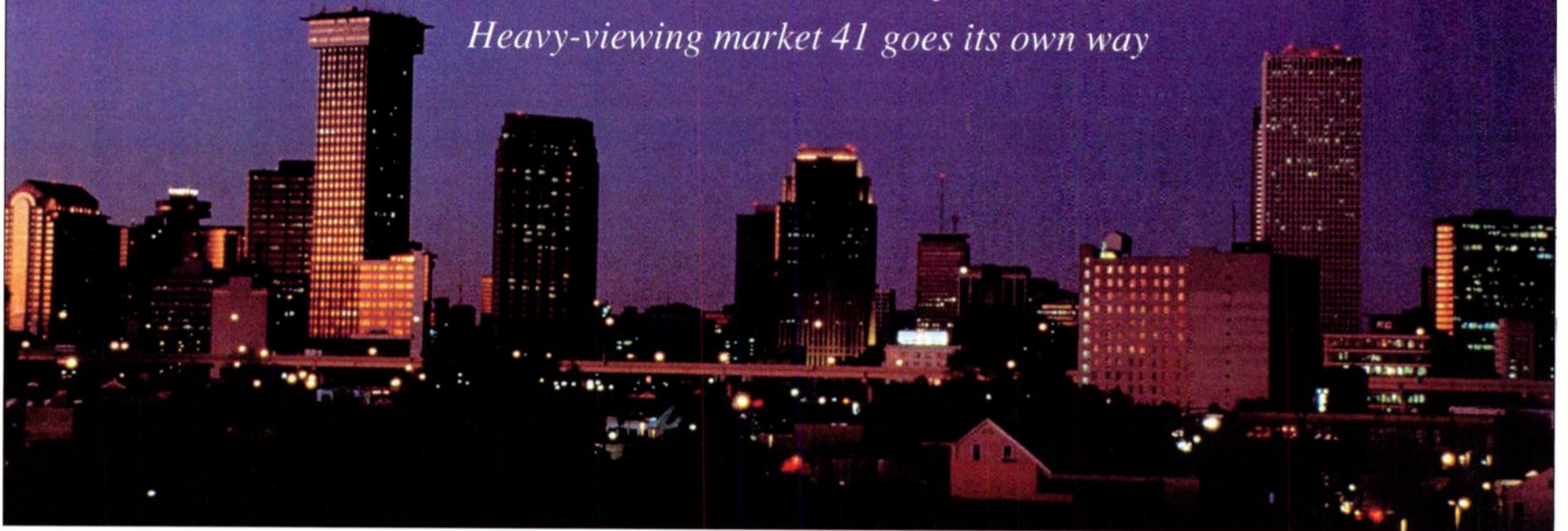
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New Orleans

A city, and a TV market, like no other

Heavy-viewing market 41 goes its own way



By John Merli

The designated market area (DMA) of Greater New Orleans may be the most idiosyncratic—and tumultuous—in the nation. While it has fallen nine market rankings in recent years to number 41, the nearly 630,000 DMA TV households that remain watch a lot of television. In fact, viewers there watch the most television around the clock of any metered market in the country, helped by a higher-than-usual 72% cable penetration.

It is a market that in the past few years has been rocked by a major flood, serious economic woes and affiliate switches affecting more than half the town's major TV outlets. What holds true in many markets does not hold true in New Orleans. And for program syndicators of vintage sitcoms, what does hold true there is good news.

Even longtime area TV executives acknowledge that making sense of New Orleans is a lost cause. Programmers often are stumped by viewer preferences there and have learned not to rely on the rest of the U.S. as an indicator of what will play in the Crescent City.

Rosie O'Donnell on WVUE (TV)? With a 1.8 share, it barely shows up on the radar screen versus the first daily airing of *Montel Williams* and *The Price Is Right*. And *Rosie* beats the syndicated sitcom *Three's Company* by only a Nielsen whisker.

What about the queen of talk

New Orleans Demo Data

Market Population	1,733,600
Arbitron MSA (Metro Survey Area)	1,280,000
Projected MSA Growth by 2000	0.3%
Retail Sales (all)	\$16,061,000,000
EBI (Estimated Buyers Income) by 2000	\$21,383,700,000
Per Capita Income	\$12,762
Average Household Income	\$35,280
DMA Income Ranking	66
Population Ranking	41
Under-12 Demo	19.2%
18-24 Demo	9%
25-34 Demo	15.4%
35-44 Demo	16.5%
45-54 Demo	11.9%
55+ Demo	18.7%
White Consumers	65%
Black Consumers	32%
Hispanic Consumers	3.6%
Asian Consumers	2%

Sources: BIA Publications Inc., Nielsen, B&C Yearbook 1997, industry estimates

shows? *Oprah* plays second fiddle to a surging *Jerry Springer*. NBC's *Today* show on WDSU? A distant second to WWL-TV's locally produced morning news and *Regis & Kathie Lee*. (CBS *This Morning* is preempted.) David Letterman? The nationally number-two late-night host enjoys a comfortable lead over number-one Jay Leno stripped across virtually every weeknight of the year.

In stark contrast to the rest of the nation, the past decade has not been kind to the Big Easy. An oil bust in the mid-1980s led to an outmigration of more than 170,000 residents. In 1995, many consumers and advertisers were devastated by

a spring flood. Even so, in 1996, the local broadcast market set a revenue record of \$105.5 million, a record that will not be challenged when final 1997 figures are in.

An affiliate switch two years ago, resulted from Fox's acquisition of NFL football rights. Much of the affiliate upheaval has proved to be good news for CBS affiliate WWL-TV, the legendary Belo station piloted for nearly four decades by general manager Michael Early, now 81. If anything, its tradition and continuity appear to have been enhanced by the affiliation shufflings. For two decades, WWL-TV's heavily scheduled local news programming has

pushed CBS's network product to record levels nationally.

Peoplemeters arrived last year, and the Belo station ranks number-one among all CBS stations, around the clock, among the 38 metered markets. In prime time, WWL-TV has the second-highest ratings of any CBS station in the country (St. Louis's KMOV is first), and it ranks number-four nationally among affiliates of all the networks.

Little wonder that WWL-TV's billings for 1997 could surpass \$35 million. Despite Early's enormous success, he declines to talk to the media. But spokeswoman Dee Joyce credits the station's long track record to his "uncanny ability to select good programming that viewers want," to the longevity of its local news team ("some of whom have been here for decades") and to viewers' desire for continuity and tradition.

Pulitzer Broadcasting's WDSU (TV) typically comes in second across most dayparts, bolstered by its strong NBC prime time lineup. With \$20 million in gross revenue for 1997 (according to industry estimates), the station hopes that a more visible, attractive presence in the New Orleans business sector—a new station facility opened two years ago—and a stepped-up news effort will translate into significant inroads over WWL-TV.

So far, it hasn't happened. And while WDSU General Manager and Vice President Wayne Barnett would rather be number-one in many dayparts, he

can rest easy that Tribune's WGNO(TV) and Silver King's WVUE(TV) are distant challengers, battling it out for third place.

WGNO, with estimated 1997 revenue of \$14 million-\$15 million—slightly ahead of WVUE—was an independent and WB outlet that became the ABC programmer in the affiliate switch.

In the November sweeps, WDSU's midday back-to-back talkers—*Sally Jessy Raphael* and *Jerry Springer*—clobbered the competition, handily defeating both *Montel Williams* (his second daily airing) and *Oprah*, respectively. Even WGNO was taken aback by the win over *Oprah*.

Apparently, bold and confrontational wins in the Big Easy. WGNO is glad to have *Springer*, despite some gibes from competitors. Barnett says that if given the choice, he wouldn't deem *Springer* air-worthy for WDSU.

Fox's WVUE is losing the battle for third place to WGNO. The station switched from ABC to Fox in the affiliate musical chairs, but WVUE General Manager Greg Buisson has not reaped the benefits of big numbers on Sunday afternoon from Fox's NFL deal. In fact, for virtually all New Orleans Saints home games during the season, there are no numbers at all.

The supersize Superdome rarely sells out, and the NFL blackout rule kicks in. It's one of the frustrations that Buisson, a longtime and respected member of the local broadcast community, must confront. The sta-

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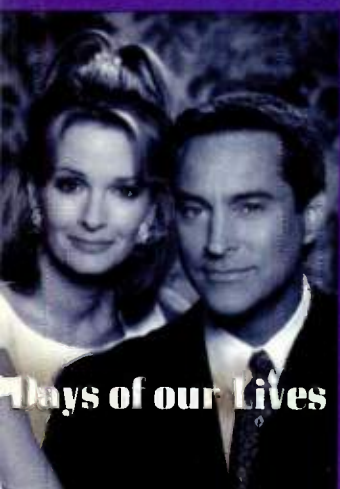
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NBC Affiliate Day Wonder

Market	Station	% chg W18-49	% chg W25-54
NEW YORK	WNBC	—	+17%
BOSTON	WHDH	+13%	+6%
DETROIT	WDIV	+4%	+18%
HOUSTON	KPRC	+45%	+27%
SEATTLE-TACOMA	KING	+8%	+17%
TAMPA	WFLA	+12%	+24%
MIAMI	WTVJ	+23%	+22%
PHOENIX	KPNX	+12%	+40%
SACRAMENTO	KCRA	+38%	+28%
PORTLAND	KGW	+31%	+19%
SAN DIEGO	KNSD	+7%	+8%
KANSAS CITY	KSHB	+7%	+14%
NASHVILLE	WSMV	+54%	+20%
GRAND RAPIDS	WOOD	+29%	+36%
SAN ANTONIO	KMOL	+22%	+53%
NEW ORLEANS	WDSU	+27%	+14%
MEMPHIS	WMC	+43%	+24%
PROVIDENCE	WJAR	+39%	+39%
LOUISVILLE	WAVE	+38%	+26%
BIRMINGHAM	WVTM	+16%	+3%
FRESNO-VISALIA	KSEE	+19%	—
LITTLE ROCK	KARK	+12%	+8%
RICHMOND	WWBT	+30%	—
AUSTIN	KXAN+	+6%	—
LAS VEGAS	KVBC	+4%	+24%
ROANOKE	WSLS	+56%	+33%
HONOLULU	KHNL	+13%	+14%
SHREVEPORT	KTAL	+17%	+8%
TUCSON	KVOA	+13%	+37%
CHATTANOOGA	WRCB	+32%	+36%
COLUMBIA	WIS	+7%	+16%
YOUNGSTOWN	WFMJ	+23%	+33%
EL PASO	KTSM	+62%	+11%
SAVANNAH	WSAV	+89%	+41%
FT. WAYNE	WKJG	+7%	+15%



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Source: NSI W18-49/25-54 ratings NBC affiliates Nov '97 vs. Feb '97. Another World, Days

time numbers are up! why?

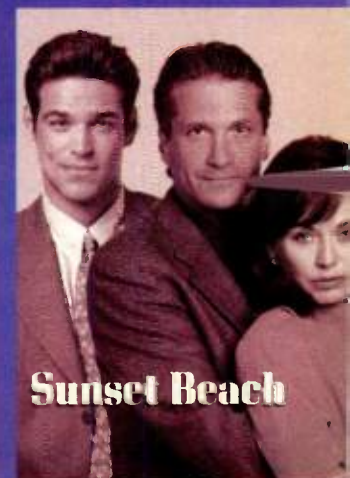


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Market	Station	% chg W18-49	% chg W25-54
HARLINGEN	KVEO	+25%	+71%
TYLER-JACKSONVILLE	KETK+	+38%	+83%
AUGUSTA	WAGT	—	+38%
PEORIA	WEEK	+19%	+8%
FARGO	KVLY	+2%	+10%
TALLAHASSEE	WTWC	+36%	+13%
TRAVERSE CITY	WPBN+	+29%	+28%
MONTEREY-SALINAS	KSBW	+37%	+63%
BOISE	KTVB	+64%	+38%
COLUMBUS	WLTZ	+130%	+120%
BAKERSFIELD	KGET	+8%	+8%
MONROE	KTVE	+19%	+81%
TUPELO	WTVA	+64%	+18%
DULUTH	KBJR	+41%	+150%
ROCKFORD	WREX	+25%	+20%
WAUSAU-RHINELANDER	WJFW	+50%	—
STEUBENVILLE	WTOV	+43%	+6%
TOPEKA	KSNT	+14%	+47%
TERRE HAUTE	WTWO	+29%	+42%
SIOUX CITY	KTIV	+2%	+7%
ERIE	WICU	+18%	+68%
JOPLIN	KSNF	+21%	+14%
LUBBOCK	KCBD	+27%	+45%
MIDLAND-ODESSA	KWES+	+7%	+17%
WILMINGTON	WECT	+29%	+5%
BANGOR	WLBZ	+52%	+37%
PANAMA CITY	WJHG	+13%	+21%
PALM SPRINGS	KMIR	+144%	+200%
QUINCY	WGEM	+29%	+42%
CLARKSBURG	WBOY	+31%	+26%
LAKE CHARLES	KPLC	+64%	+39%
MERIDIAN	WGBC	+83%	+120%
GREAT FALLS	KTGF	+9%	+10%
LIMA	WLIO	+5%	+19%
FAIRBANKS	KTVF	+3%	—

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World Radio History

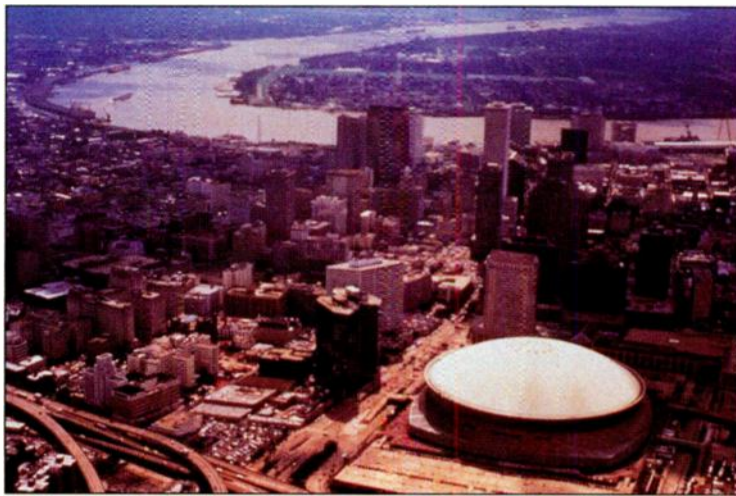
tion also has been struggling with Fox-lite afternoon and prime time fare, and most shows end up placing fourth in their time slots.

And those lower numbers for *Rosie*? That's Buisson's headache too.

The affiliate switch, he acknowledges, has been painful. Buisson's approach is to slowly bolster the credibility of his already seasoned local news team, much of which he has assembled from other local stations: "What I'd like to be is the news station of record. *Fox Eight News* is now becoming a brand. It will take time."

A few months ago, Buisson commissioned a study of homes using television (HUT) around the clock in New Orleans.

The results were an eye-opener, both literally and figuratively: Among the 38 metered markets, New Orleans topped the list in HUT viewing. This meant that viewership during traditionally quiet dayparts—after midnight—



New Orleans TV viewers are—like their city—unique.

was unusually high through the early-morning hours. These findings, which advertisers seemingly would welcome, might be attributed to "this being a very service-oriented town," Buisson says. "The hotels and the all-night tourist activity could be a big reason for this high overnight viewership."

The Big Easy's new WB station (and old Fox affiliate),

WNOL-TV, has been getting a lot of ratings sunshine out of mostly weathered syndicated shows, sometimes at the expense of competitors' locally produced newscasts.

For example, *Good Times* at 10 p.m. ranks number three among five shows that include four newscasts in the November sweeps, winning out over the news efforts of WVUE and WGNO. *The Jeffersons*, *Living Single*

and *Coach* more than hold their own in—or win—their late-night periods. In fact, with some success from its limited Warner Bros. programming, WNOL-TV General Manager Madelyn Bonnot says her station now "ranks number-one among all WB affiliates in the nation." While no stations release their revenue figures, estimated gross revenue for WNOL-TV for 1997 is at least \$11 million.

A few local media observers privately say that there may be factors contributing to the market's successes and failures that people don't like to talk about publicly. Specifically, they say, the New Orleans DMA is not a particularly well-educated market, and its per-capita income is less than \$13,000. The unemployment rate in Louisiana, they note, hovers near 6%—well above the national average. Given these facts, and some viewing trends there, is the Big Easy an unsophisticated television market? Three local media observers say yes.

Longtime *New Orleans Times-Picayune* TV columnist Mark Lorando strongly disagrees. "That just is not the case," he responds from his office on the outskirts of town, visibly annoyed at the implication. "Anyone who suggests that—out of frustration as a competitor, or something else—doesn't know this market very well. Let them look at the 2.5 ratings for the PBS station [WYES-TV]. There are two public stations here. The [commercial] newscasts get good numbers. There are a lot of different tastes and cultures going on here. In many ways, this is a sophisticated television market."

Whatever the reasons, the New Orleans DMA is a television market like no other, as unique as the Big Easy. But in one basic way it has something in common with other markets: Every station is trying to catch number one. And for more than two decades, Belo's WWL-TV has been playing catch me if you can. ■

Call it the Big Easy chair

The New Orleans DMA flies high when it comes to homes using television

By John Merli

Fox's struggling WVUE(TV) New Orleans knew the Big Easy watched a lot of television in virtually all dayparts. What it didn't know until it commissioned a recent study was that the market ranks first nationally in homes using television (HUT) among all surveyed designated market areas (DMAs).

In nearly every time period—24 hours a day, seven days a week—New Orleans dominates. In prime time, the city's 70.5 HUT figure edges past those of Dallas and San Antonio, Tex.; the same pattern holds for the late-night slots. On Saturday mornings, New Orleans (at 39.1) soars above Atlanta and Houston. Saturday late night also has the Big Easy beating Dallas and St. Louis for top HUT honors, with a 55.4.

In fact, the only time periods where New Orleans does *not* lead in HUT are Saturday afternoon (Pittsburgh is first, at 46.3), Saturday pre-prime time (Tampa, 56.7), and Sunday afternoon (Pittsburgh, 50.1). In these exceptions, New Orleans comes in a close second. Incidentally, the top two DMAs in the country—New York and Los Angeles—scored only in the middle



Fox affiliate WVUE's newsteam: Bob Breck, John Snell, Margaret Dubuison and Jim Gallagher

range for HUT usage.

For its part, WVUE has been struggling for ratings respect across the broadcast day since a major affiliate switch two years ago preempted its higher-rated ABC programming and ushered in Fox programming. Despite a seasoned local news staff plucked from other area stations, WVUE's 6 p.m. newscast can only tie the syndicated *Home Improvement* for fourth in the time slot. And the nationally popular *Rosie O'Donnell Show* (which has changed local time periods at least three times) failed to register even a 2.0 rating in the latest sweeps.

Further frustrating matters for WVUE General Manager Greg Buisson is a bright spot for most Fox stations that continues to go untapped there. As a Fox affiliate, WVUE normally would have yearly access to at least 16 New Orleans Saints NFL games, both home and away. But despite bringing on veteran coach Mike Ditka, the team continues to have losing seasons and rarely sells out the massive Superdome downtown. The result: Seven of eight home games this past season were blacked out—seven Sunday afternoon programs that probably would have won their time

BIG EASY BY THE NUMBERS

BROADCAST TV

Television DMA Rank	41
Revenue Rank	39
Number of TV Stations	10 (including 2 PBS)
TV Households	621,000
VCR Owners	80%
Estimated 1997 TV Gross Revenue	\$105,500,000
Estimated 1996-2000 Gross Revenue Growth	5.8%

CABLE

Cable Households	448,200
Cable Penetration	72%
Cable Providers	Cox (primary), Time Warner
Wireless Cable	BellSouth

RADIO

Radio Metro Rank	39
Number of Radio Stations	5 (19 FM; 16 AM)
Number of Viable FMs	12
Radio Gross Revenue ('96)	\$46,500,000
Estimated '97 Gross Revenue	\$50,100,000
Estimated '98 Gross Revenue	\$54,200,000
Estimated 1996-2000 Gross Revenue Growth	6%

Sources: Nielsen, BIA Publications Inc., BROADCASTING & CABLE Yearbook 1997, local and national industry estimates

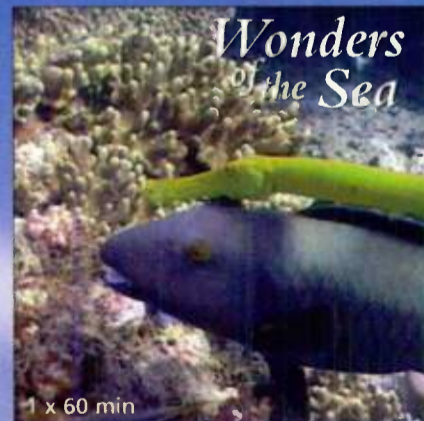
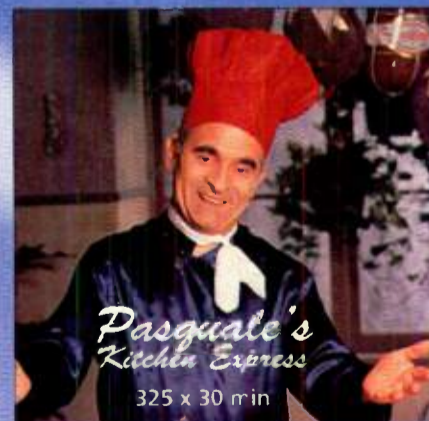
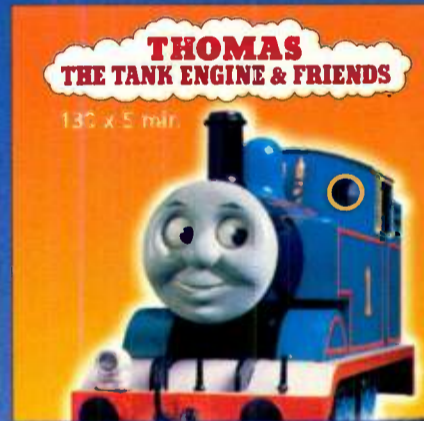
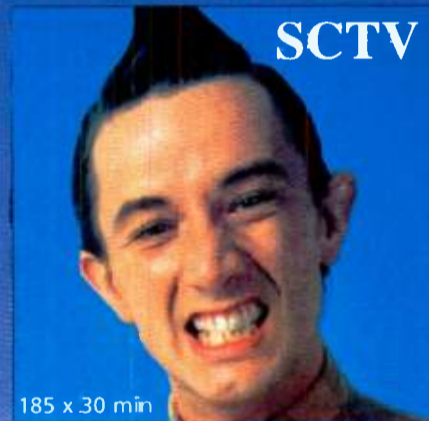
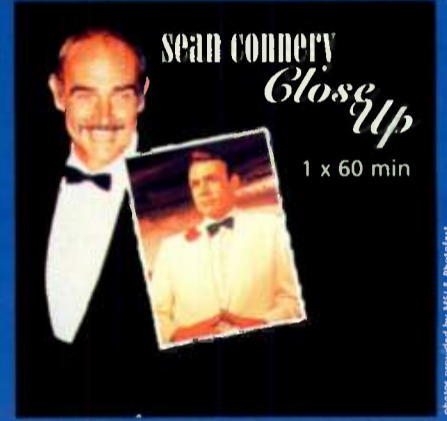
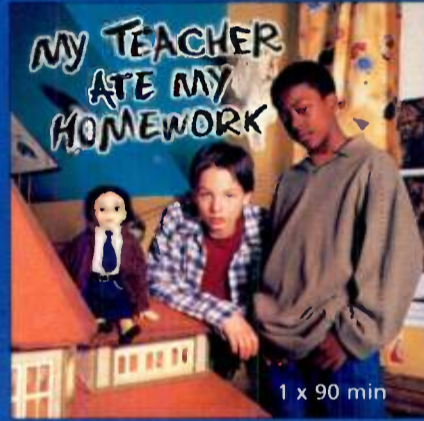
slots and delivered a healthy share of local ad revenue.

Buisson isn't quite sure (no one is) why his market ranks at the top of the national HUT rankings in nearly every time period across the week. But he does have a theory: "This is a

service-industry town. Lots of people are working in hotels and other service jobs that either keep them up all night or otherwise shift their hours so they can watch television in periods that may not be that high in other markets." ■

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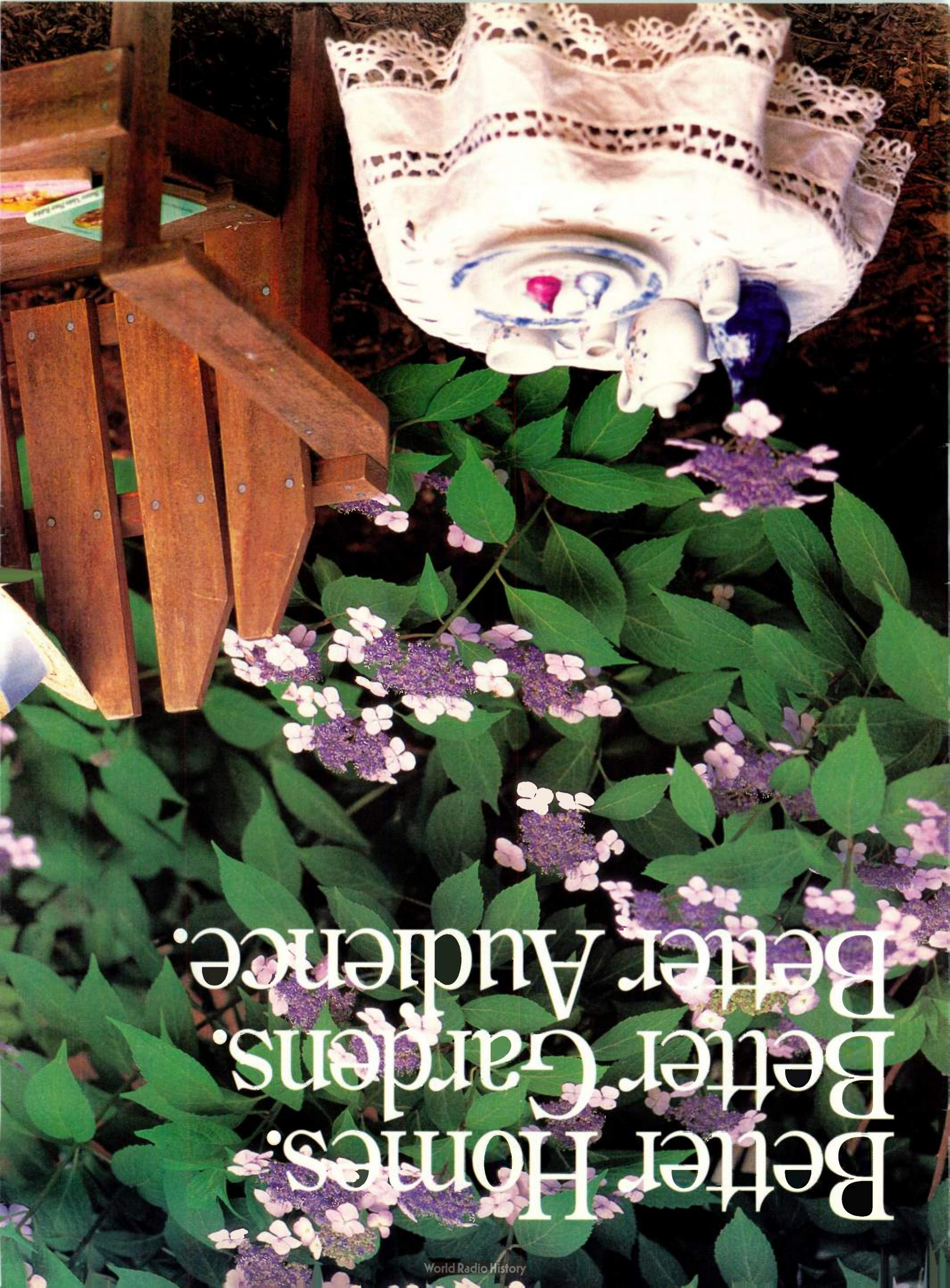


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BellSouth launches digital wireless cable

Direct competitor of cable also offers parental control and music channels

By John Merli

With a penetration rate of 72%, the New Orleans market may already be well-wired for cable services. But if BellSouth has its way, a significant number of cable customers will be cutting those wires not for satellite digital TV and a dish but for wireless cable, whose various tier offerings also would provide more than 160 channels.

The \$19 billion communications company launched its americast service in late 1997 with promises to bring consumers "the best of local, cable and satellite programming with unmatched picture and sound quality." And because of its wireless nature, Bell-

South's basic infrastructure was completed in barely one year. According to BellSouth Entertainment Vice President John Hartman, "to build out a market like New Orleans with wireline would have taken [several] years" (B&C, Nov. 24, 1997).

BellSouth, only the second Baby Bell to offer digital wireless cable, now goes head-to-head with established traditional wireline providers Cox and, to a far lesser degree, Time Warner.

The americast system does not require what the telco refers to as "expensive [new] digital TV sets" for HDTV and other future DTV transmissions, or satellite dishes. The required equipment is made available by BellSouth on a monthly subscription basis

Channel	TUE	WED	THU	FRI	SAT	SUN
10:30 AM						
11:00 AM						
WURL	Dr. Quinn, M					Happy Days
WUL	Price Is Rig					Young and th
UGNO	View					Andy Griffi
UDSU	Montel Willi					News
UVUE	Home Team					Arthel & Fr
QVC	Precious Elements: Silver					
UNOL	Three's Comp					Geraldo Rive
ULAE	Mister Roger					Arthur
UYES	Shining Time					Storytime
UGN	Andy Griffit					Geraldo Rive
USA	Hings					Dancing With
NICK	Gullah Gulla					Little Bear

The americast program guide offers New Orleans viewers interactive surfing.

with a bonus for early customers: Rates will be guaranteed for up to three years with monthly discounts for customer referrals through 1999. However, its monthly fees are higher than local traditional wired cable prices: \$40 for basic, \$80 for premium services.

BellSouth is touting americast's user-friendly "interactive" program guide for selections—which include a few pay-per-view tiers exclusively devoted to movies (50 channels)—along with "unprecedented state-of-the-art parental control features." (The first digital TV sets on the market later this year likely will not include similar

interactive program guide capabilities.) Up to 30 digital music channels also are being offered.

BellSouth will not disclose its penetration projections, but the telco is hardly a newcomer to the market: It is headquartered in New Orleans and entrenched as a local, wireless long-distance, cellular and Internet telephony provider. BellSouth also has filed an FCC application seeking approval to enter the wired long-distance market throughout Louisiana. Through 1998, the company hopes to expand its wireless cable services to Atlanta, Daytona Beach, Miami and Jacksonville. ■

Shrinking New Orleans economy tries to rebound

NEW ORLEANS MEDIA REVENUE 1997

Television	\$105.5 million
Radio	\$49 million
Times-Picayune	\$150 million-plus
Outdoor Displays	\$12 million-\$15 million

Sources: Estimates based on combination of sources, including BIA Publications, Nielsen, Competitive Media Reporting, local and national media analysts

Unlike the rest of the nation, the Big Easy has had more than its share of economic woes in the past several years. And 1997 was a year that wdsu(TV) General Manager Wayne Barnett terms "out of step," calling New Orleans "one of the strangest markets I've ever seen." In fact, this is a market whose population has decreased by more than 170,000 since the oil bust of the mid-1980s.

Due to this "outmigration," the market has slipped from 32nd place to 41st in the past decade. And while it appears to have leveled out as number 41 with about 1.7 million population, it ranks only 66th in median household income.

Unemployment rates for New Orleans—and Louisiana—have been hovering near 6%, unlike most of the rest of the nation, where the general economy is considered the healthiest it's been in years. Barnett says that with a devastating spring flood in 1995—which ruined tens of thousands of homes, vehicles and other major personal proper-

ty—and a few big retail bankruptcies in 1996, advertising revenue dollars were scarcer in 1997 than in 1996.

While '96 was a record year for television revenue at \$105.5 million (thanks to \$8 million in political ads and flood damage restocking), wdsu General Sales Manager Frank Ratermann and wwl-TV Research Director Tod Smith predict that 1997 won't reach the \$100 million mark. Among other factors, the political money won't resurface until '98 and, especially, 2000.

Although you wouldn't know it on Bourbon Street, tourism—one of the staples of the New Orleans economy—also has taken a hit in the past couple of years from bad publicity about the city's crime problem.

And one potential new source of revenue—an establishment once touted as among the largest non-hotel gambling casinos in the world—was shut down a few years ago before its massive infrastructure near the Ernest N. Morial Convention Center was even completed. Still in litigation, it may yet wind up as a gambling establishment, local observers say.

But once-bright hopes of increased economic revenue from legalized gambling have not materialized. "People head to New Orleans for the food and the atmosphere and the conventions," says one local TV executive who asked to remain nameless. "They don't come here for gambling. That's what a desert town like Vegas is for." —John Merli

wdsu contributes to the \$105.5 million in New Orleans TV revenue.

WWL-TV wins Early and often

Long-time GM has built a New Orleans institution

By John Merli

Staffers at local CBS powerhouse WWL-TV New Orleans threw a surprise birthday party last year for its general manager, Michael Early. The party was held on historic Royal Street in the French Quarter—a most appropriate setting.

Early was born on Royal Street. Today, the 81-year-old GM refuses to talk to the media and thus takes no credit on the

record for WWL-TV's longtime dominance in the market. But colleagues within his station and among his competitors talk in awe of this local media "institution."

The unique characteristics of New Orleans as a city—and of Early as a native New Orleansian who has been in television since the medium was invented—have made an indelible mark on this idiosyncratic television market's viewing preferences: It bucks the national trend when it comes to early morning, network news and even prime time.

For the past several sweeps (and long before CBS won the most recent November derby), Early's CBS affiliate has won hands-down in total-day shares, which are high enough for any two stations to split and still be happy. It's something WWL-TV has been accustomed to for a couple of decades under Early's rule.

In fresh numbers from the November sweeps, for example, the Belo station's staying power once again was sustained by impressive stats for



WWL-TV noon anchor Bill Elder has been on the beat for 30 years.

its *Eyewitness News* programming. WWL-TV's 6 p.m. cast, with co-anchors Angela Hill and Dennis Woltering, pulled in a whopping 20 Nielsen household rating—double that of its closest competitor.

In fact, that's the highest rating for an early-evening newscast of all stations within Nielsen's 38 metered markets. Station staffers credit Early's vision and longevity for making the station's local news distinctly familiar and credible to viewers. It's so popular that it ranks among the most successful in the country—finishing first in several categories.

Newscaster Hill has been with the station nearly 20 years, and she's not the only longtime WWL-TV news veteran.

Noon anchor Bill Elder (a 30-year WWL-TV veteran) commands a 17.1 household rating—often outranking CBS prime time's *60 Minutes* and *Touched by an Angel* in Nielsen numbers. The station's 10 p.m. newscast also dominates handily with an 18.9 rating averaged over seven nights, although second-place WDSU (TV) closed the gap somewhat in November.

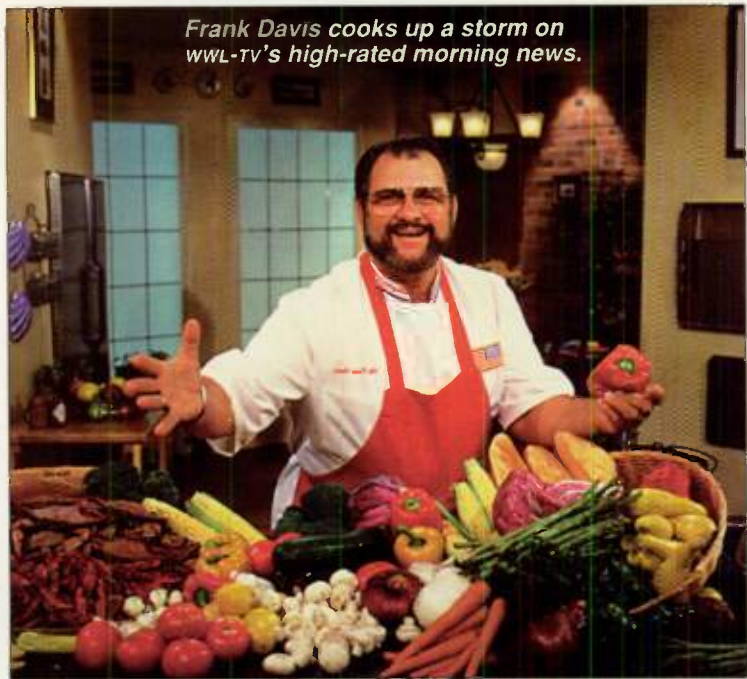
Overall, under the guidance of Early, WWL-TV is the top-rated CBS affiliate in the nation from sign-on to sign-off.

And the sheer strength of its local programming, not surprisingly, has led into top numbers for nearly all CBS fare stripped across the average week and into late night: *Letterman* has a national-high 8.1 rating in the Big Easy.

But what will happen when Michael Early decides to retire? It's a prospect that WWL-TV employees suggest is still years away and that respectful local competitors probably pray comes sooner. ■



At 81, Michael Early is still leading WWL-TV to the top of the charts.



Frank Davis cooks up a storm on WWL-TV's high-rated morning news.

Big Easy viewing is hard to figure

When it comes to viewer preferences, the New Orleans DMA marches to the beat of a different Dixieland band.

The main player is always CBS powerhouse WWL-TV. From the November sweeps, look at these unusual results (compared with most other markets):

Jerry Springer beats out *Oprah* at 3 p.m.; with a 1.8 Nielsen rating, *Rosie O'Donnell* (at 10 a.m.) barely registers at all; WWL-TV news has a 6.7 rating and 32% share—at 5:30 a.m.; *Letterman's* audience is 25% larger than *Leno's*.

And here are some well-established benchmarks compiled over many past sweeps periods that also cut against several national trends:

NBC's nationally dominant *Today* show has only half

Big Easy's top syndicated fare

(ranked according to rating)

1. *Wheel of Fortune*—18.8 rating/30 share
2. *Jeopardy*—10.5/21
3. *Jerry Springer Show*—10.3/26
4. *Regis & Kathie Lee*—9.3/27
5. *Entertainment Tonight*—9.0/14
6. *Oprah Winfrey Show*—8.8/22
7. *Inside Edition*—8.5/19
8. *Sally Jessy Raphael*—8.1/17
9. *Seinfeld*—7.8/12
10. *Gayle King*—7.1/23
11. *Martha Stewart*—6.5/21
12. *Good Times*—5.9/9
13. *Living Single*—5.8/14
14. *Montel Williams*—5.8/12 (4 p.m.)
15. *Maury Povich*—5.5/16

Source: Nielsen Media Research, November 1997

the audience against the second hour of a 6-8 a.m. local newscast on WWL-TV and *Live with Regis & Kathie Lee* at 8-9 a.m. (CBS *This Morning* is totally preempted.) ABC's *Good Morning America*, which comes in number two nationally, has less than a quarter of WWL-TV's morning viewers.

Bookended by WWL-TV local news, *CBS Evening News with Dan Rather*, number three nationally for years, typically doubles Brokaw's audience and triples that of Jennings.

In prime time overall, WWL-TV has won consistently with CBS programs over NBC, which was winning national sweeps routinely for years (until November).

WWL-TV dominates nearly every period between 6 a.m. and midnight, with the CBS station often doubling or tripling the reach of its closest rival, WDSU(TV).

Overall, *Letterman* beats *Leno* by the widest margin in the country. (ABC's *Nightline* usually comes in a close third behind *Leno*.)

On a 24-hour basis, New Orleans has one of the highest HUT (Homes Using TV) percentages in the nation (see story, page 38).

—John Merli

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–Bart Feder: News Director, WABC-TV/New York

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–Ray Cole: Executive VP, Citadel Communications



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All local, most of the time

Diller's WYHS-TV tries to stir up Miami melting pot with mix of local shows and a hot sports team

By Steve McClellan

Go Heat. You can bet your bottom dollar that Silver King Broadcasting executives are praying the Miami Heat realizes its perceived potential and wins the National Basketball Association championship—this season, or even better, next season, when the company's WYHS-TV Miami starts broadcasting up to 40 regular-season Heat games.

The station has made a \$6.5 million bet that it can use the Heat franchise as one of the key drivers of its CityVision program format—focusing almost solely on locally produced shows covering issues, people, events and developments of interest to viewers in the Miami market. The new format, which replaces the Home Shopping Network, will debut on or about April 1.

The station's prime demographic target is the city's youth—kids, teens and young adults. The basic strategy is to hook viewers young and broaden the station's audience profile over time.

Station executives are planning a broad array of locally produced shows, including kids and teen shows, fashion shows, games, comedy, and talk/opinion shows. From day one the station will air what it insists will be a hard-hitting evening newscast. The station's news director, Susan Kawalerski, promises that WYHS-TV won't do press-release stories or chase fire engines and ambulances.

The station will tap the syndication market to a limited extent. What it won't air is *Friends* or *Seinfeld* or *Roseanne* or other costly top-tier off-network or first-run syndication product.

But there is an array of syndication fare that makes sense for the station, executives there say, including sports programming, concerts and other event-type shows. Like Fox in its earlier days, the station plans to create regular "event" programs, but all locally focused.

The syndicated product chosen also will tie into the station's local format. The Fox Kids block is one example—it's being used as part of a larger kids variety program block. Executives at WYHS-TV have created a database of dozens of series and movies



Building it from scratch: L-r: Silver King Broadcasting executive vice presidents Doug Binzak and Adam Ware join business vice president Alfredo Duran and Cityvision content chief Matti Leshem in front of the studios being built to house the new WYHS-TV Miami.

that have some connection to the Miami market; they might be used interstitially or in other ways to spotlight that local connection. *Miami Vice* is one obvious possibility.

In some instances the station may air vintage off-network shows with a local wraparound created to introduce them and, in some cases, "make fun of them," says Adam Ware, Silver King executive vice president.

HSNi Broadcasting President Jon Miller says it is also possible that programs from USA Network or Universal Television may be used. But it's a two-way street, Miller says: shows that are developed locally may be distributed nationally or internationally by Universal.

Broadcasters know that winning professional sports franchises are a surefire way to galvanize the interest of local viewers and advertisers. That lesson was not lost on Silver King: It not only is paying a small fortune in cash for the Heat rights but also is giving the team three-quarters of the advertising inventory to sell in the games.

No wonder the deal left many competing broadcasters in the Miami market wondering how WYHS-TV would avoid losing millions over the five-year deal, considering that the station also will spend roughly \$800,000 a year to produce the games.

Silver King executives insist, however, that they won't lose millions. "We think it's basically a break-even proposi-

tion," says Doug Binzak, Silver King executive vice president. For one thing, he says, the station won't be in the position of having to preempt costly syndicated programs during the Heat season, because the station does not plan to buy costly syndicated shows.

Second, Binzak says, the station will develop shows linked to the Heat franchise, including pre- and postgame shows for each telecast, for which the station will retain all revenue. The Heat (tops in their division as of this writing) will be a year-round program franchise for the station, executives say.

Other Heat shows in development include one with Heat Coach Pat Riley; an exercise/talk show with the Heat Dancers, and a contest show in which viewers will vie for the right to play three-on-three games with Heat players. Heat stars also may make appearances in non-Heat shows on WYHS-TV, such as a weekday afternoon music and dance show called *Groove Alchemy*.

Securing the rights to a hot pro team makes sense when you're trying to establish a strong local identity. Ware, who with Binzak and Miller is overseeing the Miami project, says the station also is talking to Major League Baseball's Florida Marlins, whose rights are now up for grabs.

According to Ware, WYHS-TV's biggest opportunity may be to strike a chord with

younger viewers—"children, tweens and teens"—who he says are "horribly underserved" at the local level. Prime time and late night are other key opportunities, Ware says.

Plans for prime time are still in development. All Ware would confirm at press time is that he expects one show to be a local opinion program produced by the station. He hints the station may couple that program with an existing and compatible show being aired out of pattern by one of the city's network affiliates. Talks also are ongoing with a popular local radio host.

"The natural opportunity for us is from 2 p.m. to 6 p.m.," he says. A three-hour kids block will air from 2 to 5 p.m. It will be a mix of locally produced segments and Fox Kids Network cartoons. "It's really a local kids variety show," Ware says, that will have Fox cartoons, be "branded with our own look and feel [and] have a unique interactive wraparound spin."

It's not a new idea, Ware acknowledges, but one that must be tailored to appeal to local viewers. He cites the example of a kids block created by WFFT-TV Fort Wayne, Ind., several years ago. Called *Happy's Place*, it combined Disney Afternoon cartoons with local segments hosted by a local Bozo-type character. "But in the Nielsen book it was *Happy's Place*. You never saw *Duck Tales*, and it was gigan-

tic. They owned kids" and the transition show that followed.

Groove Alchemy will be WYHS-TV's transition show. Ware describes it as a "teen culture show" with a lot of music and dance. "If you can own the kids and the teen state of mind from 2 to 6 p.m. there's a gigantic franchise that advertisers are trying to reach," Ware says. The station is trying to think creatively in the sales area as well. "Sometimes stations run into a wall selling kids locally. We'll go to a bank and a car dealership and businesses with an interest in getting brand loyalty at a young age."

The station also plans to avoid natural break times, which it can do fairly easily because it's not wedded to a lot of network or syndicated fare. The kids show, for example, will air at 5:05 p.m.

The newscast, slated for an hour each day, sometimes may go just 45 minutes or slightly over an hour, says news director Kawalerski. The news program block is actually two hours long. The first part is the newscast, which will be followed by a discussion show with a live studio audience and a town hall-meeting format.

The newscast will be investigative and expository, says Kawalerski, who joined the station from WTVT(TV) Tampa, Fla., where she was assistant news director. Spot news that gets covered will have to be big news and relevant. "If we get another Andrew Cunanan [alleged killer of designer Gianni Versace] or if a plane crashes here, obviously we will cover it," she says. What won't get covered: daily fires, drive-by shootings and traffic jams.

Kawalerski says that unlike most stations' general assignment systems, WYHS-TV's 10 or so reporters will all have beats. "We're not going to be reactive. We're not going to tell reporters what to cover each day. They will develop sources and leads and they will tell us [the producers] what stories they have each day."

Kawalerski also says the reporters will have a point of view that they will be encouraged to voice on air. "They'll be allowed to say, 'Here's the real story—this guy is a crook.'" Having strong opinions—and expressing them on air—is a key to the station's philosophy, Ware adds. "There's a fine line between expressing an opinion

Cindy Karp / Black Star

and presuming to be a public advocate. To make this work we have to have an opinion, a point of view. That can galvanize an audience or the public. Or they may think we're crazy. Either way we'll get noticed. But you don't want to presume to speak for someone, because they'll say, 'who the hell are you?'"

The newscast will be shot in the station's newsroom with no special set and no anchors. Reporters will rotate serving as "traffic cop" for the day's stories, Kawalerski says.

Late night is a key opportunity for a start-up like WYHS-TV, Ware says, because viewers jump to cable in droves looking for non-news alternatives. "The cable category spikes at 11 p.m. in this market," he says. "It way over-indexes the rest of the day. There's a great opportunity to have a franchise at 11 p.m. if we can grab a significant portion of the viewers who start sampling at that time."

The station's big bid to establish a franchise is a comedy show starring Monique Marvez, a native Miamian. "More than anyone else, Monique embodies this environment we're trying to create, with the station as an extension

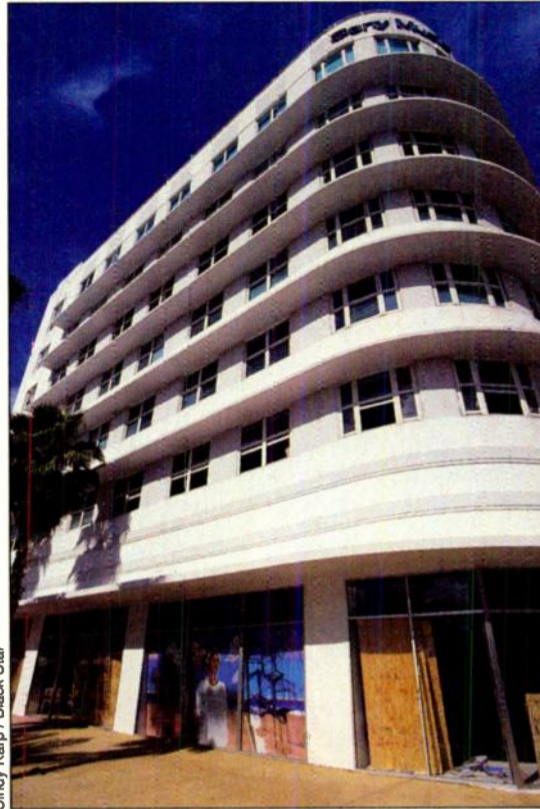
of the community," says Matti Leshem, the station's editor in chief, who is responsible for all programming.

The station's studio facilities and headquarters, under construction in the South Beach area of Miami, will literally be an extension of the surrounding area, Leshem says, down to the tile patterns of the sidewalks that will sweep into the studio. The main lobby area also will serve as the station's kitchen, where guests can have a bagel and a cup of coffee.

Another daily show in development, *City Desk*, is a joint venture with the *Miami Herald*. It's a reality show with a fly-on-the-wall feel (not unlike *Cops*), designed to show how news stories are developed and how a newspaper gets produced.

A weekly reality show about murder and other crimes in Miami is being developed by Edna Buchanan, the veteran *Miami Herald* crime reporter and author of the best-seller "The Corpse Had a Familiar Face." "We call it *Ednoir*," quips Binzak, who says the show will tell stories of life and death and of heroes and villains in Miami.

Meanwhile, station execu-



Cindy Karp / Black Star

tives downplay expectations of ad revenue and audience share at the start of the venture. "I don't even know if I care," says Ware. With Binzak, he joined Silver King from Fox. "The format is so unique. That's what we're selling. Cable has sold format and environment quite

Katz radio experience and knowledge of sales pitches that go beyond just the numbers.

Meanwhile, other stations in the market don't seem to be fazed by Silver King's CityVision effort. "I just don't know that much about it, and frankly I don't really see it as a com-

petitor," says the general manager of one of Miami's affiliate stations. Harvey Cohen, general manager at Miami's WB affiliate, WDZL(TV), says he's not thrilled to have another competitor entering the fray. But even with Barry Diller calling the CityVision shots at the corporate level, Cohen says, "I bet it will take him time" to establish a toehold in the market. "Ultimately they've got to have programming on the air—other than sports—that people will watch. People say it's like the CityTV station in Toronto. Will it work? I don't know."

WYHS-TV has made believers out of several market veterans. CityVision's local sales manager came from WDZL, while the research director and sports producer came from WPLG(TV), the ABC affiliate. And two promotion people left Fox affiliate WSVN(TV) to join the station.

Ad buyers say they hope CityVision works. "More competitors give us more leverage," says one. "They're a creative bunch, which is essential, because they're coming from nowhere. Breaking through the clutter with something different will make or break them." ■

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Sitcoms still rule off-net

'Frasier' joins favorites 'Home Improvement,' 'Seinfeld' and 'Simpsons'

By Steve McClellan

For the second consecutive season, *Home Improvement* and *Seinfeld* have proved to be hard acts to follow in the off-network syndication marketplace.

In November, newcomer *Frasier* ranked fourth among off-network sitcoms in prime time access, behind *Seinfeld*, *Home Improvement* and *The Simpsons*. In 111 access time periods, *Frasier* was down 10% in household rating, compared with the same time periods in November 1996, according to a sweeps analysis of Nielsen local market ratings by Petry Television.

Nevertheless, the sitcom probably met expectations for most stations, says Bill Carroll, vice president, programming, Katz Television. "In most cases, dollars [paid for the show] versus performance are in line for *Frasier*," he says.

With a 4.9/10 in 30 late-fringe time periods, *Frasier* was second only to *Seinfeld*. That was 8% higher, on average, than for the same time periods in November 1996. "*Frasier* had really good late-night numbers," Carroll says. "Was it *Seinfeld*? No, but nothing is. If you're disappointed in *Frasier*, it's your own fault."

The same was not true for



'Home Improvement' (r) and 'Seinfeld' were the top two sitcoms in syndication.

Grace Under Fire, however, which significantly underperformed in its time periods in year-to-year November sweeps comparisons, programmers say. In 87 early-fringe time periods, *Grace* averaged a 2.8/6, down 30% in rating compared with the same time periods in November 1996. Among demographics for the daypart, the show's best showing was among women 18-34, where it averaged a 3.1/13, down an average 16% in rating and 2 share points in year-to-year time period comparisons. The show's strongest demo was teens, where it averaged a 5.3/18, up 23% in rating and 3 share points from November 1996.

Both *Seinfeld* and *Home Improvement* are performing above expectations for third-season shows, programmers say. That's particularly true for *Seinfeld*, which climbed 11% in household rating during the November sweeps in 48 late-night markets. Most third-season off-net sitcoms trend down in the ratings. *Seinfeld* was the top-rated late-night sitcom in November, with an average 6.9/18, compared with a 6.2/16 for the comparable November 1996 time periods. The show also was up across the key demos in late night.

time period comparisons. The show's strongest demo was teens, where it averaged a 5.3/18, up 23% in rating and 3 share points from November 1996.

Both *Seinfeld* and *Home Improvement* are performing above expectations for third-season shows, programmers say. That's particularly true for *Seinfeld*, which climbed 11% in household rating during the November sweeps in 48 late-night markets. Most third-season off-net sitcoms trend down in the ratings. *Seinfeld* was the top-rated late-night sitcom in November, with an average 6.9/18, compared with a 6.2/16 for the comparable November 1996 time periods. The show also was up across the key demos in late night.

Across 82 early-fringe time periods, *Home Improvement* turned in the best performance among sitcoms in the daypart, with an average 5.1/12 in households, down 5% from November 1996. The demos were basically flat, with slight erosion among younger men and teens.

After four seasons in syndication, *The Simpsons* is still showing surprising strength for an aging off-network sitcom. The show was number two in early fringe, with a 4.7/8 in 114 time periods, up 5% in household rating. The show was flat among women but up 1.5 rating points among men 18-34, to a 5.0, and up 1 rating point among teens, to an 8.4.

The Simpsons also turned in strong performances in access, where it was third among sitcoms, and in late fringe, where it was fourth. In both cases, as with early

fringe, the show gained in the ratings.

In 34 late-fringe time periods, *The Simpsons* averaged a 3.2/7, a 19% household rating gain in year-to-year time period comparisons. The show was up across the board in the key demos as well.

In early fringe, *Fresh Prince* was third, with a 3.7/6 household average (down 7%). The show was up half a rating point among women 18-34 (to a 3.7) but down almost 1 rating point among teens (to a 6).

In prime time access and late fringe, *Seinfeld* again was tops in households and demos. In access, the show averaged an 8.1/14, down 2% in household rating. The show was up slightly among young men and women in the daypart and down slightly among teens. *Home Improvement* was second in access with a household average of 7.5/15, down about 14%. Demos were down across the board by about 1 rating point.

Roseanne, now in its sixth season, aired in 40 early-fringe time periods in November and averaged a 2.9/6, down 19% in household rating. The show's biggest appeal continues to be among young women. Among women 18-34 in early fringe, the show averaged a 3.6/13, up slightly from its 3.3/12 in the daypart in November 1996.

The venerable *Cheers* continued to show strength in late night. In 50 late-night time periods it averaged a 3.4/9, down 3% in rating year to year, for a third-place finish among sitcoms in the daypart. ■

Offnet sitcoms: A look ahead

'Seinfeld' expected to generate more revenue in second cycle than in first

By Steve McClellan

There won't be a shortage of solid off-network sitcoms entering syndication in the next four years.

But the one that has generated the most buzz in recent weeks is *Seinfeld*—the second cycle of *Seinfeld*, that is. It doesn't debut until 2001, but stations and reps expect Columbia TriStar Television Distribution to begin marketing it soon to capitalize on the publicity surrounding the show's last network season.

Station sources also say they eagerly anticipate a marketing plan for *King of the Hill* from Twentieth Television. Twentieth has told some stations it will unveil that plan shortly after NATPE. A company spokesperson says the show will be "teased" at NATPE. Probably no deals will be done until the marketing plan is unveiled this spring.

Sources say CTTD has started discussions on *Seinfeld II* in the top three markets, where the first-cycle rights are held by Tribune in New York and Los Angeles and by Fox in Chicago. The distributor hoped to have deals in place covering those markets in time for NATPE so that it could discuss deal points with other stations. "It's their top priority," a station executive says.

CTTD is said to be still mulling several issues, including exclusivity. *Seinfeld* is produced by Castle Rock Entertainment, a subsidiary of Turner, which would love to get the show for WTBS in a shared broadcast/cable window. But with huge license fees at stake, broadcasters likely will object. In the first cycle, stations pay cash and one minute of barter six days a week. The barter component is not expected to change for cycle two, sources say.

Seinfeld already is one of the

most profitable programs in television history. Analysts estimate the show has generated more than \$1 billion in profits, with approximately \$700 million of that from first-cycle domestic and international TV syndication.

The show's performance in syndication is bucking the trend. In its third season the ratings are still increasing, at a time when most off-network comedies begin to wane.

As a result, many in the industry believe that Columbia TriStar will generate higher revenue and profit for the show in the second cycle than in the first. That is true for only a few sitcoms, including *Cheers* and *M*A*S*H*.

"They're licking their chops," Dick Kurlander, VP of programming, Petry Television, says of CTTD. "The second cycle will do better than the first."

CTTD executives declined to discuss the marketing of *Seinfeld*

going forward. "We've had a lot of stations already come to us about the second cycle," says a company source. "The interest level is very high and a lot of people are saying it will be the highest-grossing series in the history of television. We don't have any doubt about that."

Rep firm Seltel reports that 29 off-network sitcoms are expected to debut between fall 1998 and fall 2001. About a third as many off-network hours are expected to bow in the same time period.

But most of the key sitcoms for the next two years—*Friends*, *The Nanny* and *Sister, Sister* for 1998 and *Third Rock* and *Drew Carey* for 1999—has been sold in most of the country.

The most anticipated debut in 1998 is *Friends*, Carroll says, which will play mostly in access or late fringe. Two twists to the *Friends* deal include the fact that it is playing on the WB's WeB

network in 100-plus markets, and in year three it goes to WTBS.

There is speculation that some major groups, including Tribune, plan to double-run *Friends* in the first two years to get the most out of it before it hits WTBS. But Carroll says there are other compelling reasons to double-run the show, particularly for WB affiliates. "You always want the strongest show you can get as a lead-in to network prime time," he says. "In many cases with *Friends*, the strongest lead-in to the show is itself."

Sitcoms available in 1999 include *Parent 'Hood*, *Wayans Brothers* and *In the House*, all from Warner Bros. Both shows, along with *Drew Carey*, will air on WeB. CTTD also is expected to market *Larry Sanders* (off HBO) and *NewsRadio* for 1999, but the company has not confirmed that or finalized marketing plans for the shows.

Caroline in the City also is expected to debut in 1999, although Eyemark Entertainment has not unveiled the terms. Carsey-Werner is mulling its options for *Cybill* in 1999. ■



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Some shows are natural winners, like "The Wacky World of Tex Avery". This side-splitting animated series emulates the squash-and-stretch style pioneered by the legendary Tex Avery. Each episode is packed full of outrageous gags and eye-bulging, jaw-dropping takes that are sure to keep kids begging for more.

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Entertainment magazine shows hold their own

'ET,' 'Inside Edition' lead the pack; 'Access,' 'Extra' showing strength

By Joe Schlosser

Entertainment Tonight is midway through its 17th season and, with 4,200 broadcasts taped, doesn't appear ready to call it quits. The syndicated news magazine is renewed through 2000 in 75% of the country, and talks are under way to keep it going beyond that.

As Paramount Domestic Television Co-President Frank Kelly says, plans are already in place for the show's year-end bash in 2050. "How about downtown Paris for the party?" Kelly asks.

That may be optimistic, but longer-term renewals have become a trend for *Entertainment Tonight* and several other reality and news magazine shows airing in the few and lucrative access time slots.

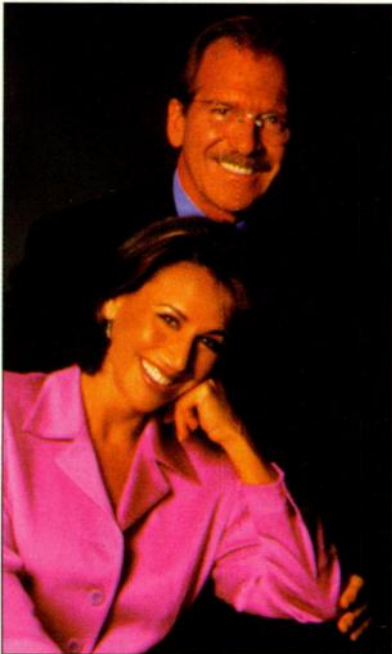
"This has been going on for a while now, and *ET* is a good example of that," Kelly says. "It is a show that stations tend to renew further and further out. That is true for a number of shows, so there tends to be less flexibility in the key access time periods."

Besides King World's long-running game shows *Jeopardy!* and *Wheel of Fortune*, such magazine shows as *Hard Copy*, *Inside Edition* and *Extra* are still lurking in the time period. Warner Bros. executives, in fact, announced last week that *Extra* could run on the NBC owned-and-operated stations well into the new millennium.

"The majority of them are renewed substantially into the future," says Bill Carroll, director of programming at Katz Media. "If they are struggling, and some may be, they certainly will get the opportunity to struggle for a while."

Entertainment Tonight, the elder statesman of the news magazine category, is not struggling. The show may be down a little from a year ago, but it still led all news magazines in access during the November sweeps, scoring a 6.7 rating/11 share, according to Nielsen Media Research.

"*Entertainment Tonight* has evolved over the years," says Joel Berman, co-president of Paramount Domestic Television. "It is a different show today than it was six years ago



The appeal of magazine shows continues with (clockwise from left): 'Access Hollywood,' 'Extra,' 'Inside Edition' and 'Entertainment Tonight.'



and even three years ago. You never need to fix something that isn't broken, but we don't just sit back and stay with a formula. We work with it."

Paramount also distributes *Hard Copy* and reality show *Real TV*. In its second season, *Real TV* has shown positive signs in the ratings, averaging a 4.4/7 in access during the November sweeps, according to Nielsen Media Research. Although the show finished fifth among all access shows, it was the only program in the time period to sustain its November 1996 household delivery.

"To get into access these days, you have to be a show more like *Real TV*. Start out in a bunch of different time periods, prove yourself and then grow into those better time periods," Kelly says.

Hard Copy, once a staple in access and recently rumored to be at the end of its line, is renewed in 75% of the country next season. The tabloid-style news magazine will be evenly split between early fringe and access time periods in 1998-99, according to Berman, who says the show also will make a few late-night appearances. In the November sweeps, *Hard Copy* finished first in early fringe among news magazines, with a 4.2/10 share; in access it was third, with a 5.0/9.

"We have proved a lot of our competitors wrong on this one," Berman says about *Hard Copy's* long-rumored demise. "The fact is we are really in good shape

with the show."

King World Productions' *Inside Edition* had a banner year in 1996-97. The investigation-heavy news magazine was awarded the prestigious George Polk Award, the National Headliner Award and a handful of other prizes. The show, now in its ninth season, is the "king of the syndication jungle," King World executives claim.

"Despite not having a major O&O group deal, we were able to beat all of the other news magazines," says Andy Friendly, executive vice president of programming and production for King World. "*Inside Edition* kicked the butts of many of our competitors—*Hard Copy*, *Access Hollywood* and *Extra*. We've struggled against that so-called vertical integration, and we still managed to come in close to the top."

Inside Edition came out of the November sweeps with a 6.1/11 in access time periods, second only to *Entertainment Tonight*. Sheila Sitomer, co-executive producer of both *Inside Edition* and *American Journal*, says *Inside Edition's* success stems from its hard-hitting investigations and broadcast news-like format.

We consider our competitors to be [such shows as] *Prime-Time Live*, *Dateline* and *60 Minutes*."

Inside Edition and *American Journal* share many of the same staff and offices, not to mention video equipment and

promotional dollars. While *Inside Edition* has been winning awards, *American Journal* has been fighting off persistent rumors that it will not return for the 1998-99 season.

In its 19 access spots, *American Journal* averaged a 5.3 rating/9 share in the November sweeps. In early fringe, where *American Journal* has the majority of its clearances, it scored a 3.4/13. In October, King World Chairman Roger King said the verdict on the show's future would be made after the November ratings period. Now King World executives say they are waiting until after the February sweeps.

The production staff at Twentieth Television's *Access Hollywood* had a spring in its step last fall. After surviving what co-host Giselle Fernandez called "a roller coaster ride" in its first season, *Access Hollywood* entered the 1997-98 season with longtime CBS Sports anchor Pat O'Brien as Fernandez's co-host. O'Brien's arrival and early word that the NBC O&Os had renewed the show through the 1998-99 season gave it a much needed infusion of confidence. *Access Hollywood* has now been upgraded in a number of key markets and is adding new stations for 1998-99.

"Having Pat on board was instrumental in our getting another season. There is no doubt about that," says executive producer Jim Van Messel. "He instantly brought us a recognizable face."

In 15 access time periods, *Access Hollywood* averaged a 4.9/6 during the sweeps. The show still is not producing the kind of numbers Twentieth executives believe it can in access and other time periods.

"We've been getting great upgrades of late, and in markets where stations have given up on the show, other stations in that same market are picking it up," says Twentieth Television President Rick Jacobson. "We think the show is moving in the right direction now, and to get a third-year renewal with what were poor ratings says a lot for the show."

Two and a half years ago, Warner Bros. Domestic Television President Dick Robertson returned from vacation to find that NBC no longer wanted to air *Extra*, Warner Bros.' entertainment magazine show, on its owned-and-operated stations.

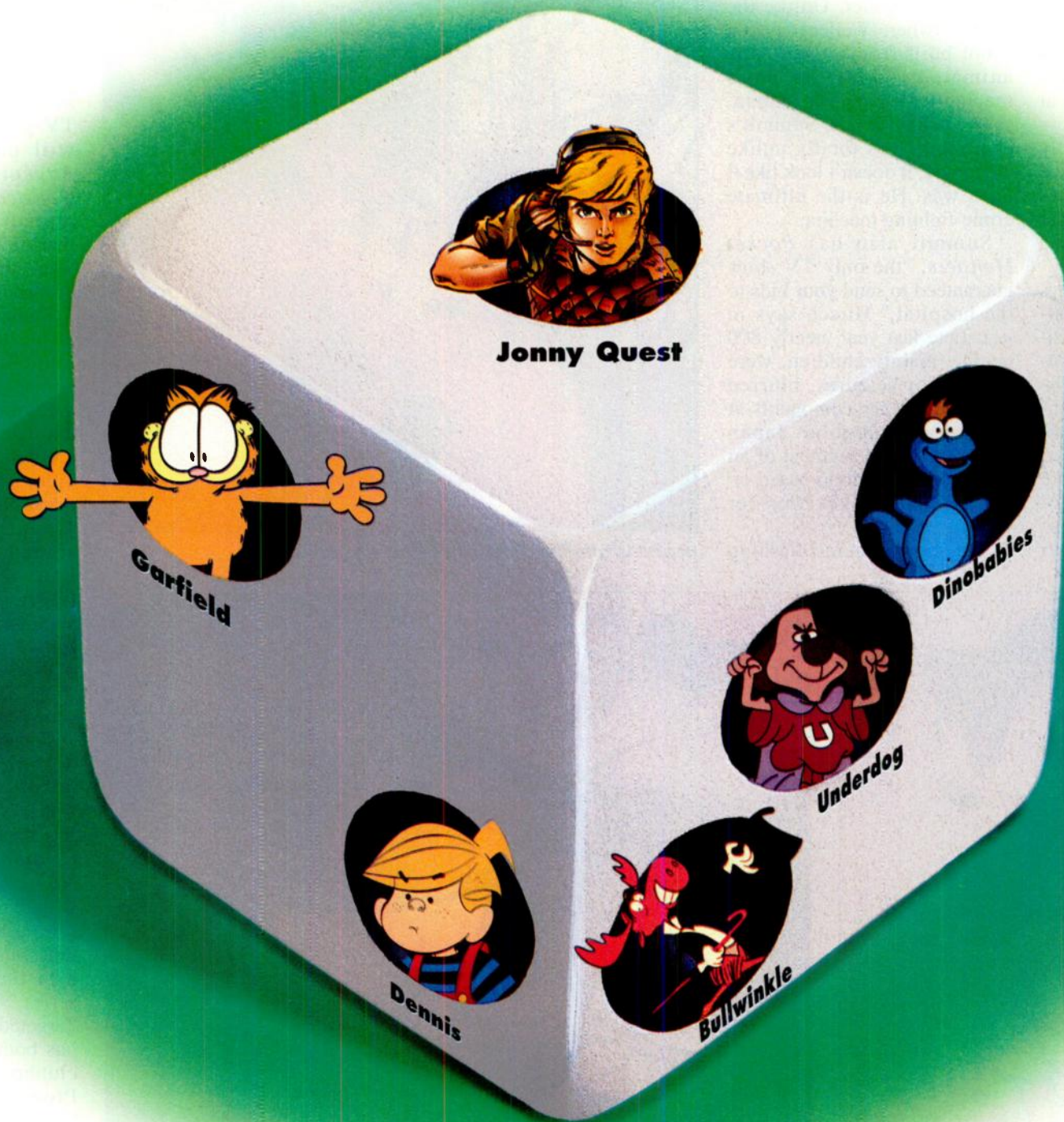
"The fin-syn rule had changed, which allowed the networks to own their own programs, and our worst fears were realized," Robertson says. "I got a phone call from the president of the NBC O&Os saying they were going to produce their own version of *Extra* themselves."

The show that NBC was talking about was *Access Hollywood*. Robertson says he knew at that moment that *Extra* had to change its format if it wanted to compete for the lucrative access time periods.

"We thought maybe there was a plan B that could turn *Extra* into less of an entertainment show and more of a news magazine," Robertson says. "We made an agreement with NBC and we got *Extra*. It was one of the best saves since [former professional baseball reliever] Sparky Lyle."

Extra is now one of the top-rated news magazines, averaging a 5.9/10 in access time periods during the November sweeps, according to Nielsen Media Research. Last week the NBC O&Os renewed the show through the 1999-2000 season; according to Robertson, they have the option of picking *Extra* up for many years to come if it meets certain ratings criteria. For next season, the show is cleared by 162 stations representing more than 90% of the country. For the 1999-2000 season, it is renewed on 145 stations, covering 75% of the nation.

"Chances are, the show is going to be around for a while," Robertson says. ■



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Toy tie-ins top kids TV

But FCC-friendly fare, international co-productions, are also on agenda

By Lynette Rice

Toy-driven shows continue to drive the pack of new children's animated strips being offered at NATPE.

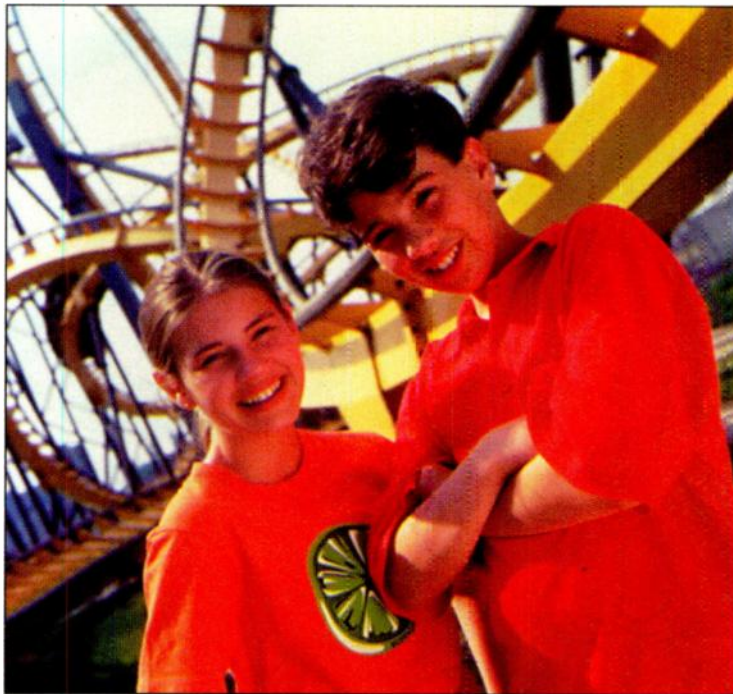
The occasional FCC-friendly strip or a live-action detective show highlights the crop, but there's no beating the cash that comes from a Nintendo-based cartoon.

"I think the trends these days are dictated more by the challenges of the marketplace, business-wise and sort of distribution-wise. There tends not to be a clear message from the audience," says Robby London, DIC Entertainment's senior vice president of creative affairs. "[International co-productions are] having a lot of impact. There's a much larger

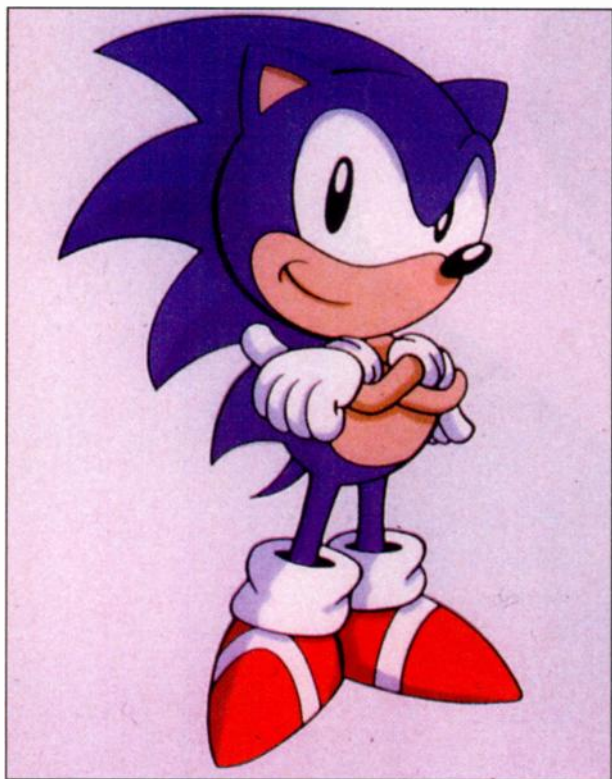
blockbuster feature film starring Peter Weller. Unlike the movie—where Weller played a robot built from a man—the animated version is more mechanical and less human, says Shelly Hirsch, Summit's chairman: "It's totally unlike the movie. It doesn't look like it once was. He is the ultimate crime-fighting machine."

Summit also has *Pocket Monsters*, "the only TV show guaranteed to send your kids to the hospital," Hirsch says in jest. Late last year, nearly 800 people, mainly children, were treated for seizures, blurred vision and other complaints at hospitals throughout Japan after watching a segment of an animated TV cartoon based on the popular Pocket Monster video game.

The show featured flashing



Hearst is offering 'Popular Mechanics for Kids'



'Sonic Underground' is surfacing from DIC/Bohbot



'Oggy and the Cockroaches' is from Gaumont's European division

voice from the international community in what does and doesn't get made."

DIC will draw on a new Sega game, together with the Bohbot Kids Network, in producing another strip in the tradition of *Sonic the Hedgehog*. The new version, *Sonic Underground*, which DIC hopes to target for early afternoons, will introduce Sonic's brother and sister, Manic and Sonia the Hedgehogs, who play in a rock band. Think animated adventure rife with tunes.

Summit Media Group will march out *Robocop*, a new animated series based on the

colors in a scene in which Pikachu, a Pocket Monster character, wards off a missile attack with flashes of lightning. Hirsch says the U.S. version will have the offending scenes edited out.

"Right now [Pocket Monster is] a Nintendo video game, and more than 7 million cartridges were sold in a nine-month period. Two and a half billion dollars worth of merchandise has sold since last March in Japan alone," Hirsch says. "This is bigger than the *Power Rangers*."

Summit again is offering *Mr. Men*—a series based on the

children's books of the same name—and a two-hour block of weekend programming that includes *War Planets* and the *New Adventures of Voltron* in the first half. Both series employ computer graphic imagery, and both are spin-offs from an action/adventure product line for boys. The block's second hour, to be announced later, probably will not involve toy-driven shows, Hirsch says.

Cluster Television, which distributes *All Dogs Go to Heaven*, *Beast Wars* and *Mummies Alive*, will unleash *The Lionhearts* at NATPE. It's a weekly animated series based

on MGM mascot Leo the Lion. Cluster, now headed by Sally C. Bell, also will roll out *Beast Wars* as a strip.

Hearst is offering a second season of *Popular Mechanics for Kids*, currently airing on 165 stations in 94% of the country, while unveiling an FCC-friendly co-production with Walt Disney World called *Secrets of the Animal Kingdom*. The weekly show will dovetail with the opening of the 600-acre Animal Kingdom at Walt Disney World in April or May. "I think it will be the ideal companion piece for *Popular Mechanics for Kids*."

says Rob Corona, senior vice president of domestic sales for Hearst. "A boy and girl will host the hands-on show that focuses on animals, conservation and environmentalism."

Sachs Family Entertainment has *Monkey Magic*, a new weekly animated action series based on a Chinese classic.

Marina Productions—one of France's independent licensing, merchandising and TV production companies—will unveil *The Fabulous Adventures of Jacques Cousteau*, an ambitious animated series based on the marine biologist's adventures. The company is looking for co-production partners.

Gaumont Multimedia, an old film organization that launched a first-of-its-kind animated/merchandising division in Europe, will unveil the animated series *Oggy and the Cockroaches* and *The Magician*, as well as the animated preschool show *Tune of the Moon*. Last year Gaumont signed a deal with the Fox Kids Network for *Space Goofs*, which features a theme song written and performed by Iggy Pop.

Western International has a new live-action children's series called *Field Trip*.

Promark Entertainment, a new independent producer devoted largely to original films, will make its first foray into the TV arena this year with *Clubhouse Detectives*. The live-action series is based on a feature of the same name. It follows a bunch of neighborhood kids who like to play detective, a la the popular kids book series, "Encyclopedia Brown." Targeted to kids 7-14, the show has both girls and boys in the clubhouse. Jonathan Kramer, Promark's president, expects that casting to attract both key demos.

Promark also is unleashing 26 10-minute segments called *Teazy*, *Fleazy* and *Mad Dog*, interstitials that are helping the company's fledgling TV unit test the waters in animation. It also is offering a trio of new family features that could become kids shows. Kramer says: "We saw when we went national, there was a real strong interest in kids. People like the quality of our product, and we wanted to bring that same product from our action line to the family line."

GoodTimes Entertainment will offer the action/adventure series *Heroes and Legends of the Bible*.

Lacey Entertainment is getting into the FCC-friendly kids business with a weekly animated series dubbed *The Gnomes*. ■



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ALTV and NATPE at a glance

All events at the Ernest Morial Convention Center unless noted otherwise

ALTV

Sunday, January 18

5:30-7:30 p.m. All Industry Reception at Broussard's Restaurant (open to pre-registered guests only)

Monday, January 19

6:30 a.m.-noon

Registration—Rooms 58-60

7:30-9:00 a.m. Washington Public Policy Power Breakfast—Rooms 58-60. Featuring key senior administration, FCC and congressional staff. Produced and moderated by: Robert Giese, vice president and counsel, government relations, Chris Craft Broadcasting, and Shaun Sheehan, vice president, Washington, Tribune Co.

9-10 a.m.

General Session—Rooms 58-60

Opening Video produced by:

Paramount 21—KTXA-TV Dallas

Welcome—Linda Danna, senior vice president and general manager, WUPA-TV Atlanta, convention co-chair; Walter DeHaven, executive vice president and general manager, WPSG-TV Philadelphia, vice president, mid-market stations, convention co-chair.

State of the Industry—Michael Eigner, executive VP/GM, WPX(TV) New York, vice president, Tribune Television—East Coast, chairman, ALTV; James Hedlund, president, ALTV.

Congressional Keynote Address—

Honorable W.J. "Billy" Tauzin, chairman, House Telecommunications Subcommittee.

10-11 a.m. "The View from the Top"

—Rooms 58-60. Featuring: Honorable Susan Ness, Honorable Harold Furchtgott-Roth, Honorable Michael Powell, Honorable Gloria Tristani, commissioners, Federal Communications Commission, and Larry Irving, assistant secretary for telecommunications & information, U.S. Department of Commerce. Moderated by: James B. Hedlund, president, ALTV; Carol Melton, senior vice president, government affairs, Viacom Inc.

11:00 a.m.-noon "Show Me the Money: Or How to Make Digital TV Work for You"—Rooms 58-60. Produced by: Linda Danna, senior vice president/GM, WUPA-TV Atlanta. Moderated by: Nat Ostroff, vice president of new technology, Sinclair Broadcast Group. Panelists: John D. Abel, president/CEO, Datacast LLC; Paul Mitchell, director, enhanced content development, Microsoft Corp.; Robert W. Stearns, senior vice president, technology and corporate development, Compaq Computer Corp., and Roy Stewart, chief, Mass Media Bureau, FCC.

12:30 p.m. Keynote Luncheon—

Rooms 103-104

Presentation of the 1988 ALTV Distinguished Service Award to: Donald V. West, editor at large, BROADCASTING & CABLE. Keynote Speaker: Jonathan L. Dolgen, chairman, Viacom Entertainment Group.

2:30-3:45 p.m. "Networks in the New Millennium"—Rooms 58-60.

Moderated by: Kevin O'Brien, vice president/GM, KTVU-TV San Francisco. Panelists: Larry Jacobson, president, Fox Television; Jamie Kellner, CEO, The WB

Television Network; Lowell "Bud" Paxson, chairman/CEO, Pax Net; Andy Setos, executive VP, news technology group, News Corp.; Dean Valentine, CEO, United Paramount Network; Adam Ware, executive VP, Silver King Broadcasting.

3:45-5:00 p.m. "Is DTV the 'Golden Goose' for Syndication?"—Rooms

58-60. Moderated by: Al DeVaney, president, Newsweb Broadcasting, VP/GM, WPWR-TV Chicago. Panelists: Joel Berman, president, domestic distribution, Paramount Pictures Corp.; Mort Marcus, president, Buena Vista Television; Greg Meidel, chairman, MCA/Universal TV Group; Dick Robertson, president, Warner Bros. Domestic TV Distribution; Barry Thurston, president, Columbia TriStar TV Distribution; Joseph Zaleski, president, Carsey-Werner Distribution.

5:00 p.m. Washington Review: A

Conversation with Bill Kennard—

Rooms 58-60. Featuring: Honorable William Kennard, chairman, Federal Communications Commission.

NATPE

Adjournment

Monday, January 19

7:30 a.m.-5 p.m.

ALTV Sessions—Room 60.

8-9:30 a.m. 2nd Annual NATPE 5K

Run—Sponsored by Nielsen & TVB.

Audubon Park

1:15-4:45 p.m. NATPE

International Sessions—Room 92. NATPE presents its inaugural international seminar program, which will explain how television systems operate in various overseas markets. The three countries that will be highlighted are France, Germany and the United Kingdom. Television projects from the U.S. will be pitched to a panel of executives representing broadcasting, cable, satellite, program production and distribution from each of these countries. Using each potential project as the vehicle, the panel will explain how the various programming elements of their country operate and how they could or could not do business with the U.S. The discussion and debate will illustrate how the U.S. and other countries sell programming to each other or how they establish co-financing or co-production arrangements.

1:15-2:15 p.m. Francly Factual!—

Room 92. Program Genre: Documentary. Host: Sylvie Brauns, NATPE France Representative. Moderator: Chris Haws, Discovery Networks Europe. Presenters: Fox Lorber Associates (to be named); Michael Hill, Little Joey Inc.; Anne Tarrant, Lost Coast Films. Panelists: Dominique Barneaud, Kalamazoo; Canal+ (invited); Patricia Boutinard Rouelle, France 3; Ann Julienne, La Cinquieme; Olivier-Rene Veillon, TV France International.

2:30-3:30 p.m. On Your Marks in

Germany!—Room 92. Program Genre: Drama. Host: Pam Smithard, NATPE European Director. Moderator: Jim McNamara, Universal Television Group/USA Networks. Presenters: Rob Kenneally, Rysher

Entertainment; Rob Lee, Elephant Walk Entertainment; Peter Sussman, Atlantis Communications/Atlantis Films.

International Seminars

2:30-3:30 p.m. On Your Marks in

Germany!—Panelists: Sam Davis, RTL Television; Dr. Georg Feil, Colonia Media; Doris Kirsch, SAT.1; Heinz Lehmann, CLT-Ufa International; Enrico Platter, WDR; Rola Zayed, ProSieben Media.

3:45-4:45 p.m. Sterling

Opportunities!—Room 92. Program

Genre: Children's Show. Host: June Dromgoole, BBC Television. Moderator: Linda Kahn, Scholastic Entertainment. Presenters: Tom Lynch, Lynch Entertainment; Patricia Rust, Patricia Rust Productions; Cecily Truett, Lancit Media Entertainment. Panelists: Theresa Plummer Andrews, BBC; Janie Grace, Nickelodeon UK; David Hamilton, Link Entertainment; Dan Maddicott, United Film & Television Production; Mike Prince, Winchester Television; Nick Wilson, Channel 5 Television.

5-6 p.m. NATPE/ALTV Joint

Session.—Room 102. View from

Washington: Opening Remarks and Q&A Conversation with FCC Chairman William E. Kennard. Hosts: ALTV Chairman Michael Eigner, WPX(TV), New York/Tribune Television and NATPE Chairman Greg Meidel, Universal Television Group/USA Networks. Interviewed by Brian Williams, NBC News/MSNBC.

6-7:30 p.m. Welcome Reception.

—Grand Ballroom, New Orleans Hilton Hotel. Sponsored by the William Morris Agency.

9-10:30 p.m. NATPE at Nite: 2nd

Annual Pitch Me!—Versailles Ballroom, New Orleans Hilton Hotel. Moderator: Chuck Woolery, *The Dating Game*. Judges: Bill Butler, Sinclair Communications; Andy Friendly, King World Productions; Mark Itkin, William Morris Agency; Ken Solomon, Universal Television Group/USA Networks Inc.

Tuesday, January 20

7:30-9 a.m. Continental Breakfast.

La Nouvelle Orleans Ballroom II Foyer.

7:45-8:45 a.m. Coffee with Dick

Wolf. Room 60. Host: Ken Solomon, Universal Television Group/USA Networks. Dick Wolf is the creator and executive producer of the Emmy Award-winning *Law & Order*, the longest running drama series on network television, now in its eighth season. He also has created and executive-produces *New York Undercover*, now in its fourth season, and the new action/adventure series, *Players*.

9-10 a.m. General Session.

La Nouvelle Orleans Ballroom II. President's Address by Bruce Johansen, NATPE President & CEO. Lifetime Achievement Award to Grant Tinker, presented by Tom Murphy, former chairman & CEO, Capital Cities/ABC. Opening Address by Roseanne.

10 a.m.-6 p.m. Exhibition Floor

Open.

10:15-11:15 a.m. Two Concurrent Seminars

Broadcasting Bonanza: What Will You Do with All Those New Digital Channels? Room 60. Host: Nick Trigony, Cox Broadcasting. Moderator: Lucie Salhany, JH Media. Panelists: John Abel, Datacast; Deb McDermott, Young Broadcasting; Bud Paxson, Paxson Communications; Tom

Rogers, NBC Cable/NBC; David Smith, Sinclair Broadcasting Group.

Xena WP: Warrior Princess & Worldwide Phenomenon. Room 92. *Xena: Warrior Princess*, with its domestic and international appeal, is one of the most profitable first-run action hours ever produced. This seminar will focus on how the series was conceived as well as the creative aspects of the show, the economics of production, the marketing, the domestic and international distribution and the station involvement. Host: Mark Itkin, William Morris Agency. Moderator: David Bianculli, New York Daily News. Panelists: Lucy Lawless, star of *Xena WP*; Michael Eigner, WPX(TV) New York/Tribune TV; Dan Filie, Universal Television Group/USA Networks; Ned Nalle, Universal Television Group/USA Networks; Steve Rosenberg, Universal Television Group/USA Networks; Robert Tapert, executive producer, *Xena WP*.

11:30 a.m.-12:30 p.m. Three Concurrent Sessions

Advertising in the Brave New

World. (International Session). Room 102. A look at the burgeoning commercial television market worldwide and the new advertising opportunities that are emerging as a result. Host: Michelle Kearney, NATPE Latin American Director. Moderator: Janet Stilson, Multichannel News International. Panelists: Dentsu representative; Mike Fenwick, The African Barter Company; Brian Frons, Scandinavian Broadcast System; Irwin Gotlieb, TeleVest; Barry Hirsch, Central European Media Enterprises; David Levy, Turner Broadcasting System International.

Niche Minority Programming Goes

Mainstream. Room 92. As part of NATPE's ongoing campaign to help combat racism and religious intolerance, this panel will explore future trends in minority programming. Host: Eddie Edwards, WPTT-TV & Glencairn Ltd. Moderator: Sheryl Lee Ralph, *Mo'Nisha*. Panelists: Suzanne de Passe, de Passe Entertainment; Nely Galan, GaLa entertainment; Quincy Jones; Sinbad (invited); Montel Williams.

NATPE/NACP Joint Session. Room 60. "Re-creating the Past: A History Lesson." Host: Susan Grant, CNN NewsSource Sales. Moderator: Brooke Bailey Johnson, A&E Television Network. Panelists: Jim Berger, Rocket Pictures; Steve Burns, Discovery Channel; Mark Carliner, Mark Carliner Productions (*George Wallace, Stalin, Disaster at Silo 7*); Craig Haffner, Greystone Communications Group; Mark Thompson, BBC-2.

9-10:30 p.m. NATPE at Nite. "Interview with the Author—Anne Rice." Versailles Ballroom, New Orleans Hilton Hotel. Host: Billy Campbell, CBS Entertainment. Interviewer: Michael Riley, chair, Professor of Film & Literature, Claremont McKenna College. A native of New Orleans, Anne Rice is the author of 18 novels, more than 100,000,000 copies of which have been sold worldwide. She has created a series for CBS Television, *Rag and Bone*, which is being shot in New Orleans. A film version of her novel "The Mummy," directed by James Cameron, will be released this year. Other novels, "Servant of the Bones" and "The Feast of All Saints," are currently in development as feature films for Showtime.

Wednesday, January 21**7:30-9 a.m. Continental Breakfast.** La Nouvelle Orleans Ballroom II Foyer**7:45-8:45 a.m. Coffee with James Burrows.** Room 60. Host: Joel Berman, Paramount Domestic Television. James Burrows' success as the director of television pilots is legendary. For the '97-98 season, he directed the pilots of four new prime time series: *Dharma & Greg*, *George & Leo*, *Union Square* and *Veronica's Closet*. Additionally, the current schedule features seven returning series whose pilots he directed. He is probably best known as co-creator and executive producer of *Cheers*.**9-10 a.m. General Session.**

La Nouvelle Orleans Ballroom II. NATPE Chairman's Address by Greg Meidel, Universal Television Group/USA Networks. Presentation of Chairman's Award to retired FCC Commissioner James Quello. Major Address by Leslie Moonves, CBS Television.

10 a.m.-6 p.m. Exhibition Floor**Open****10:15-11:15 a.m. Two Concurrent Seminars****Big Brother: Does He Have a Chip on His Shoulder?** Room 92. Moderator: Jeffrey Cole, UCLA Center for Communication Policy. Panelists: Peggy Binzel, News Corp.; Mickey Gardner, The Law Offices of Michael R. Gardner, P.C.; Phil Jones, past president, Meredith Broadcasting; KathrynMontgomery, Center for Media Education; The Honorable W.J. (Billy) Tauzin, U.S. House of Representatives, R-LA; George Vradenburg III, America Online; Dick Wolf, creator/executive producer, *Law & Order*, *New York Undercover*, *Players*.**Gatekeepers to the Kids Empire.**

Room 60. Host: Jayne Adair, WOED(TV) Pittsburgh. Moderator: David Simon, DreamWorks TV Animation. Panelists: John Claster, Claster Television; Vanessa Coffey, King World Kids/Coffey-Ballantine; Betty Cohen, Cartoon Network Worldwide; Carol Monroe, Fox Kids Network; Kathy Quattrone, PBS; Herb Scannell, Nickelodeon/Nick at Nite/Nick at Nite's TV Land; Anne Sweeney, Disney Channel/ABC Cable Networks.

11:30 a.m.-12:30 p.m. Three Concurrent Seminars**New Website Networks: Flash in the "Plan" or a New Business?**

Room 60. Moderator: Vincent Grosso, NBC Television Network. Panelists: Chaz Austin, Austin Digital Media Consulting; Lee deBoer, New Century Network; Scott Kurnit, General Internet and the Mining Company; Doug Parker, WBNS-TV Columbus, Ohio; Scott Woelfel, CNN Interactive.

NATPE/PROMAX Session Room 92.**The Promo Bowl: Touchdown or Fumble?** A panel of opinionated and respected television promotion leaders will assess the latest creative efforts from sta-

tions, networks, syndication and cable. Moderator: Jim Chabin, PROMAX. Panelists: Micki Byrnes, WKYC-TV Cleveland; Lee Hunt, Lee Hunt Associates; Jeff Kreiner, CBS; Chris Moseley, Discovery Communications; Ed Sullivan, Pittard Sullivan; Jim Vescera, ABC Entertainment.

NATPE/AAAA Session. Room 102.**TV Advertisers: The New Venture Capitalists of the Broadcast Industry?** Hosts: Allison Bodenmann, Jordan, McGrath, Case & Taylor, and Donna Campbell, AAAA. Moderator: Ed Erhardt, The Ad Age Group. Panelists: Linda Caffarelli, Quaker Oats; Bob Cesa, Twentieth Television; Steve Grubbs, BBDO New York; Jon Mandel, Grey Advertising; Perri Stein, UPN.**Thursday, January 22****7:30-8:30 a.m. Continental Breakfast.**

La Nouvelle Orleans Ballroom II Foyer

8:30-10 a.m. General Session.

La Nouvelle Orleans Ballroom II. Presentation of Educational Foundation Award and a conversation with David L. Wolper, hosted by Grant Tinker. David L. Wolper's career is one of the most honored, prolific and diverse in the entertainment industry. He has made more than 500 films and television shows, which have won him more than 150 awards.

10 a.m.-6 p.m. Exhibition floor open**10:15-11:15 a.m. Three Concurrent Seminars****Television Bureau of Advertising Session—Advertising in the Digital World**—Room 92. Moderator: Ave Butensky, TVB. Panelists: Allen Banks, Saatchi & Saatchi; Gary Chapman, LIN Television Corp.; Steven Goldberg, Compaq Computer; James Robbins, Cox Communications; Gary Shapiro, Consumer Electronics Manufacturers Association.**Mediascope and Children's Action Network Present: "Children's Educational TV 101: Complying with the New FCC Rules."** Room 60.

Moderators: Jennifer Perry, Children's Action Network, and Laurie Trotta, Mediascope.

Panelists: Christopher Keenan, Warner Television Animation/Kids WB; Robby London, DIC Entertainment; Carol Martz, KCOP-TV Los Angeles; Kathryn Montgomery, Center for Media Education; Donald Roberts, Stanford University.

How to Turn a Homegrown Idea Into an International Success (Global Seminar). Room 102. Host: Nick McMahon, NATPE Pacific Rim Representative.

Moderator: Fred Cohen, King World International. Panelists: Steve Askew, Star Entertainment; Herb Lazarus, Carsey-Werner International Distribution (invited); Michael Murphy, Grundy Europe; Anette Romer, TV2; Ben Silverman, William Morris Agency; Hedy van Bochove, Endemol Entertainment.

Diversification key for NATPE's Meidel

If NATPE Chairman Greg Meidel had a mantra going into this year's convention, it would likely be "No detractors." To prepare for the annual gathering in New Orleans, Meidel made it a point to convince on-the-fence suppliers like Warner Bros. and Twentieth TV—which have complained in the past about the convention's expense and timing—that Louisiana is where they should be this month. Meidel, chairman of USA Networks' television production and distribution company, had a few other changes for NATPE up his sleeve as well, such as diversifying the board to include more representatives from the broadcasting world. Meidel talked briefly with BROADCASTING & CABLE on the eve of programming's "bon temps" in the Big Easy.

Your thoughts on NATPE '98. Can we expect any no-shows?

I think we will be able to bring the industry together. We acknowledge changes are needed that will be addressed in the future, but I think we go into this year's convention in a position of strength overall. The business is excellent, the ad marketplace is strong and the station business is strong. Globally, the business is strong even with the setbacks in Asia. The first thing you'll see is that there are no detractors. We addressed that head on. I understand from a distributor's point of view; we met with people and listened and have made improvements. Warner Brothers, Twentieth were on the fence. They were questioning things. Yet they're in. Disney had some concerns, and they're in too.

Was there anything about the organization that you felt needed updating?

I've made an effort to diversify the board. Next year, Nick Trigoni will be the first station group head to be NATPE's chairman. Representatives of the cable world, the international scene and the software world will be included in addition to the regular station and distribution executives.

Can we expect any new faces at NATPE?

The fact is, the organization is 1,000 members stronger than it was 10 years ago, not just because of the buying and selling of TV stations or the buying of TV programming in the U.S. It's the global business. The next thing we approached is a global perspective. I'm the first head of NATPE who comes from the distribution side. Because of that, I've put as much emphasis on selling product internationally as [on selling] domestically. If you were at NATPE last year, it was a huge convention for international buyers. It was the halfway point between MIP and MIPCOM. Then you look at the other components of the TV business: the Internet, software, com-



NATPE Chairman Greg Meidel

puter companies, the Microsofts as well as reps from many other companies. That's why you see [that] the amount of exhibition space required is up to 300,000 square feet. It's massive. There also are hundreds more advertisers bringing clients and buyers. They can get more done in three days than in three months.

What about the exorbitant expenditures that can be found at NATPE? Are they really necessary?

King World rented the Superdome and they're having Elton John. That's not something they are required to do. It's something the individual companies do. At Paramount in 1990, we rented the Superdome for the 10th anniversary of *Entertainment Tonight*. It was a decision we made. But in terms of the budget for the exhibit, it is by far the most cost-efficient. It's very inexpensive, a lower cost per square foot than any [other] trade show. NAB is three to four times the cost per square foot. I was elected to keep that under control.

Any predictions about sales activity on the NATPE floor this year?

I think the business started in first-run much earlier than in past years because of the talk show craze that occurred in June and July. There was a real push to get new shows sold as quickly as possible. But there is still a lot of work that needs to be done. With all of the

new shows, they need to make sure they achieve 90 percent-plus clearances throughout the country.

There are certainly a few more reality-based courtroom shows to choose from.

Yes, there are a lot of judge shows. Unfortunately we're a business of sheep. *Rosie O'Donnell* really broke through and was so well received by the audience that all of a sudden there were three or four knockoffs. *Judge Judy* was hot early on, so all of a sudden you have three more. Sometimes it is disappointing that there is not more creativity in our business.

What about the chorus of disgruntled small stations that claim they're not getting a fair crack at programming because they're having to compete with large station groups?

Unfortunately, they'd better get over it. Bigger is better, especially with vertically integrated companies. If they don't protect themselves, they will have trouble buying product. Let the strong survive, as the government has said. The industry has supported this.

ON THE EXHIBITION MENU

Company names, booth/room numbers and product information where available. Exhibits are in the Ernest N. Morial Convention Center in New Orleans. An asterisk indicates a show or product new to NATPE this year. NA: booth number not available.

10 Francs Productions 911
1st World Air Games 2895
3DD Entertainment 1511-44



A. Kagan Orthopedics 3465
A.D. Vision Inc. 2684
AB International 911

B.P. 95
 144, Avenue du President Wilson
 93213 La Plaine Saint Denis Cedex
 France 33-1 49 22 20 01
e-mail: frederik.range@groupe-ab.fr
Staff: Frederik Range, Guillaume Galiot.

Programs: *Sos Croco, Kangoo, Knights*, Ivory Knights*, History of Psychoanalysis, To Be Free, Holidays of Love, Platform #1.*

AB Svensk Filmindustri 2821

ABC News International 526
 77 West 66th St.,
 17th Fl. New York,
 NY 10023 44 181 222 1000

Staff: Kryss Keller. **Programs:** *World News Tonight with Peter Jennings, PrimeTime Live, 20/20, Nightline, The Century, This Week, 1998 Academy Awards.*

ABC Television Network Group 563

77 West 66th St.
 New York, NY 10023
 212-456-7777

Website: www.abc.com

Staff: Preston Padden, Jamie Tarses, Stu Bloomberg, Pat Fili-Krushel, John Rouse, Barbara Salberg, Buzz Mathe-sius, Mike Nissenblatt.

Absolutely Independent 2961

Accolade Releasing Inc. 731
 416-595-6300

Staff: Jon Slan, Richard Borchiver, Natalie Vinet, Dominique Bazay. **Programs:** *Debbie Travis' The Painted House, The Rez, Kratts' Creatures, Hidden City, Teddy Bears, Legends of the Land.*

Accuweather Inc. 442
 814-237-0309

Website: www.accuweather.com

e-mail: mail@accuweather.com

Staff: Dr. Joel Myers, Sheldon Levine. **Services:** UltraGraphics ULTRA, Personal AccuWeather.

ACFC West 280

Adams Wooding TV 2403 Hall E
 Bourmes Green Stroud
 Glos GL6 8LY United Kingdom
 441-453-885700

Staff: Brenda Wooding, John Adams, Eve Krzyzanowski. **Programs:** *Animal Alphabet*, Digger and Splat*, Connections*, If I Were A*, Future Is Wild*, Museum of Modern Art Catalog*, Traveling Lite*.*

Adler Media Inc. 3239
 6849 Old Dominion Dr., #360



McLean, VA 22101
 703-556-8880

e-mail: adlermedia@aol.com

Staff: Larry Adler, Ingrid Enzelsberger, Ken O'Keefe. **Programs:** *A.D. 1000: The Viking Legacy*, Asia Today*, Inside Russia*, Africa's Champagne Trains*, Star Cars and Car Stars*, America's Historic Trails*, The Rise and Fall of the Russian Space Program, Behind the Race to the Moon, Speed! Crash! Rescue!*

ADV Films, Inc. 2684

5750 Bintliff, Suite 217
 Houston, TX 77036

713-977-9181

e-mail: info@advfilms.com

Website: www.advfilms.com

Staff: John Ledford II, Sharon Papa. **Programs:** *Neon Genesis Evangelion*, Blue Seed*, Sorcerer Hunters*, Dirty Pair Flash*, Gamera: Guardian of the Universe*, Gunbed*, Battle Angel*, Gunsmith Cats*, Plastic Little*, Super Atragon*, Golden Boy*, Samurai Shodown*, Suikoden: Demon Century*, Sol-Bianca*, Burn Up-Warrior*.*

Advanced Productions Inc. 2779

Advantage Media Group 3468

Advertiser Syndicated

TV Association 2960

211 W. 56th St. #3J
 New York, NY 10019

Website: www.astatv.com

e-mail: Tduncan@brigadoon.com

Staff: Tim Duncan. **Services:** Trade association for the barter syndication industry.

AFMA 1939

Agday Television 1130

Airtime Avails 1839

Ajax Media 441

Alain Siritzky Productions 900

23 Rue Raynour

75016 Paris, France

33 1 42 24 50 50

e-mail: asp@sprynet.com

Staff: Alain Siritzky, George Pilzer, Giles Aknin, Jessica Siritzky.

Programs: *Mr. Steele, The Edgar Allen Poe Journals, Alien Fugitive, The Emmanuelle Library.*

Alfred Haber Distribution, Inc. 1239

321 Commercial Ave.

Palisades Park, NJ 07650

201-224-8000

e-mail: info@haberinc.com

Staff: Alfred Haber, Robert Kennedy, Andrew Haber, Adam Haber, Laurie Wharton. **Programs:** *Beyond Belief:*

Fact or Fiction; Ordinary, Extraordinary*; Nicholas' Gift*; Jack Hanna's Animal Adventures*; The World's Scariest Police Chases*; Frank Sinatra: 80 Years My Way*; World Record Stunts*; The Searchers*; Christmas Miracles*; Titanic: The Survivors' Story*; 1998 Sports Illustrated Swimsuit Special*; World's Scariest Police Stings*; Quincy Jones: A Celebration of 50 Years Of Entertainment*; When Stunts Go Bad I & II*; The World's Most Incredible Animal Rescues*; Showden On Ice*; Riots: Mobs Out of Control*; The World's Scariest Police Shootouts! I & II*; The World's Deadliest Volcanoes!*; Body Human 2000: Mysteries & Miracles*; All-Star TV Bloopers; Ancient Prophecies; Television's Greatest Performances I & II; Wow! The Most Awesome Acts on Earth; Wow II: The Most Awesome Acts on Earth; Teenage America: Glory Years; You Gotta See This; The World's Most Dangerous Animals I & II; The Ringling Bros. Circus; Terrors of the Deep; The Mysterious Origins of Man.*

Alice Entertainment 3201

Alliance Communications 1261

121 Bloor St. East

Suite 1500

Toronto, Canada M4W 3M5

Staff: Robert Lantos, Victor Loewy, Todd Leavitt, Phyllis Yaffe, Michael Weisbarth, Jeff Rayman, Patrice Theroux, Laurie Pozmantier, Jen Michel Ciszewski, Christine Shipton, Rose Mangone, Guy Petty, Patrick Roy, Gail Rivett, Chloe van den Berg, Stephanie Rockmann, Marzenna Czubowicz, Arthur Weinthal, Peter Sander, Linda Monterrubio, Cheri Campbell, Claudette Duffy, Heather Ciebien. **Programs:** *Blackjack*, Family of Cops III*, Harlequin Romance Collection (6 titles), Fast Track*, Total Recall: The Series*, Shadow Warriors: Assault on Devil's Island, Mowgli: The New Adventures of the Jungle Book, Northern Lights*, Due South*, John Woo's Once a Thief: The Series*, Captain Star*, Nothing Too Good for a Cowboy*, Beast Wars Transformers*, ReBoot*, Mirror Mirror*, Straight Up*, Black Harbour*.*

America One Television 2450

100 E. Royal Lane, Suite 100

Irving, TX 75039

972-868-1930

e-mail: alrv@airmail.net

Staff: Amy Brown, Debi Joint, Tommy Stacy, Don McGuire.

America Video Films 3275

American Entrepreneur/

Walsh Media 3385

Amtel Network 1914

3347 W. 133rd St.

Hawthorne, CA 90250

e-mail: MikeT@amtelnetwork.com

Website: Amtel/Network.com

Staff: Mike Takamatsu, Tim Martin, Steve Philips, Mike Offil, Mike Houghkirk. **Programs:** Amtel Direct Line-Text/Visual Intercom System.

Animation Magazine 2782

Another Large Production, Inc. NA

6430 Sunset Blvd., Suite 1500

Hollywood, CA 90028

213-467-1500

Staff: Phil Large, Rosemond Perdue.

Services: International marketer of television products across all media, including broadcast and print promotion, production and design.

Antena 3 Television 564

Avda Isla Graciosa Sin

S. Sebastian De Los Reyes

Website: www.antenastv.es

Staff: Jose Manuel Lorenzo, Marco Hernandez de Aradz, Vicky Mendoza, Sonia Talarewicz, Elena Mera.

Programs: *Impacto*, Zona de Risa*, Manos a La Obra*, En Plena Forma*, Sorpresa, Sor Presa!, "Corvarios del Chip", "A Si en el Cielo Como en la Tierra".*

APA International Film

Distributors, Inc. 2642

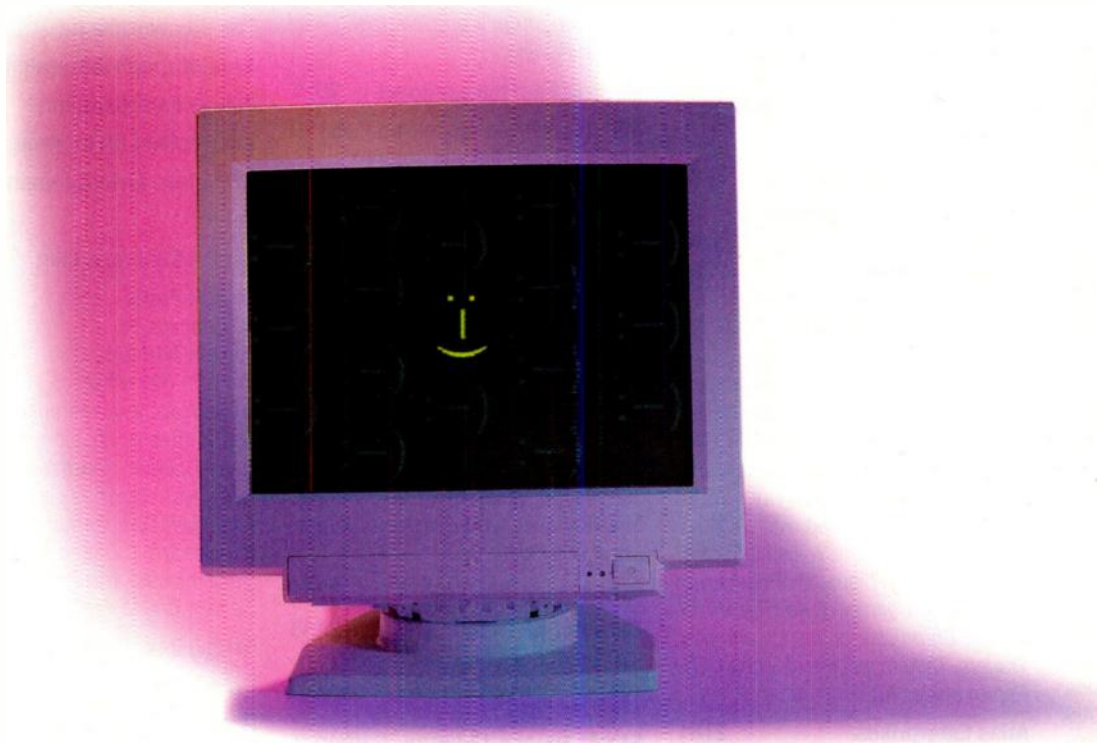
14260 S.W. 136 St., Unit 16

Miami, FL 33186

305-234-4321

Staff: Rafael Fusaro, Maria Martinez, Jose Miguel Pelaez, Ursula Gambetta, Lucia Fusaro. **Programs:** Animation—

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EXHIBITS : April 6–9, 1998 **CONFERENCE :** April 4–9, 1998

Las Vegas,
Nevada USA

Extreme Dinosaurs; Pocket Dragon Adventures; Starla & the Jewel Riders; Skysurfer Strike Force; Bamboo Bears; Moomins; Scrappers; Shelly T. Turtle. Series—U.F.O. Chronicles; U.F.O. Diaries; Mysterious Places; A.J.'s Time Travelers Superstories; Race to Save the Planet Safari; Mysteries, Magic & Miracles; Master of Illusion. Feature Films—Cromwell Productions; Macbeth; King Lear; The Bruce (based on historical character that appeared in hit film "Braveheart").

Applied Information Management 3268

APT 907

Arait Multimedia 1331-E

Arrief International 2812

Arrow Films Int. 3455

Artear Argentina 539

Artist View Entertainment 3237

12500 Riverside Dr., Suite 201-B
N. Hollywood, CA 91607
818-752-2480

Staff: Scott J. Jones, Jay E. Joyce, Marty Poole. **Programs:** *Monkey Business, Tiger, Driven, Without Evidence: The True Story, Star Games, Don't Ask Too Much of Love, Shattered Dreams, Better Than Ever, Beyond Desire.*

Artear Argentina 539

Lima 1261
Buenos Aires, Argentina
+54-1-370-1234

Website: www.artear.com.ar

Staff: Lucio R. Pagliaro, Ricardo Anglada, Hugo Di Gublielmo, Jorge E. Vailant, Sheila Hall Aguirre, Walter Sequeira, Maria Gonzalez, Silvia Bottero, Julian Rodriguez Montero, Alejandro Lagonarsino. **Programs:** *Alen, Luz De Luna*; Sucios*; The Football Coach*; De Corayon*; Laberinto*; Archivo Negro*; Carola Casini*; Alas*; Nano; Caballos Salvajes; Polilaron; "A Aventura del Hombre"; Hola Papi; "Verdad/Consecuencia"; "Note Mueras Si Decirme Adone Vas"; Gerente De Familia; De Poeta y de Loco; El Ultimo Verano; Amigovios; "Gino"; "Caramelito En Barra"; "Montana Rusa".*

Artist View Entertainment 3237

Artomotive, Inc. 3375

602 27th Street S.
Birmingham, AL 35233
205-251-0850

e-mail: artomotive@aol.com

Staff: David S. Duke, Frank G. Hamby, Fred Purchis, John Brown, Eric Rebmann. **Programs:** *Offbeat America*; The Making Of The M-Class; On The Fringe.*

Arts Council Films 1511-36

Arts Magic Ltd. 1511-05

ASI Entertainment 1039

Asoc. Argentina de TV por Cable 3172

Associated Film and Video Production 3494

Associated Television 2011

6290 Sunset Blvd., 12th Fl.
Hollywood, CA 90078
213-871-1340

e-mail: AssociatedTV@msn.com

Staff: David McKenzie, James Romanovich, Glenn Aveni, Richard Casares, Howard Coleman, Roger Eurban, Rich Sagehorn, Wil Roddy, Harvey Shain, Sarah E. Leach, Al Cohen, Emma

Sharratt, Murray Drechsler, David Szamborski, Rachel Anderson. **Programs:** *The Secret KGB UFO Files*; Roswell: Cover-Ups or Close Encounters*; The Search for Nazi Gold*; The UFO Chronicles*; "Petersen's" American Adventurer*; Visions; Miracles; Safari; Ghost Stories; Mysteries, Magic & Miracles; Bed & Champagne; Masters of Illusion; Travel America; Boomerang; Chill Factor.*

Aston Entertainment 3031

Atlanta Video Production Center 3363

Atlantis Releasing 2365

65 Heward Ave.
Toronto, Canada M4M 2T5
416-462-0246

Staff: Seaton McLean, James Nadler, Steve Ord, Peter Sussman, Pam Wilson, Janine Coughlin, Vickie Montoya, Marnie Sanderson, Robyn Posner, Jeff Lynas, Derek McGillvray, Mike McLaughlin, Irene Read, Kelly Clarke, Juris Silkans, Barbara Williams, Vanessa Case, Neil Williamson. **Programs:** *Earth: Final Conflict, Cold Squad, PSI Factor: Chronicles of the Paranormal, Traders, The Adventures of Sinbad, The Return of Alex Kelly.*

Atlas Enterprises 2161

Audience Research and Development 1039

Avi Communications 2940

B.R.B International 2720
Babelsburg Film Gmbh 2911



Baer Media 436

6770 Southern Pines
Southaven, MS 38671

e-mail: MB-Z@MSN.com

Staff: Chris Baer, Max Baer, Frank Seymour, Max Baer II, Vince Baressi. **Programs:** Syndication/sales; Nascar; children; outdoor programming.

Bank-On-It Productions 3460

4152 W. Blue Heron Blvd., Suite 107
Riviera Beach, FL 33404
516-848-6710

Staff: Emma Banks, Clotee Banks, Edward Gigante, Georgia Jacoviello, Leonard Maxwell, Roubay Lamy, Yasheema Chiquetta Mack. **Programs:** *Our Future Generation Teen Talk Show—Smoking; Breaking The Rules; The Environment; Racism; Substance Abuse; Raving; Talkative Kids; Kids Coping with Asthma; Peer Pressure; Community Heroes; Gifted Kids; Teenagers and Birth Control; Ritalin-Is it Good or Bad?; Rich Kids; Kids Who Want to Be Celebrated; Adoption; Dress Code; Mutilation.*

Baruch Entertainment 3149

1129 20th St., N.W. Suite 400
Washington, DC 20036
Phone: 202-833-1777

Staff: Ed Baruch, Steve Smallwood, Valerie Cooley-Elliott, Angela Wilson. **Programs:** Features/Packages—African Heritage Network, movie of the month; African Heritage Prime Time Network. Specials/African-American—*African-American Masters of Invention; African Portraits; An African-American Salute to the Academy Awards; A Great Day in Harlem; Black Collegiate Talent Showdown; Bridgebuilders; Colored Comedy Then, Urban Comedy Now; Holiday Gospel Music Event; The Sixth*

Annual Caribbean Music Awards; Success Through Education: A Salute to Black Achievement; The 8th Annual Black History Year-in-Review; Where to Black America?: An Education Crisis; Zero to Hero. Specials/Hispanic-American—Hispanic America 1997: The Year in Review.

Bavaria Film International 2911

BBC Worldwide Americas 1511D

247 3rd Ave., 7th Fl.
New York, NY 10017
212-705-9300

Website: www.bbc.co.uk

Staff: Emilia Nuccio, Mayra B. Bracer, Paulette Bensussen, Candace Carlisle, Julius Cain. **Programs:** Drama—*Nostromo, Pride and Prejudice.* Science—*Horizons, Future Fantastic.* Documentary—*American Vision, Great Crimes and Trials of the Twentieth Century, Great Romances of the Twentieth Century, Nazis: A Warning From History.* Music/Arts—*Diego Rivera-Revolutionary with a Paintbox.*

Becker International 3361

Behavior Distribution 3436

2221 Yonge St., Suite 400
Toronto, Ontario M4S 2B4
416-480-0453

Staff: Natalie Osborne, Catherine Donohue, Meyer Schwartzstein. **Programs:** *Hollywoodism: Jews, Movies and American Dream; J'en Suis; Cosmos; Siege de L'ame.*

Behr Entertainment 3446

75 Cherry Lane
Monsey, NY 10952
914-368-1281

Programs: *The Flavors of Italy, The Flavors of France, Inn Country USA, Historic Hotels, Tony O'Connor-Experience the Magic, Laff-Movie, Anne's International Kitchen, Flavors of the World, Elliot & Friends, Think Fast, Finding Lost Worlds, Gourmet Getaways.*

Betafilm Gmbh 2911

Beyond Distribution 1741

Big Events Co. 2821

Biznet/U.S. Chamber of Commerce 2942

BKN Kids Network 2375

41 Madison Ave.
New York, NY 10010
212-213-4675

Website: www.bknkids.com

Staff: Allen J. Bohbot, George Baratta, Kaaren Lee Brown, Elisa Feney, John Hess, Tom Akers, Jennifer Pitts, Susan Colsant, Denise Feeney, Michelle Craig, Mark Staub, Marci Cohen, Nadia Nardonnnet, Leslie Nelson. **Programs:** *Jumanji, Extreme Dinosaurs, Pocket Dragon Adventures, Sonic Underground, Princess Gwenevere and the Jewel Riders, Extreme Ghostbusters, The Mask.*

BKS/Bates 2867

Blair Television 361

1290 Avenue of the Americas
New York, NY 10104
212-603-5000

Staff: Timothy McAuliff, Leo MacCourtney, Floyd Gellini, Jack Poor, Garnett Losak, Dale Kendall-Browne, Edward Johnson, William Boos, Lisa Heimann. **Services:** Station representation

Bloomberg Television 2610

499 Park Ave.
New York, NY 10022
212-318-2200

Staff: Frank Traynor, Jeff Stevens. **Programs:** *Bloomberg Interactive Television, Bloomberg Forum.*

The Blum Group 3444

Bonded Services Inter. 2961

The Box Worldwide 3169

Breakthrough Entertainment 731

Bridge Entertainment 3301

Bridgestone Multi. Group 2981

Brimstone Entertainment 270

Brite 1819

British Columbia Film 280

British Pathe 2223

60 Charlotte St.

London W1P 2AX

44 0171 323 0407

e-mail: pathe@enterprise.net

Staff: Robert Jackson, Chris Davies, Andy Goodsir. **Programs:** *Fabulous Fortunes*, Royal Lovers*, The Firm*, Twentieth Century Hall of Fame*, Classic Century*, Queen Elizabeth—The Golden Years, The Prince of Wales—A Century of Scandal*.*

British Pav. Comm. 1511

Broadcast 1511-08

Broadcast Info. Bureau 425

Broadcasting & Cable 3143

1705 DeSales St., N.W.

Washington, DC 20036

202-659-2340

Website: www.broadcastingcable.com

Staff: Mark Lieberman, Peggy Conlon, Don West, Harry Jessell, Gary Rubin, Mark Miller, Doris Kelly, Randi Schatz, John Eggerton, Steve McClellan, Joe Schlosser, Chris McConnell, Craig Hitchcock, John Higgins, Rick Higgs, Dave Borucki, Estrella Diaz, Sandra Frey, Millie Chiavelli, Yvonne Pettus, Julie DesRoberts, Stacie Mindich, Rob Payne, Richard Life, Maureen Oxley, Craig Mathew, Rick Rowell. **Services:** *Broadcasting & Cable, TV Fax, Cableday, Television Europe, Television Asia, Television International*

Buena Vista International 575

3 Queen Caroline Street

Hammersmith

London W6 9PE

44 181 222 2593

Staff: Herbert A. Granath, Etienne de Villiers, Joe Ahern, Bettina Bose, Sally Davies, Diane Digit-Rebouche, Sophia Evans, Michael Dragotto, Simon Kenny, Keith LeGoy, Orest Oliynyk, Elton Simoes, David Snyder. **Programs:** *Dolphin: Tribes in the Sea; Long Journey Home: The Irish in America; Tales From The Tomb: Lost Sons of the Pharaoh; Disney's Hercules; Sonic Underground; Style and Substance. Specials—Adventures with the Duchess; All-Star T.G.I.F. Magic; Champions of Magic II; I Survived a Disaster 3; The Online Adventures of Ozzie the Elf. TV Movies—Angels in the End Zone; Any Mother's Son; Convictions; Flash; Garbage-Picking, Field-Goal Kicking, Philadelphia Phenomenon. TV Movies—My Date with the President's Daughter; Oliver Twist; On the Second Day of Christmas; Rodgers & Hammerstein's Cinderella; Ruby Bridges; Toothless; Tower of Terror.*

Buena Vista Television 575

500 S. Buena Vista St.

Burbank, CA 91521

818-560-1000

Staff: Walter Liss, Mort Marcus, Janice

Marinelli Mazza, Mike Shaw, Sandra Brewer, Francie Calfo, Tom Cerio, Michael Davies, Helen Ricketts Faust, Kimberly Harbin, Jim Hedges, Mary Kellogg-Joslyn, Jimmy Lee, Don Loughery, Peter Martin, Meredith Momoda, Teri Owen, Jim Packer, Suzy Polse-Unger, Sal Sardo, Hayma (Screech) Washington, Lloyd Komesar, John Rosenberg, Tina Hamilton, David McLeod, Steve Orr, Jed Cohen, Laurie Jantz, Chris Oldre, John Bryan, Jared Goetz, Rod Winterrowd, Curtis Pace, Jim Engleman, Norman Lesser, Howard Levy, Noreen McGrath, Eddie Meister, Irv Schulman, Cathy Thomas, Daniel Cohen, Bill Rogers, Thanda Tin, Barry Blumberg, Tom Ruzicka. **Programs:** Off-net series—*Home Improvement, Boy Meets World, Nurses, Golden Girls, Empty Nest, Dinosaurs, Blossom, Quack Pack.* Animation—*Disney's Hercules, Disney's Doug, 101 Dalmatians, Ducktales, Mighty Ducks.* First-run series—*Disney's Honey I Shrank the Kids: The TV Show, Siskel & Ebert, Win Ben Stein's Money, Make Me Laugh, Debt, Disney Presents Bill Nye the Science Guy.* Magazine/talk—*The Keenen Ivory Wayans Show, Live! With Regis & Kathie Lee, The Robert Ulrich Show*

Bulbeck & Mas 3273

Button Comm. Group 1511-06

BWP Ltd. Network Ireland

Television 1511-40



Cable Ready Corp. 3068

One Dock St., Suite 502
Stamford, CT 06902
203-425-2136

e-mail: GLCoCblRdy@aol.com

Staff: Gary Lico, Virginia S. Egan, Paula Lovallo. **Programs:** *Animal/Nature—At the Zoo. Children—Cappelli & Company; Cooking with Cartoons; Betty's Voyage*; Cape-to-Cape Challenge*; Dangerous Knowledge; Fear and Counting in Las Vegas*; Frank Lloyd Wright's Last Dream*; Great American Rivers*; Medical Detectives; A Run Unto the Sea; Samantha Smith*; This Was America; The Torture Trail*; Wildlife Cop*; Windscale*. Entertainment/Music—The Art of Tripping*; J'Accuse*; Guitar Planet*; Laugh? I Could Have Cried!*; Music From New Orleans; New Orleans Jazz Funerals...From The Inside*; New Orleans Voodoo...From The Inside*; Rob Mathes Holiday Collection*; How-To—The Acme School of Stuff; American Muscle Car*; At Home For The Holidays; Circle of Golf; Cookin' Cheap; Cooking With Soul; Free Wheelin'; The House Doctor; Inquiring Minds; International Recipe Collection*; It's Cookin'...But it Ain't!; Made To Order; New England Kitchen; Oriental Rugs Et Al.; Our Idea Of A Good Time; Waste Not. Magazine/Talk—Authors at Harbourfront; Imprint; Historic Traveler; Inside the Actors Studio; The Real New Orleans; Working Woman.*

Cafe Productions 1511-41

Cambium Releasing 3031

Canal-Plus Distribution 1931

Staff: Belinda Menendez, Pascal Diot, Chantal Girondin, Alix Goldschmidt, Pierre Weisbein, Ida Diaz, Gilles Meunier, Emmanuelle Castro. **Programs:** *Fantomette's Mysterious Adventures**

*The Pirate Family**, *Born Free**, *Animal Rescue Kids**, *Stephen King's Night Flier**, *Tangier Cop**, *La Dame aux Camelias**.

Canamedia Productions 3366

1670 Bayview Ave., Suite 408
Toronto, Canada, M4G 3C2
416-324-9190

e-mail: canamed@ibm.net

Staff: Les Harris, Michael Shepard, Michele C. Craig. **Programs:** *Alien Obsession*, *Sky High*, *Flightpath*, *Skier's World*, *Foodessence*, *Jazz Cabaret*, *Oceans of Mystery*, *The Great Outdoorsman*, *Performances*, *The Complete Angler*, *The Joy of Dogs*.

Capricorn Programmes Ltd.

1511-30

Hithercroft Court
Wallingford OX10 9BT England
+44-1491-838888

e-mail: sales@capricornprogs.co.uk

Staff: Emily Cripps, Valerie Bourke. **Programs:** *The American Chart Show**, *The Album Show**, *Cybernet**, *Cinema Cinema Cinema**, *Movies, Games & Video**.

Caracol Television 181

2100 Coral Way
Miami, FL 33145
1-305-285-4804

Staff: Mabel Garcia, Carmen Pizano, Patricia Tellez, Juan Francisco Tamayo, Beatrice Boeglin. **Programs:** *El Mundo Para Julius**, *La Mujer del Presidente**, *Prisioneros del Amor*, *Leche*, *Las Ejecutivas*, *Cara a Cara*.

Carlton TV 1819

Carrere Television 2780
50, avenue du President Wilson La
Plaine Saint Denis, 93214 France
33-1-49-37-7800

Staff: Anne Evrard, Axel Carrere. **Programs:** *Princess Sheherazade*, *Buddy-Buddy*, *Red Beard*, *Jungle Show*, *Alix*, *Dad 'X*, *Carrot Top*.

Carsey-Werner Distribution 1975

4024 Radford Ave., Bldg. 3
Studio City, CA 91604
818-760-5332

Staff: Marcy Carsey, Tom Werner, Stuart Glickman, Joseph D. Zaleski, Bob Dubelko, Dirk W. van de Bunt, Frank G. Flanagan, James Anderson, Susan Austin, Bret Samoff, Linda Desiante, Jerry Leifer, Dan Weiss, Bob Lloyd, Dina Wahlert, John Attebery, Belinda Palmer, Alison Sheehan, Stephen Knowles, Paul Schreiber, Gary Perchick, Michael Chinery. **Programs:** *3rd Rock from the Sun*, *Cosby*, *Cybill*, *Roseanne*, *Grace Under Fire*, *The Cosby Show*, *A Different World*, *Men Behaving Badly*, *Townies*, *Damon Wayans*, *Dirty Rotten Scoundrels*.

Castle Hill Productions 231

1414 Avenue of the Americas
Suite 1502
New York, NY 10019
212-888-0080

e-mail: castejs@aol.com

Staff: Julian Schlossberg, Mel Maron, Milly Sherman, Barbara Karmel, Arthur Schweitzer, Taylor Reinhart. **Programs:** Volume V—"Brilliant Lies," "A Business Affair," "Cannibal Woman in the Avocado Jungle of Death," "Concrete War," "A Day in October," "Far Harbor," "Fatal Bond," "The Fence Flinch," "Going Overboard," "Grind," "Gross Misconduct," "The Heist," "Innocent Sleep," "I Love NY," "Ordinary Magic," "The Perfect Bride," "P.L. & The Kid," "Puppetmaster," "A Rea-

son to Believe." Volume IV—"Across the Tracks," "Alan & Naomi," "A Climate for Killing," "Desire & Hell at Sunset Motel," "The Hawk," "Honor Among Thieves," "Matewan," "Rider on the Rain," "The Secret Rapture," "The Seventh Coin," "Shaking the Tree," "Shoot," "Sweet Justice," "Tim," "Who Shot Pat?." Volume III—"An American Summer Comedy," "Control," "Defense Play," "Double Edge," "A Fine Romance," "The Iimagemaker," "Innocent Victim," "In the Spirit," "Iron Maze," "Julia and Julia," "Paper Mask," "Prayer of the Rollerboys," "Primary Motive," "Voyager," "White Light."

Catalyst Distribution 1031

67 Mowat Ave.
Suite 200
Toronto, Ontario M6K 3E3
416-533-6767

e-mail: distribution@catalystdistribution.com

Staff: Charles Falzon, Kevin Gillis, Jill Keenleyside, Stephen Kelley, Michel Hefferon, Angus Wright, William Harris. **Programs:** *Britt Allcroft's Magic Adventures of Mumfie*, *Thomas the Tank Engine and Friends*, *Sean Connery—Close Up*, *Reel Entertainment*, *Hollywood Hall of Fame*, *Naked Frailties*, *Remote Possibilities*, *Wonders of the Sea*, *Exposure: Environmental Links*

to Breast Cancer, *Crime Tech*, *Minds, Machines and Mystery*, *Mystic Lands*, *On the Loose in Wildest Africa*, *Wonders of the Sea*, *Outdoors Limited*, *Eden*, *Why Shoot the Teacher?*, *The Raccoons*, *Punch Me in the Stomach*, *SCTV: Second City Television*, *Bizarre*.

Catholic Communication Campaign 2973

United States Catholic Conference
3211 4th St., N.E.
Washington, DC 20017
202-541-3237

Website: www.nccbuscc.org

e-mail: pgarcia@nccbuscc.org

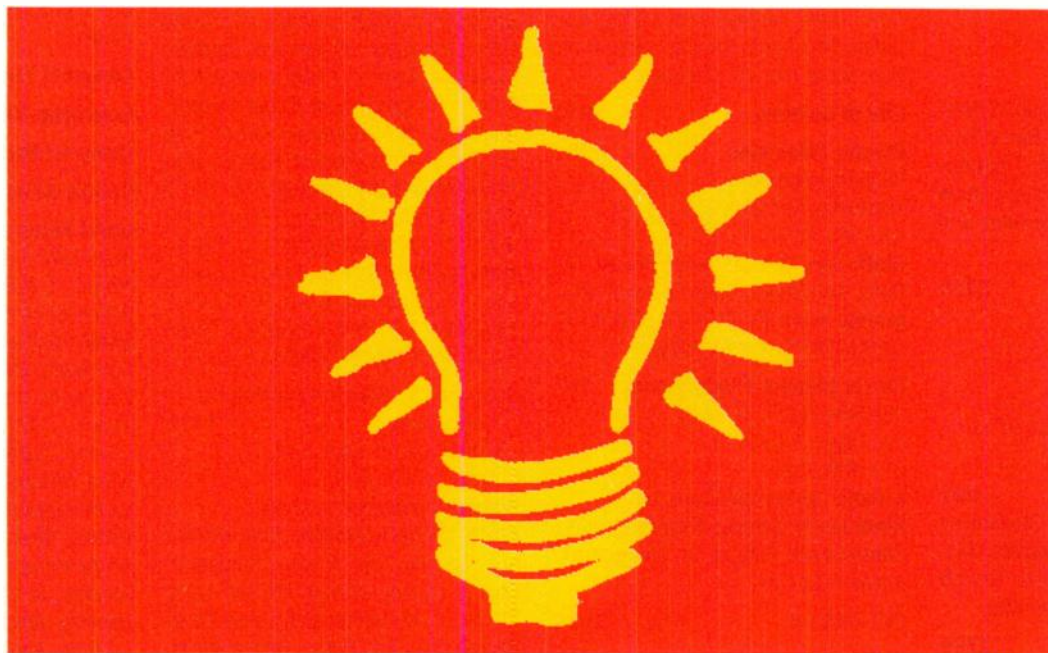
Staff: Pat Ryan Garcia, Ellen M.

McCloskey. **Programs:** Public service announcements*; broadcast documentaries*; *Answering God's Call: The Experience of Priesthood*; *Celebrating Christ's Splendor* (Easter Special); *John Paul II: A Light for the Nations*; *A Different Path*; *A Place to Belong: Catholic Schools Today*; *Creativity: Touching the Divine*; *Living With AIDS: An Occasion of Grace*; *States of Faith: A Look of Religion in America*; *Beyond the Dream* (Catholic Immigration to America). Series—*Take Two: 26 Half Hours*.

CBC International Sales 1440

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Staff: Thomas Howe, Susan Hewitt, Michelle Payne, Janice Russell, Randi Rose, Dina Vangelisti, Veronique Verges, Katherine Kaufman. **Programs:** "White Lies," *Big Life*, *Artifacts*, *The Stratford Collection*.
- CBN-The 700 Club** 3394
- CBS Broadcast International** 975
 51 W. 52nd St.
 New York, NY 10019
 212-975-8585
Staff: Rainer Siek, Scott Michels, Sonja Mendes, Yuet-fung Ho, Stephanie Pacheco, Anne Hirsch, Neil Donovan, Bill Kunkel, Judy Bass, Ken Ross, Allison Schwartz. **Programs:** *Kids Say the Dardest Things**, *People of the Century: The Time 100**, *Miss Universe Pageant**, *Miss USA Pageant**, *Miss Teen USA Pageant**, *Murder at 57 Birch**, *Brooklyn South**, *Pensacola: Wings of Gold**, *The Gregory Hines Show**, *Public Eye with Bryant Gumbel**.
- CBS Cable** 975
 250 Harbor Dr.
 Stamford, CN 06904
 203-965-6000
Staff: Geoffrey Darby. Group W Network Services (GWNS)—Barry Fox, Topsy McCarty. **Services:** Telenoticias. GWNS—W NET Caption (new closed captioning management and distribution system.)
- CBS News Archives** 3378
 524 W 57th St.
 New York, NY 10079
 212-975-2875
e-mail: Neil@cbsnews.com
Staff: Neil Waldman, Dan DiPierro. **Programs:** Stock material*.
- CDC United Network** 801
Staff: Alexandre Lippens, Maximilian Weiner. **Programs:** *The Triplets*, *Sandokan*, *Romance Peligroso*, *Grizzly Mountain*, *Strong Man*, *Going Wild*.
- Central Park Media** 2789
 250 West 57th St.
 Suite 317
 New York, NY 10107
 212-977-7456
Website: www.centralparkmedia.com
Staff: John O'Donnell, Masumi O'Donnell, Joe Cirillo. **Programs:** *Armored Trooper Votoms*, *Patlabor the Mobile Police*, *Battle Arena Toshinden*, *Voltage Fighter Gowcaizer*, *Black Jack*, *Peacock King*, *Takegami*, *Poltergeist Report*, *Grappler Baki*, *Darkside Blues*, *Iria: Zeiram the Animation*, *M.D. Geist*, *M.D. Geist II: Death Force*, *Art of Fighting*, *Battle Skipper*, *B.G. Wars*, *Demon City Shinjuku*, *Dominion Tank Police*, *Genocyber*, *Legend of Lemnear*, *Yotoden: Chronicle of the Warlord Period*.
- Century Productions/Comcast** 2492
- Channel 4 Int.** 1511-34
- Channel One Network** 1930
- China Beijeng TV Station** 2791
- China Central TV Station** 2791
- China TV Program Agency** 2791
- Chip Taylor Comm.** 3477
- Chrysalis Distribution** 1511/42
 The Chrysalis Building
 Bramley Road
 London W10 6SP
 171 221-2213
Programs: *Breakers**, *Wavelength**, *Midsomer Murders**, *The Broker's Man*, *Airport*, *Body & Soul*, *Beck*, *For One Night Only-Tom Jones*, *Samson Super-slug*, *Wilderness*, *Trip Trap*.
- ChumCity International** 330
- Cinar Films** 731
- Cine-Group** 731
- Cinema Source/Clayvard** 2778
 3639 Midway Dr., Suite B-265
 San Diego, CA 92110
 619-523-1500
e-mail: cbayly9@idt.net
Staff: Christine Bayly, Georgia Johnson, Lawrence Deneault Jr. **Programs:** *A Tale of Two Kitties*, *Once Upon a Time*, *The Seven-Mile Sneakers*, *Seven Days in Africa*.
- Cinequanon Pictures Int.** 525
 8057 Beverly Blvd., 2nd Fl.
 Los Angeles, CA 90048
e-mail: www.cinequanon.com
Staff: Dan Sales, Jennifer Peckham, Erik Jensen, Tatyana Joffe, Frederic Demey. **Programs:** *Tiger Moth*, *Love Is All There Is*, *The Last Rider*, *Second Wind*, *Woundings*, *I Woke Up Early the Day I Died*, *Facade*, *Lost Valley*, *Kiwi Safari*, *The Treat*, *The Dark Side of the Sun*, *She's Too Tall*, *Dilemma*.
- City of Cologne** 2910
- Cluster Television** 1361
 9630 Deereco Rd.
 Timonium, Md. 21093
 410-561-5500
Staff: Sally C. Bell, Peggy Powell, Stu Doris, Ann Burke, Dana Feldman. **Programs:** *Mummies Alive*, *Beast Wars*, *All Dogs Go to Heaven: The Series*.
- Clever Cleaver Productions** 161
 968 Emerald St., Suite 51
 San Diego, CA 92109
 619-488-2327
e-mail: cleavercook@aol.com
Staff: Lee N. Gerovitz, Steve Cassarino, Clinton Ford Billups, Jr. **Programs:** *Kitchen Cut-Ups!*
- CLT-UFA Int.** 1939
- CMT International** 905
 1 Gaylord Way
 Nashville, TN 37214
 615-327-0110
Staff: Karl Kornmeyer, Mark Floyd, Jane Grams, Ellen Lewis, Cecilia Walker, Camille Rojas, Cindy Wilson, Todd Avenarius.
- CNDP** 911
- CNN Newsource Sales** 2175
- Cobra Film** 2911
- Columbia TriStar Television Distribution** 1590
 Sony Pictures Plaza
 10202 W. Washington Blvd.
 Seventh Fl.
 Culver City, CA 90232
 310-244-4000
Staff: Barry Thurston, Russ Krasnoff, David Mumford, Richard Frankie, Steve Mosko, John Moczulski, Francine Beougher, Melanie Chilek, Steve Coe, Alan Daniels, Paul Frank, Doug Roth, Jim Dittle, Craig Smith, Andy Teach, Ed Connolly, Lori Coro, Elise Keen, Susan Law, Therese Gamba, Eric Marx, Matt Maier, Deborah Norton, Greg Poppen, Dick Roberts, Zackary Van Amburg. Los Angeles—John Weiser, Mark Wurtzel, Marti Rider. New York—John Rohrs Jr., David Ozer, Jeff Wolf, Teri Luke. Chicago—Stuart Walker, Tom Warner, Matt Cullen, Dennis Dunphy. Atlanta—Joe Kissack, Steve Maddox, Mark Major.
- Dallas—Dirk Johnston, Mark McKay. Advertiser sales—Barry Thurston, Chris Kager, Bo Argentino, Ken Ripley, Dennis Dunphy, Gary Davidson, Lynn Caldwell, Helen Cavallo, Shari Young, Kristin O'Grady, Susan Tobin, Diane Oldham, Dick Burris, Brian Joyce, Bob McPhee. **Programs:** First-run series: *Donny & Marie**; *The Newlywed/Dating Hour*; *Ricki Lake*; *Vibe*; *V.I.P.* Off-network comedies: *227*; *All in the Family*; *Archie Bunker's Place*; *Barney Miller*; *Benson*; *Bewitched*; *Burns & Allen*; *Carson's Comedy Classics*; *Carter Country*; *Dennis the Menace*; *Designing Women*; *Diff'rent Strokes*; *The Donna Reed Show*; *The Facts of Life*; *The Farmer's Daughter*; *Father Knows Best*; *Fish*; *The Flying Nun*; *Gidget*; *Good Times*; *Hazel*; *I Dream of Jeannie*; *The Jeffersons*; *Mad About You*; *Married...With Children*; *Maude*; *The Monkees*; *The Nanny*; *One Day at a Time*; *Parker Lewis*; *The Partridge Family*; *Punky Brewster*; *Sanford*; *Sanford & Son*; *Seinfeld*; *Silver Spoons*; *Sledge Hammer*; *Soap*; *Square Pegs*; *That's My Momma*; *The Three Stooges*; *What's Happening*; *What's Happening Now*; *Who's the Boss*. Off-network dramas: *Charlie's Angels*; *Crazy Like a Fox*; *Family*; *Fantasy Island*; *Father Murphy*; *Hardcastle & McCormick*; *Hart to Hart*; *Here Come the Brides*; *Hunter*; *Iron Horse*; *Naked City*; *Party of Five*; *Police Story*; *Police Woman*; *Route 66*; *S.W.A.T.*; *Starky & Hutch*; *T.J. Hooker*; *Walker, Texas Ranger*. Features/packages—Columbia Gold, Columbia Showcase II, Gold II, Pegasus II, Pegasus III, Showcase III, Volume IV.
- Columbia TriStar International Television** 1461
 10202 W. Washington Blvd.
 Culver City, CA 90232
Website: www.spe.sony.com
Staff: Michael Grindon, John McMahon, Lauren Cole, Florent Gagnault, George Leitner, William Pfeiffer, Larry Smith, Dorien Sutherland, Leslie Tobin Bacon, Mary Ann Russo, Rachel Wells, Ludwig Zu Salm, Mishka Chen, Nathalie Civrais, Jack Ford, Paul Gilbert, Peter Iacono, Steve Kent, Kimberly LaPadula, Don Meek, Marck O'Connell, Simon Pollock, Paul Presburger, Mark Santo, T.C. Schultz, Armando Cortez, Suzanne Austin, Martha Eberts, Liz Harker, Larry Hess, Tom Keeter, Christopher Law, Kevin MacLellan, Christine Mason, Jeff Meier, Martin Borowski, Octavio Da Silva, Nelson Duarte, Sarah Hamilton, Todd Miller, Maria Ines Moane, Salette Stefanelli, Noemie Weisse. **Programs:** *AXN**, *Donny & Marie**, *V.I.P.*, *Ask Harriett**, *Between Brothers**, *Dawson's Creek**, *Head Over Heels**, *The Kellys**, *Michael Hayes**, *Sessions at West 54th**, *The Simple Life**, *Significant Others**, *Sleepwalkers**, *Vibe**, *Wheel of Fortune 2000**, *Beakman's World*, *Dating/Newlywed Hour*, *Early Edition*, *Just Shoot Me*, *The Larry Sanders Show*, *Mad About You*, *Malcolm & Eddie*, *The Naked Truth*, *The Nanny*, *NewsRadio*, *Party of Five*, *Ricki Lake*, *Seinfeld*, *Silk Stalkings*, *The Steve Harvey Show*, *Another World*, *As The World Turns*, *Days of Our Lives*, *Guiding Light*, *The Young and the Restless*, *Channel Umptee-3**, *Extreme Ghostbusters**, *Jumanji-The Animated Series*, *Sumarai X*, *The Advocate's Devil**, *Bad As I Wanna Be**, *Crowned and Dangerous**, *Final Descent**, *Into Thin Air*: *Death on Everest**, *Medusa's Child**, *The Harryhausen Chronicles*, *Frank Capra's American Dream*.
- Columbine JDS Systems** 2320
- Comarex S.A. De C.V.** 2710
- Compact Collections LTD** 1800
 Greenland Place
 115-123 Bayhm St.
 London NW1 OAG
 44-171-446-7620
Staff: Peter Maguire, John O'Sullivan, Justin Sherry. **Programs:** Compact offers a royalty administration service for collection and distribution of simultaneous cable retransmission fees, private copying levies and educational recording rights.
- Competitive Media Reporting** 2100
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 New York, NY 10036
 212-789-1400
e-mail: cmr@vnumis.com
Staff: Felice Arden, Carl Dickens, Bob Hyland, Alan Kraut, David Peeler, Richard Radzik, Jane Smerglia, Steve Walsh, Maureen Zoumot. **Programs:** Commercial monitoring systems for 12 media.
- Computer Television Network** 2400
- Concorde-New Horizons** 1911
- Consumer Electronics Mfg. Assn.** 3081
- Contre-Allee** 2679
- Coral Pictures** 1131
 4380 N.W. 128 Street
 Miami, FL 33054
 305-688-7475
Staff: Marcel Granier, Antonio Paez, Dan Waite, Guadalupe D'Agostino, Jose Escalante. International—Juan Jorge Jaeckel, Alfredo Odoorisio, Louise O'Shea, Carmela Pupko. **Programs:** *Nina Mimada*, *Cambio de Piel*, *La Involvidable*, *Maria de los Angeles*, *Volver a Viver*, *Llovizna*, *Los Amores de Anita Pena*, *Ilusiones*, *El Desafio*, *Amores de fin de Siglo*, *Pura Sangre*, *Hechizo*, *Rosa de America*, *Conserjes*, *La Bola*, *Padres y Hijos*, *World Youth News*, *Secret of the Stones*, *Ciclo de Oro de Romulo Gallegos*, *El Reventon de la Risa*, *Gomaespuma*, *El Mundo al Vuelo*, *Your Children in the 21st Century*, *Expedition*, *Supercropolis*, *Lift-Off*, *Classic Adventures Movies*, *Made-for-TV-Movies*, *Chica 2001*, *Premio Ronda*.
- Cromasoma** 1331-J
- Cromwell Productions** 1511-12
- Crystal Pictures Inc.** 3461
- CS Associates** 626
 102 E. Blithdale Ave.
 Mill Valley, CA 94941
 415-383-6060
e-mail: programs@csassociates.com
Staff: Charles Schuerhoff. **Programs:** *Naked to the Bone**, *Dreams of Tibet**, *A Whale of a Business**, *The Last Battle of the Gulf War**, *A Paralyzing Fear**, *The Chariot Races**, *Ashes**, *Nordic Sagas**, *Fender Philosophers**, *Wayfinders: A Pacific Odyssey*, *Computer Illusions*, *Alchemy in Light*, *We Love You Like a Rock*, *Umm Kulthum*, *A Leap of Faith*, *Secret Daughter*, *Riding the Rails*, *Baseball*, *America in the Fifties*, *Frank Lloyd Wright*.
- CTE** 1819
 11145 N.W. 1 Place
 Coral Springs, FL 33071
 954-345-1620
Staff: Philip Jones, Louise Sexton, Anthony Utley, Clare Alter. **Programs:** Family movie—*Canterville Ghost**. Documentary—*World's End**. Children's Animation—*Timbuctoo**.
- CTVC, Hillside Studios** 1511
 Merry Hill Road
 Bushey, Herts., WD2 LDR, U
 0181-950-4426
e-mail: salcs@actv.co.uk
Website: www.ctvc.co.uk
Staff: Ann Harvey, John Cowling. **Programs:** *Traders of the Lost Scrolls*, *Heavenly Voices*, *Heavenly Stories*, *The Way of Sorrows*, *Away in a Manger*, *The Jesus Conspiracy*.
- CTW Inter. Television Group** 3316
 One Lincoln Plaza
 New York, NY 10023
 212-595-3456
Staff: Emily Swenson, J. Baxter Urist, Steven B. Miller, David Jacobs, Dolores N. Morris, Dana Kuperman, Michelle Manno. **Programs:** *Sesame Street*; *Problem 13*; *Mathmatazz*; *Big Bag*; *Dragon Tales*; *The New Ghostwriter Mysteries*; *Elmo Saves Christmas*; *Open Sesame*; *Risky Numbers*; *CR0*; *Ghostwriter*; *Square One TV*; *3-2-1 Contact*; *The Wish that Changed Christmas*; *Sesame Street Jam—A Musical Celebration Special*; *Sesame Street's All-Star 25th Birthday: Stars and Street Forever*; *Sesame Street Stays Up Late: A New Year's Eve Celebration*; *The Lion*, *The Witch and The Wardrobe*.
- Curb Entertainment Int'l Corps** 1939
 3907 West Alameda Ave.
 Burbank, CA 91505
 818-843-8580
e-mail: curbfilm@earthlink.net
Staff: Christina Melin, Carrie Lyons. **Programs:** Thriller—*Little Boy Blue*. Romantic Comedy—*The Souler Opposite*. Comedy—*Kitchen Party*. Drama—*Home Before Dark*, *Sunday*.



- D&D Film Gmbh** 2910
 D'Ocon Films Productions
 2840
 c/Calaf 3
 08021 Barcelona Spain
 32-3-414-34-08
e-mail: docon@docon.es
Staff: Antoni D'Ocon, Tony Church, Jose Salcedo. **Programs:** *Enigma*, *Herlufs*, *Little Witches*, *Spirou*, *Sylvan*, *Problem Child*, *Basket Fever*, *Chip and Charly*, *Delfy and His Friends*, *The Fruities*, *The Aurons*, *Dad*, *Pocket Dragons*, *Fix and Foxi*, *The Woodkeeper*.
- Dandelion Distribution** 1511-39
 Programs: *Movie Showcase**, *Beyond the Truth**, *Combat in the Air**, *Dragon Chain*, *Oceana*.
- Daniel Hernandez Prod.** 2884
- Daro Film Dist.** 131
- David Finch Associates** 1511-46
 P.O. Box 264 Walton-on-Thames
 KT12 3YR. UK
 44 193 288 2733
Staff: David Finch. **Programs:** *The World's Wackiest Animal*, *Jules Verne's World Voyager*, *London Legends*, *The Spice Girls: Behind the Scenes*, *Really Caught in the Net*, *Totally Fishing*, *Travelling Tales*, *The Wings of Boredom*.
- Dawa Movies** 2898
- Decisionmark Corp.** 3180
- Deutsche Welle** 3111
- DIC Entertainment, L.P.** 575
 303 North Glenoaks Blvd., 4th Fl.

Burbank, CA 91502
818-955-5696
Staff: Andy Heyward, Robby London, Dene Stratton. **Programs:** *Sonic Underground*.

Discovery Communications 1761
Staff: Louise Brown, Steven Patscheck, Judy Adelizzi. **Programs:** *The Italians, On the Brink: Doomsday, Battleship, Primates, Wild Discovery*.

Distraction 1231
5225 Berri Street, Montreal, Quebec
Canada H2J 2S4
514-273-4251

Staff: Michael Rodrigue, Jacques Bouchard, Sari Buksner, Arabelle Pouliot. **Programs:** *Hot Pepper, Lingo, Family Secrets, The Quiz of the Century, Love Bugs, Taxi, The Quirky Clan, The 24 Hour City Race, Trivial Pursuit, Hidden Talents*.

Distribution Cine Tele-Action 1231

DLT Entertainment 638

31 W. 56th St.
New York, NY 10019
212-245-4680

Staff: John Fitzgerald, Don Taffner Jr., Jeff Cotugno, Nigel Emery, Arlene Gross, Bruce Rabinowitz, Tim Burke. **Programs:** Animated—*Animated Family Classics, Count Duckula, Danger Mouse*. First-run series—*Hollywood People, Power Play, The Wanderer*. Off-network series—*Check It Out, Three's Company, Too Close for Comfort, The Ropers, Three's a Crowd*. Children—*Wind in the Willows*. Features/packages—*Dick Francis Mysteries, The Saint, The Saint in Manhattan*. Comedy—*Benny Hill, The Russ Abbot Show*. Specials—*Benny Hill Specials, Benny Hill: World's Favorite Clown, Benny Hill's World Tour: New York, Cristina Presents: Latin Lovers of the 90's, Dame Edna's Work Experience, Mary Pickford: A Life on Film, Miss Saigon, Torvill & Dean*. Game shows—*Talkabout, 5-4-3-2-Run*. Miniseries: *Love on a Branch Line*. Magazine/Talk—*Linehan, Shirley*. Public TV Sales Division—*After Henry, A Kind of Living, All at #20, Benny Hill, Bloomin' Marvellous, Chance in a Million, Executive Stress, Ffizz, French Fields, Fresh Fields, Hope it Rains, Is it Legal?, Land of Hope and Gloria, Never the Twain, No Job for a Lady, Outside Edge, The Russ Abbot Show, Shelley, Thames Comedy Originals, The 10%ers*. Drama—*Capital City, Danger UXB, The Guilty, Hannay, Kavanagh QC, London Embassy, Lytton's Diary, Mr. Paffrey of Westminster, Minder, The One Game, Peak Practice, Reilly: Ace of Spies, Ruth Rendell Mysteries, Rock Follies, Rumpole of the Bailey, Taggart, Teck, Unnatural Causes, Van Der Valk*. Documentaries—*Ancient Lives, Animal Detectives, Black Museum, Buster Keaton: A Hard Act to Follow, Cambodia: Year Ten, Charles Rennie Mackintosh: A Modern Man, Cinema Europe: The Other Hollywood, Destination America, Harold Lloyd: The Third Genius, Holiday World, Hollywood, Killiam Collection, Nature Watch, Revival at the Desert, The World at War*. Specials—*The Last Show on Earth*. Variety—*Andrew Newton's Hypnotic Experience, Harrowsmith Country Life, Inside Country, The Magic of Animals, Mystery Magician, Right in Your Own Back Yard, The Ronn Lucas Show*. International Distribution—*Across the Rhine: 1944, Alex: Life of a Child, Amer-*

ica's Funniest People, Animated Classics, Aquaventure, As Time Goes By, Battle of the Bulge, Benny Hill's World Tour: New York, Bloomin' Marvellous, Capitol, Cash and Company, Charles Rennie Mackintosh: A Modern Man, Christmas with Flicka, Cinema Europe: The Other Hollywood, Cristina Presents: Latin Lovers of the 90's, Dame Edna's Work Experience, Deathcheaters, Dick Francis Mysteries, Gift of Love: A Christmas Story, Great Tales of Asian Art, Harrowsmith Country Life, Harry Anderson: The Tricks of his Trade, Inner Space, Inside Country, Kokoda: The Bloody Track, Linehan, Love on a Branch Line, The Magic of Animals, Mary Pickford: A Life on Film, Mothers and Daughters, Mystery Magician, Power Play, Remagen, Rhythm of Life: The Event, Right in Your Own Back Yard, Russ Abbot, the Saint, The Saint in Manhattan, The Secret of the Phantom of the Opera, Secrets Revealed, The Secret World of Dreams, Shirley, Shirley: The Celebrity Interviews, Shocktrauma, Talkabout, Tandarra. International formats—*As Time Goes By, Bloomin' Marvellous, Check It Out, Executive Stress, The Ropers, Three's Company, Too Close for Comfort, Secrets Revealed, Talkabout, Your Number is Up, Whose Baby?*

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Dom Inc. 3380

Dorling Kindersley Vision 1511-01

62 Chandos Place
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London WC2N 4NG England
0171-836-5411

Website: www.dk.com

Staff: Catriona MacGregor, Simon Jaccands. **Programs:** *Creatures Fantastic*, PB Bear*, Amazing Animals 3 & 4*, Baby Animals*, Amazing Animals 1 & 2; Dig & Dug; Eyewitness 1, 2, 3; Fantastic Rainy Day; Help; Hullabaloo; Mammoth Movies; My First; The Really Horrible Show; See How They Grow; The Way Things Work; Ultimate Sex; You & Your Cat/Dog*.

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514-273-4251

Staff: Sari Buksner. **Programs:** *Paparazzi, Platinum, Emergency Call—Hospital Code 66, Lobby, Jasmine*.

DTG Entertainment, Inc. 630

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Encino, CA 91436
818-386-2323

Staff: Arthur Newberger, Ellen Yee, Elaine Newberger, Tara Spencer. **Programs:** *Beyond Bizarre, Natural Wonders, Treasure!, UFO Diaries, Miracles & Other Wonders, Animal World, The Big Four, Wildlife Adventure, Animal Odyssey, Great Leaders, Great Events; Great Nations, Marlene, Family Theater*.

Duke Int. Sales 1511-19

Dune 911

Dutch Pavilion 2961

Staff: Annemies Broekgaarden, Patty Geneste, Hans Grossouw, Tom Okkerse, Koos Backx, Ge van Leeuwen, Loes Koot, Joyce Drehmanns, Marion Renders, Sabine Hofmans. **Exhibiting companies:** Absolutely Independent,

Bonded Services, European Media Support/EMS Productions, RTL/Veronica, The Holland Media Group S.A., NIS Film Distribution Holland, NOS Sales, Palm Plus Produkties, Telescreen Distribution.



E! Entertainment Television 1921

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Website: www.eonline.com

Staff: Chris Fager, Jon Helmrich, Karen Kaufman, Dan Hoskins, Dorothy Crompton, Anne Mialaret, Jenny Benidit, Mark Rosch, Louise Rasho. **Programs:** *Celebrity Profile*, Mysteries & Scandals*, The E! True Hollywood Story; Model; News Daily; E! News Feed; In Focus; Behind the Scenes; Extreme Close-Up; F.Y.E!; For Your Entertainment; The Gossip Show; The Gossip Weekend Show; Coming Attractions; E! Special Events; Live Premieres*.

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+44 (0) 181-870-5670
e-mail: mail@eagle-rock.com
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Eagle Video Corp. 3474

Earth Communications 901

Eaton Films 1715

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0171 823-6173

Programs: *State Coroner, The Last of the Ryans, Global Bears Rescue, Putting on the Ritz, Edward & Mrs. Simpson: Going, Going Gone*.

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Egyptian Radio & TV Union 3445

Electric Sky 1511-23

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e-mail: ElliotOne@aol.com
Staff: Debi McNabb, Jeannette Kravitz, Anne-Marie Burns. **Programs:** *Elliot and Friends* is about the magic of childhood, where anything is possible and children learn that individually they can make a difference. License for *Children's Clothing* granted to First Foot Forward, Oakland, CA.

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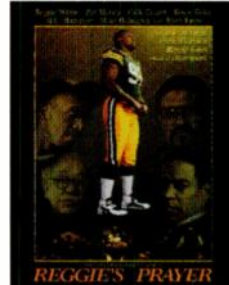
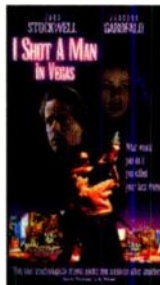
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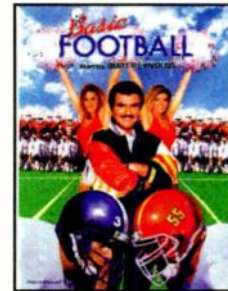
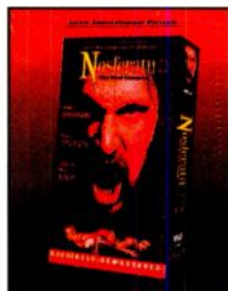
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Staff: Stephen Ellis, Bailey Daniels, Danielle Iversen. **Programs:** *The Magic of Baby Animals*, Bear Attack*, Claws*, Camouflage, Beauties and the Beasties, Life on the Edge, Animals of the Rocky Mountains, Mother Nature, Buck Staghorn's Animal Bites, Profiles of Nature*

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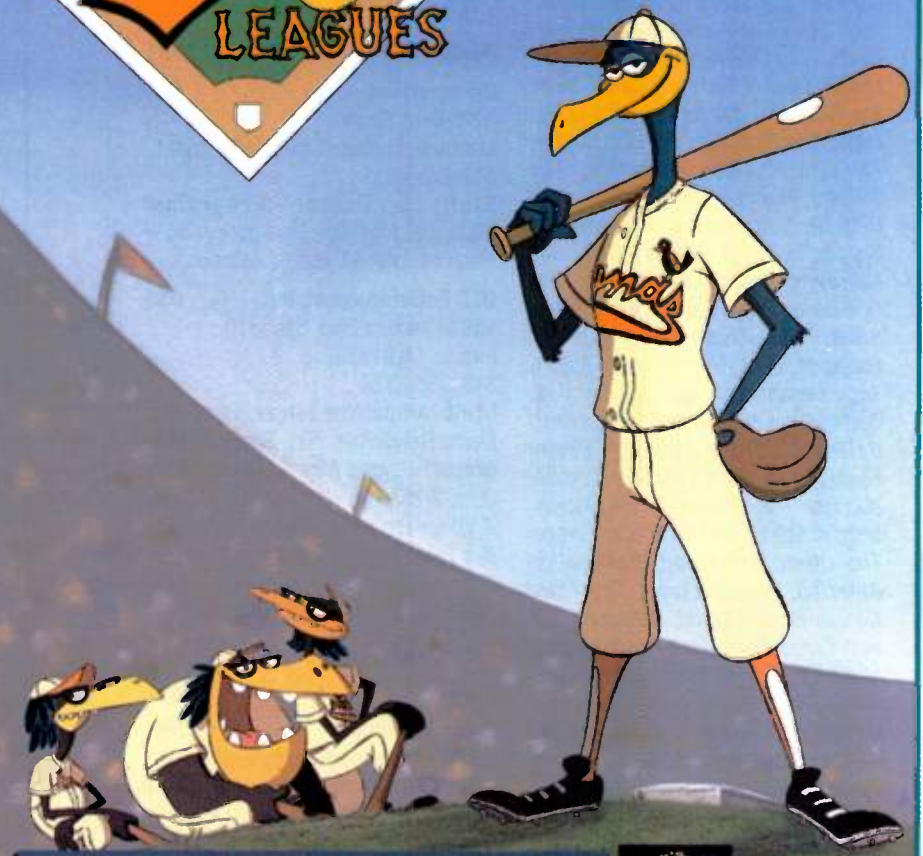
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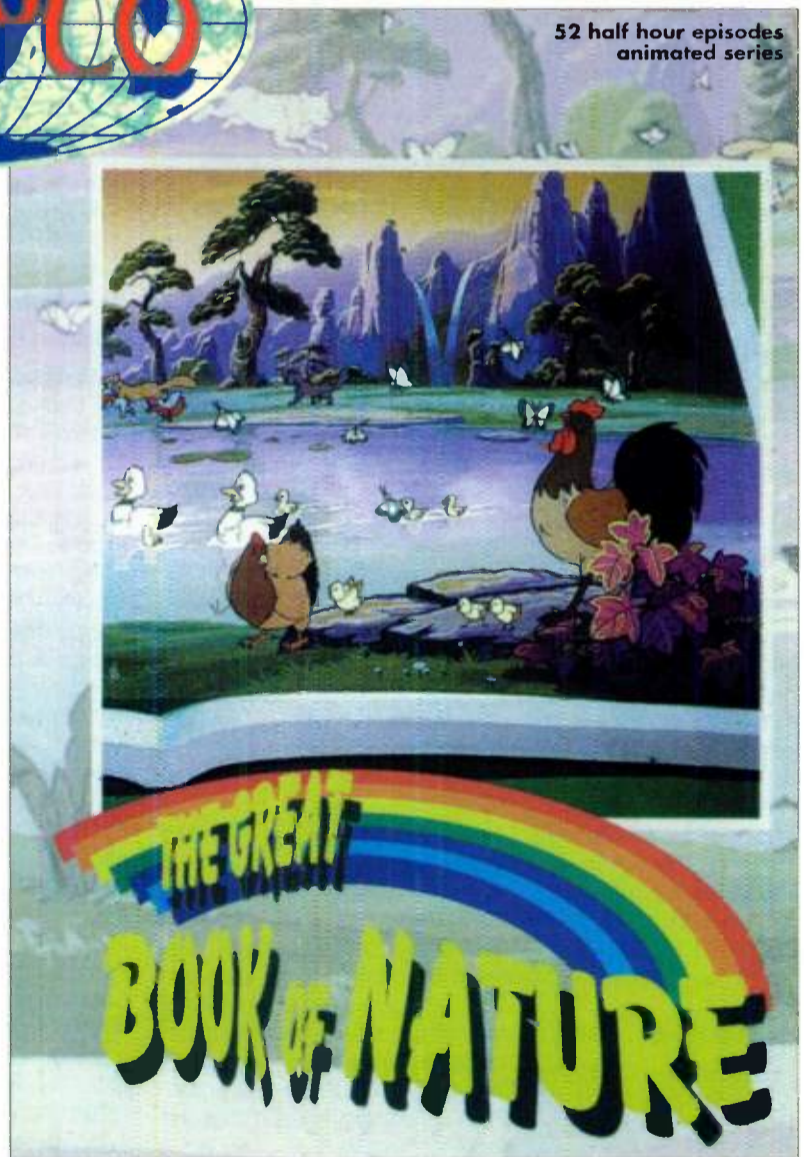


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ball bowl games. Athletics—Australian
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regular season, preseason tourna-
ments, conference championships.
Bloopers—ESPN's Sports Bloopers
Series I, Series II, Series III, Series IV,
ESPN's Extreme Bloopers Series I,
Series II, Series III, Series IV. Boxing—
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National Championship Football,
Paulista League Football, Dutch Divi-
sion I football, Dutch League, Dutch
Amstel Cup and Super Cup, Brazil
World Tour, Torneos De Verano, Dallas
Cup. Golf—PGA Tour, LPGA Tour,
Senior PGA Tour. Hockey—NHL Hock-
ey, NHL All-Star Weekend, NHL Power
Week. Horse racing—The Triple
Crown, Kentucky Derby, Racing Across
America. Motorsports—FedEx Cham-
pionship Series, NASCAR Winston Cup.
Winter sports—1997/98 World Pro Ski
Tour. Extreme sports—ASA World
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ainment Presents, Marquee VII, Kin-
nevik Movie Package. Children's
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Guzman. **Programs:** Soap Opera—
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Gourmet; The New Adventures of Black
Beauty; The Campbells; Ramadan in
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rowed Hearts"; "A Child's Christmas In
Wales"; "The House of Angelo". Latin
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cles of the Paranormal"; "The Adven-
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Suite 012 11523-100 Ave.
Edmonton, Alberta
403-482-2022
e-mail: gnr@greatnorth.ab.ca
Staff: Sandra K. Green, Elaine Scott,
Keely Booth, Karen Tomlinson, Nola
Wuttunee. **Programs:** *The Rat Among*
Us, Strangers In The House, Once Upon
a Hamster, The Orange Seed Myth,
Journey to the Sea of Ice.
- Gullane Pictures 1030**
1351 Third Street Promenade
Santa Monica, CA 90401
310-451-5111
Staff: Charles Falzon, Britt Allcroft,
Deborah Strichartz, Cindy Bernstein,
Angus Wright, William Harris. **Pro-**

grams: *The Blob*, *Spaced Invaders*, *Cubely and the City Kid*, *Bert and Cedric's Wacky Website Adventure*, *Captain Pugwash*, *Origins*, *Pet Net*.



Hallmark Entertainment 2631

1325 Avenue of the Americas
21st Fl.

New York, NY 10019

212-977-9001

Staff: Hallmark Entertainment—Robert Halmi Jr., Peter von Gal, Joel Denton, Erik Pack, Bonnie Low, Liz Sheppard, Donna Cornwell. Hallmark Entertainment Network—George Stein, Martha Strauss, Charles Morgan, Richard Buchanan, Mark Grendise, Joel C. "Jodie" McAfee, Marilyn Saint-Veltri, Portia Berrey. Hallmark Home Entertainment—Steve Beeks, Glenn Ross. **Programs:** Miniseries—*Merlin**, *Moby Dick**, *Only Love**, *Ken Follett's The Third Twin**. Made-for-TV-movies—*The Long Way Home*, *Flood: A River's Rampage*, *Baby Dance*, *Free of Eden*, *Holiday in Your Heart*, *Saint Maybe*. Children's programming—*Crayola Kids Adventures*, *Bad Baby*.

Hamdon Entertainment 2911

12711 Ventura Blvd., Suite 300

Studio City, CA 91604

818-753-6363

Staff: Stephen J. Davis, Gary Goldberg, Michael Appleby. **Programs:** *Oprah Winfrey Presents: The Wedding*, *Oprah Winfrey Presents: Before Women Had Wings*, *A Town Has Turned to Dust*, *A Father's Betrayal*, *Change of Heart*, *Narrow Escape*, *The Disappearing Act*, *Desert Gamble*, *Murder in a College Town*, *The Lottery*, *Indecent Seduction*, *After the Silence*, *Victim of the Haunt*, *Family Rescue*, *Race Against Time*.

Happy Face Entertainment 2911

Harmony Gold 343

7655 Sunset Blvd.

Los Angeles, CA 90046

213-851-4900

Staff: Frank Agrama, Colleen Morris, Alan Letz, Joanne Hoffman, Elisa Abelleira. **Programs:** Series—*Rin Tin Tin*. Miniseries—*The Lost World*, *Return to The Lost World*, *The Man Who Lived at the Ritz*, *Confessional*, *Sherlock Holmes & The Leading Lady*, *Sherlock Holmes: Incident at Victoria Falls*, *King of the Olympics: The Lives and Loves of Avery Brundage*. Animation—*Robotech*, *The Adventures of Rainbow Pond*, *Casshan: Robot Hunter*.

Headbone Interactive 2784

3104 Western Ave.

Seattle, WA 98121

e-mail: television@headbone.com

Website: www.headbone.com

Staff: Susan Lammers, Scott Hudson, Grant Asplund, Susan Quinn, Robert Menna. **Programs:** *Elroy Hits the Pavement*, *Headbone Soup*, *Fidgetmore Academy*, *Totally Doggone*, *12 and Auggie*.

Harrington, Righter & Parsons 2350

HDO Atelier-Betriebgesellschaft

GmbH 2910

Hearst Entertainment 661

235 E. 45th St.

New York, NY 10017

212-455-4000

Staff: Bruce L. Paisner, William E. Miller, Glenda Grant, Roberta J. Corona, Steve Weiser, Bob Mahlman, Chad

Lapp, Tom Devlin, Michael Doury, Jerry Diaz, Rick Karo, Stacey Valenza, Laurie Tritini, Gerald Bixenspan, Stan Sagner, Cynthia Hudson-Fernandez. **Programs:** *Secrets of the Animal Kingdom**, *Popular Mechanics for Kids**, *B. Smith with Style**. Features/packages—Marquee VIII, Hallmark Entertainment Presents. International: Features—*Fifteen & Pregnant*, *Final Justice*, *When Husbands Cheat*, *The Hired Heart*. First-run series—*World's Greatest Magic IV*. Features—more than 250 films and miniseries. Animated—*The Legend of Prince Valiant*, *All New Popeye*, *Original Popeye*, *Popeye & Son*, *Phantom 2040*, *The Magical Adventures of Quasimodo*, *Cool McCool*, *Beetle Bailey*, *Barney Google & Snuffy Smith*, *Krazy Kat*, *Defenders of the Earth*, *G-Force*, *The New Adventures of Flash Gordon*, *Animated Flash Gordon*, *Adventures of the Galaxy Rangers*, *Animated Specials*, *King Kong Comics*. Series—*Original Blondie*, *Original Flash Gordon*, *The Veronica Clare Collection*, *Perspectives on Greatness*, *Brewster Place*, *What Happened?*, *Essence of Life*, *In the Name of Love*, *Intimate Portraits*, *Rivals*. Domestic animated—*Phantom 2040*, *All New Popeye*, *Popeye & Son*, *Cool McCool*, *Beetle Bailey*, *Barney Google & Snuffy Smith*, *Krazy Kat*, *Flash Gordon*, *The Magical Adventures of Quasimodo*. Off-net series—*Original Blondie*, *Original Flash Gordon*, *Brewster Place*. Features—Marquee VII. Other—*Hearst Reports*, *Time Capsules*. Specials—*Harley Davidson: The American Motorcycle*, *Made in the USA*, *Fantasies of the Stars*, *World's Greatest Magic*, *World's Greatest Magic II*, *World's Greatest Magic III*, *Houdini: Unlocking His Secrets*, *The Hidden Secrets of Magic*, *Lance Burton: Master Magician*, *Lance Burton: The Encounter*, *Smithsonian Exhibition Specials*, *Short Story Cinema*, *Portraits of Courage*, *Politics & the Games*. Other—*Creature Features*, *Hearst Reports*, *Hearst Magazine Video* (80 half hours).

Heart of Texas Productions 2783

Henninger Media Dev. 2860

2601-A Wilson Blvd.

Arlington, VA 22201

Website: www.henninger.com

Staff: Steven Schupak, Brian Kelly. **Programs:** Documentaries—*Secrets of the Warrior's Power*; *In the Grip of Evil*; *Exorcism: Dealings in the Dark-side*; *Space Tech: From Science Fiction to Fact*; *Legends of the Lens: The Stories Behind The World's Greatest Photographs*; *The Invisible War*; *Loners on Wheels*; *Birds Like Us*; *Famili Di Potere (The Families of Power)*; *Situation Critical: U.S.S. Forrestal*; *Food for Thought*; *Castles of Worship*; *Digital Zone*; *Beyond the Wall*; *The Story of Top Gun*; *Bridges*; *Pole Position*; *Halloween: Legends, Ghosts and Goblins*; *Carrier Wars*; *Stealing the Bomb*; *Portraits in Horror*; *Mending Ways: Canela Indians of Brazil*; *Panama Canal*; *Wings of Fire*; *The Perilous Fight: The War of 1812*; *Private I*; *Prince of Darkness*; *Pennsylvania Avenue: America's Main Street*; *Nuclear Terrorism*; *State of the World*; *Scaling the World*. Children's—*Creature Club*; *Blue Sky City*; *Adventures With My Uncle Bill*; *Big Boats*, *L'il Boats*. Game Shows—*Ping Pong*; *Newsbreakers*. Self Help/Instructional—*Shim Shin Key*; *The Modern Man's Guide to Fatherhood*. Drama—*The Human Factor*. Entertainment—*Ernest Borgnine*

on Tour; *Cable TV: The First 50 Years and Beyond*; *Grub*; *Final Call: Classic Sports Controversy*.

High Point Films 1511-01

Hit Entertainment PLG 1431

Holiday Family Production 2788

Holigan Group 1961

Holland Presents 2961

Hollywood Reporter 2935

Home Improvement TV Net 1802

3441 Baker St.

San Diego, CA 92117

619-273-0572

Staff: Bruce Lamb, Paloma Glass, Barry Cook, Justin Woodard. **Programs:** *American Home Repair*.

The Hollywood Reporter 2935

5055 Wilshire Blvd.

Los Angeles, CA 90036

213-525-2000

Horizon Quebec 1231

3898 Berri Street

Montreal, Quebec H2L 4H1

514-994-1702

e-mail: jean.bouchard@sympatico.ca

Staff: Jean Bouchard, Maryse Rouil-

lard, Michael Rodrigue, Louise Bailargeon. **Products:** Drama, documentaries, variety, comedy, movies, animation, sitcoms, formats.

Huschert Filmtrickatelier 2910

HVD Entertainment 2939



I.G. Productions 2688

IBM 3079

IBOPE International 1810

650 Avenue of the Americas

New York, NY 10011

Staff: Teddy Reynolds, Michele Duron, Paul Donato, Paulo Pinheiro. **Services:** TV ratings.

IFM Film Associates, Inc. 2219

1541 N. Gardner St.

Los Angeles, CA 90046

213-874-4249

e-mail: IFMfilm@aol.com

Staff: Antony I. Ginnane, Ann Lyons.

Programs: *Agent Orange**; *Bull Dance**; *Danger Games**; *The Emisary**; *Fiela's Child**; *Hot Times at Montclair High**; *Hold My Hand*, *I'm Dying**;

*Private I**; *Witness In the War Zone**; *Maneuvers**; *Wild Maneuvers**; *War Requiem**; *Encounters**; *Sex Is a Four-Letter Word**; *Get Away, Get Away**; *Solstice**; *Elsinore**; *Swimsuit: The Movie**; *Color Me Dead**; *Mind Lies**; *Raising Heroes**; *Road To Nowhere**; *Torment**; *Second Sight**.

Iguana Productions 3439

Ilce 2461

Illusions Entertainment Corp. 731

Image Television 3448

Imagen Satelital 175

Imagineasia 2686

IMC British Pavilion

Staff: Ken Gray. **Programs:** *Healthy Living Series**, *Short History of Scotland**.

In-Fit Enterprises 3440

Institut National de L'Audiovisuel 911

Incline Productions 3476

Independent Television Network 2111

747 Third Ave.

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New York, NY 10017
Staff: Tim Connors, Martin Waters.

Instituto Mexicano de Cinematographia 2461

Intel Corp. 2336

Interactive Television 560
 100 Wilshire Blvd. #2000
 Los Angeles, CA 90401
 310-319-0110
Staff: Ivan Solvason, Carlos Zalve, Klaus Aamann. **Programs:** *Throat & Neck in Sheepheaven, Hugo the TV Troll, Animation Mask System, IM4U.*

Intermedia Games Ltd. 2761

International Teleproduction Society 624
 527 Maple Ave. East
 Vienna, VA 22180
Website: itsnet.org
Staff: Joyce Summers, Liz Pham. **Programs:** Association membership, international monitor awards, educational program, educational program.

International Travel Films 1901
 224 North Rossmore Ave.
 Los Angeles, CA 90004
 213-461-9994
Staff: Doug Jones. **Programs:** *Travelog, Travelog Shorts, The Travel Show With Doug Jones.*

Interpannonia Film Ltd. 2682

Intersound 443
 8746 Sunset Boulevard
 Los Angeles, CA 90069
 310-652-3741
e-mail: admin@intersound.com
Staff: Kent Harrison Hayes, Garry Morris. **Programs:** Post-production

Intraroyal 2861

Irdeto Consultants 3074

Itel 1819
 48 Leicester Square
 London
 WC2H 7FB UK
 44 171 491 1441
e-mail: iteluk@itel.co.uk
Staff: Andrew Macbean, Joe Kennedy, Chris Fletcher, Glen Hansen. **Programs:** *Stomp Out Loud*, Landmines: Hidden Assassins*, The Truth About Women*, Wet Wet, Wet—Access All Areas*, Real Women*, Adlaalook: The Big Stranger.*

Ivanhoe Broadcast News 1739
 2745 W. Fairbanks Ave.
 Winter Park, FL 32789
 407-740-0789
e-mail: mthomas@ivanhoe.com
Staff: John Cherry, Chad Rose. **Programs:** *Smart Women*, Health News Daily*, Crackdown on Crime, Today's Breakthrough: Tomorrow's Cures.*

IVL 3434

IVN Entertainment 3482



Kanto Productions 3279

Katherine O'Brien 461

Katz Television 631
 125 W. 55th St.
 New York, NY 10019
 212-424-6000
e-mail: cfader@katz-media.com/rkitson@katz-media.com
Website: www.katz-media.com
Staff: Tom Olson, Jim Beloyianis, Jim Murtagh, Ellen Fader, Michael Hugger, Michael Spiesman, Chris Jordan, Swain Weiner, Bruce Kallner, Bill Carroll, Ruth Lee Leaycraft, Bill Hall, Jim Curtin, Greg Conklin, Lisa Hollaender, Chickie Bucco, Regina Kitson, Lisa Ballou, Laura Treanor

Keller Entertainment Group 3039
 14255 Ventura Blvd.
 Sherman Oaks, CA 91423
 818-981-4950
Staff: Max A. Keller, Cord Douglas, Francois Lesterlin, Cecile Evrard. **Programs:** *Ramses*, Conan*: The Adventurer*, Mr. Steele*, Grizzly*, The Sam Hill Chronicles*, It's Showtime at the Apollo*, Tarzan: The Epic Adventures*, Acapulco H.E.A.T. III*. Series—Tarzan. Telefeatures—Swimsuit; For Love of a Child, Tarzan in Manhattan, The Secret Life of Kathy McCormick, Women Of Valor, Dreams Of Gold: The Mel Fisher Story.*

Kelly News & Entertainment 261
 8075 West 3rd St., Suite 402
 Los Angeles, CA 90048
 213-634-7777
Staff: Alan Winters, Ted Baker, Mary Markarian, Bob Olson. **Programs:** *Better Living With Carrie Wiatt*, Rebecca's Garden, Save Our Streets, Click, Peer Pressure.*

Kid Concoctions 3453

Kid Sense 3454

Kids Matter 3442

KidScreen 2876
 366 Adelaide St. West, Suite 500
 Toronto, Ontario M5V 1B9 Canada
 416-408-2300
Staff: Ken Faier, Nicole London, Theresa Dillon, Kimbirly Orr.

King Feature Prods. 2974

King World Productions 2031
 12400 Wilshire Blvd., Suite 1200
 West Los Angeles, CA 90025
 310-826-1108
Staff: Roger King, Michael King, Jules Haimovitz, Diana King, Fred Cohen, Michael Speissbach. **Programs:** *The Roseanne Show*, Hollywood Squares*, Wheel of Fortune, Jeopardy!, The Oprah Winfrey Show, American Journal, Inside Edition, Mr. Food.*

King World Media Sales 2131
 1700 Broadway, 32nd Fl.
 New York, NY 10019
 212-315-4747
Staff: Steven Hirsch, Michael Auerbach, Anthony Fasolino, Kevin Brown, Patrick Collins, Robin King, Dale Casterline, Kimberly Wright, John Chu, J. Stuart Stringfellow, Jacob Weisbarth, Andy Friendly, Jonathan Birkhahn, Moira Farrell, Merrill Karpf, Robert King, Steven A. Locascio, Donald Prijatelj, Arthur Sando, Patsy Bundy, Leonard Spilka, Lee Leddy, Fred Petrosino, Lee Villas, Randall C. Hanson, Larry Hutchings,

Michael Stonrello, Lee Keirsted, Christopher Rooke, Jim Farah, Stephen N. Hackett, D. Kevin Frady Jr. **Programs:** *Wheel of Fortune, Jeopardy!, Inside Edition, American Journal, The Oprah Winfrey Show, The Roseanne Show*, Hollywood Squares*, It's Showtime at the Apollo, Soul Train Special, Filmleader 6.*

Kitchen Productions 3349

KMG/Seagull Entertainment 715
 345 Park Ave. South, 2nd Fl.
 New York, NY 10010
 212-779-6600
Staff: Henry Siegel, Tony Intelisano, Lance Thompson. **Programs:** *Merlin: The Magic Begins*, Team Xtreme*, Dream Team*, Academy Awards Preview*.*

Koan Inc. 3281

Kushner-Locke Co. 3261
 11601 Wilshire Blvd., 21st Fl.
 Los Angeles, CA 90025
 504-670-5223
Staff: Peter Locke, Donald Kushner, Pascal Borno, Marvinia Anderson, Chris Perry-Melish. **Programs:** Family films—*Possums*; Magic Adventures series, including *Samurai Six*, Teen Knight*, The Excalibur Kid*, Musketters 2000*, Sleeping Beauty and Kid Charming, Kid Z. Hollywood After Dark*, including *Femalian II, Hotel Exotica, Insatiable Nights, Erotic Confessions, Erotic House of Wax, Lolita 2000*. Feature films—*"Basil," "Bone Daddy," "Double Tap," "Legion," "One Man's Hero," "Snitch," "Thick and Thin."*



La Cinquieme 911

La Sept/Arte 911

Lacey Entertainment NA
 1414 Avenue of the Americas
 New York, NY 10019
 212-754-5482
Programs: *America's Dumbest Criminals*, Oscar's Orchestra*, Just Imagine*, WMAC Masters, Shelley T. Turtle Show, Mega Man, Street Fighter.*

Lain International 706

Lakeshore International 3102

Landensanstalt fur Rundfunk 2910

Larry Harmon Pictures 2361

LDS Church Public Affair 3342
 15 E. South Temple St.
 Salt Lake City, UT 84150
 801-240-4397
Staff: Don Russell.

Ledafilms S.A. 1145

Legends of Entertainment 3379

Leonard Carroll Associates 831

Les Films De La Perrine 911

Les Films Du Village 911

Les Productions Carefour 1231

Lesea Broadcasting 2960

Letter Excellence 3301

Liberty International 3131

Link Entertainment 1511-33

Litton Syndications 2618
 Litton Towers, 2nd Fl.
 2213 Middle St.
 Sullivan's Is., SC 29482
 803-883-5060
e-mail: Litton@pc-tech.com
Staff: David L. Morgan, Tim Voit, Nancy

B. Smeltzer, Dale Snyder, Peter Sniderman, Bill Reishtein. **Programs:** *Jack Hanna's Animal Adventures; Just Image; Gravy, USA*; Knows It All; The Sports Bar; Thea Vidale*; Grizzly Mountain*; Jacks Are Wild*; Shaka Zulu*; Desperate Passage Movie Package*; Birth of a Super Power**

Living Edge Media 3257
 2121 Ridge Lane
 Santa Barbara, CA 93103
Staff: Robert Riechel, Rozanna Balich, Kimberly Reeder, David Riechel. **Programs:** *The Living Edge, Living Ageless*, Beyond UFOs*.*

Lolafilms Int. 1331-G

London Films 1511-07
 35 Davies St.
 London, W1Y 1FN United Kingdom
 44-171-499-7800
Staff: Andrew Luff, Martin Katz, Christopher Roudette.

London Television Service 1511-37
 2125 St. Anne's Court
 London, W1V 3AW
 0 171 434 1121
e-mail: Its@worldwidegroup.ltd.uk
Staff: Chris Courtenay Taylor, John Ridley, Lynda Raymond. **Programs:** *Perspective*, Perspective Plus*, UK Today*, Inside Britain, Profiles, In Good Company, My Britain.*

Luckyworld Productions 1511-45

Luna Entertainment 2921

LZ 2014
 460 West 42nd St.
 New York, NY 10036
 212-564-8888
e-mail: tz@telegign.com
Staff: Peter Burega, Shari Weisenberg, Tina Potter, Jennifer Fish, Peter Fish. **Programs:** Animation, Marketing/promotion services, production, post-production, program packaging & promotion, advertising, original music, sound design, audio post-mixing.



M.A. Kempner 832
 11820 Fountain Side Circle
 Boynton Beach, FL 33437
Staff: Marvin A. Kempner, Max C. Stuart. **Programs:** *All Aboard*, World Railroads*, History of Railroads*, documentaries; features; cartoons.

M.C. Stuart 831

M5 911

M6 Distribution 911

Magic Media Co. 2910

Mainline Releasing 3473

Manasseh Communications 3450
 1001 Fourth Ave. Suite 3200
 Seattle, WA. 98154-1075
 206-292-1590
Website: www.manasseh.com
e-mail: j@manasseh.com
Staff: John C. Morrison, Nicole E. Morrison, William S. White. **Programs:** *On the Lam*.*

Manifesto Inc. 3437

Marathon International 911

Marie Hoy Film & TV 1511-32

Marina Productions TVF1
 Place du Marche
 13 Rue Madeleine Michelis
 92200 Neuilly Sur Seine, France
 331 464 02800
Staff: Claude Berthier, Thierry Berthier,

Julie Fox, Maureen Sery. **Programs:** *The Fabulous Adventures of Jacques Cousteau, Caius the Roman, Princess of the Nile, The Last Reservation, Little Hippo, Mr. Men, Dog Tracer, Ladybird, Gulliver's Travels, Tintin and the Calculus Affair, Tintin, The Forgotten Friends, Tintin and the Mystery of Shark Lake, Mary of Nazareth.*

Martial Fitness U.S.A. 3486
 23643 Mill Valley Road
 Valencia, CA 91355
 805-254-8917
Staff: Nancy Vizcarra, Charlie Shin, Betsey Carlson, Dave Carlson. **Programs:** Children's TV programs*.

Marubeni Corp. 2790

Maxima Film Corp./BidMax 3243
 P.O. Box 81589
 1057 Steele Ave. West
 Toronto, Canada M2P 3X1
 416-736-9800
e-mail: Johnstoneman@sympatico.ca
Staff: J. Gary Gladman, Howard Biderman, Sharon Citron, Judith Gladman. **Programs:** *Danger in The Sea*, The Living Sea*, The Ocean World of John Stoneman.*

Mayfair Television 1301

Mazzarella Communications 3355

Media Advisors 1039

Media Auction 3274

Media Freight Services 1511-26

Mediacast 3120

Mediametrie-Eurodata-TV 911

Mediaset Spa 907

Mediaworks 2882

Medios/CNCA 2461

Mega Entertainment 241
 160 West 95th St.
 New York, NY 10025
 212-678-4421
Staff: Ziv Sidi, Sharone Melamed, Natalia Viritch. **Programs:** *Secrets of India*, Beyond the Horizon*, The Unreal*, Superstition or Not*. Animation—EZ Net SuperSurfers*, Detective Bogey*, Peter & Din*, Bug Off/Buzz Off*.*

Megatrix Productions Music 2467

Mel Giniger and Associates 2260
 11110 Ohio Ave., Suite 102
 Los Angeles, CA 90025
 310-575-1965
e-mail: mg_and_a@earthlink.com
Staff: Mel Giniger, Jose Luis Cano, Vilma Trinidad. **Programs:** Family Series—*Dog's World**. Animated—*Tico and Friends*. Package of new feature films.

Memex Software 3139

Mentorm Barraclough Carey 1511-04

Mervyn Films 2910

MG/Perin Inc. 2165
 21 East 40th St.
 New York, NY 10016
 212-447-5600
e-mail: MGPERIN@worldnet.att.net
Staff: Marvin Gri eve, Richard Perin, Sean Deneny, Candace Fisher, David Campbell, Joe Kiselica, Carol Jarob, Ellen Ladd. **Programs:** *Homer's Workshop*, News of the Weird*; America's Black Forum*; Mike Hammer—Private Eye; Coast Guard; Mi Gente! My People!; Star Power 1; Prevention's Body Sense; The Extraordinary; "Could It Be a Mira-*

cle"; *Nash & Zollo's Offbeat Sportsbeat*; *The Chucklewood Critters*; *Story of the Christmas Toys*; *Tubby The Tuba*; *Cicero*, *The Queen's Drum Horse*; *Hispanic Americans—The New Frontier*; *Tribute to the Stooges*; *The Gathering Story*; *Churchland and the Generals*.

MGM Worldwide TV Group 3221
2500 Broadway Santa Monica,
CA 90404 310-449-3000

Staff: International Distribution—Jim Griffiths, Richard Phillips, Dea Shandera, Jessica Algazi, Simon Sutton, Mina Patel, Jeffrey Lippman, Jeffrey James, Suzanne Rainey, Susan Silverman. Paris—Gilberte de Turenne, Francois Poirier, Carolyn Stalins, Sylvie LeBosse, Joe Patrick. Sydney—Jim Hurlock. MGM Gold Networks Asia—Steve Smith, Lanny Huang. MGM Entertainment Library (Series)—*All Dogs Go To Heaven*, *American Gladiators*, *Fame L.A.*, *In the Heat of the Night*, *LAPD: Life on the Beat*, *The Magnificent Seven*, *National Enquirer Presents...*, *The Outer Limits*, *Poltergeist: The Legacy*, *StarGate SG-1*, *thirtysomething*, *The Young Riders*, *The Pink Panther*, *James Bond Jr.*, *Robocop*, *Evidence of Blood*, *The Escape*, *Escape Clause*, *The Limbic Region*, *Marshal Law*, *The Spree*, *12 Angry Men*. Features—*All Dogs go to Heaven 2*, *Bio-dome*, *The Birdcage*, *Fled*, *Get Shorty*, *Goldeneye*, *Hoodlum*, *It's My Party*, *Larger Than Life*, *The Man in the Iron Mask*, *Red Corner*, *Rob Roy*, *Species*, *Species 2*, *Speechless*, *Tomorrow Never Dies*, *Wild Bill*. Frank Capra Films—*A Hole in the Head*, *Pocketful of Miracles*.

MGM Domestic Television Distribution Advertiser Sales 3221
1350 Ave. of the Americas New York,
NY 10019-4870 212-708-0300

Staff: Marcy Abelow, Michael Daraio, John Kearney. Chicago—John Wettersten. **Programs:** *StarGate SG-1*, *The Outer Limits*, *Poltergeist: The Legacy*, *Fame L.A.*, *LAPD: Life on the Beat*, *Robocop*, *The Lionhearts*

Mickey Corcoran Productions 3469

Midnite Express 2001

Millenium Television Network 3149

Minotaur International 1511 GG
17-19 Maddox St.

London W1R 0DN
00 44 171 629 6789

e-mail: general@minotaur.co.uk
Staff: Jane Lighting, Kathryn Rice,
Emma William. **Programs:** *The Ambassador*, *Playing the Field*, *A Respectable Trade*, *Wildside*, *Zot the Dog*, *Boy Hero*, *Tibet*, *A Moment in Time*, *The Craftsman*, *No Limits*, *Round the World Jules Verne Challenge*.

Miracle Pictures 227

Miragem 2681

MN Film & TV Board 3434

Monarch Film Inc. 3456

Mondo TV 185
6464 W. Sunset Blvd. #920

Los Angeles, CA 90028
213-467-9002

Staff: Orlando Corradi, Ricky Corradi,
Walter Sabatinelli, Prasan Patel, Andrea Zangla. **Programs:** *Zorro*, *Jesus: A Kingdom Without Frontiers*, *Pocahontas*, *The Great Book of Nature*, *The Super Little Fanta Heroes*, *Cinderella*, *Simba the King Lion*, *The Black Corsair*, *Simba & the N.Y.C. Zoo to the World*

Cup.

Monte Carlo TV Market 625

Moonstone Entertainment 1939
335 North Maple Dr., Suite 222
Beverly Hills, CA 90210
310-247-6060

Staff: Ernst "Etchie" Stroth, Yael Stroth.
Programs: *When Justice Fails*, *McCinsey's Island*, *The Only Thrill*, *Jungle Boy*, *Hardball*, *Midnight Heat*, *Spill*.

Motion International 2931
465 McGill St.
Montreal H2Y 4A6
514-844-3542

e-mail: hwyer@grcosient.com
Staff: Stephen Greenberg, Heather Wyer. **Programs:** *Giraffes**, *Big Comfy Couch**, *Hello Mrs. Cherrywinkle*, *Omerita*, *Eccehomo*, *Spinning Tales*, *Z'ark**.

Motion Pictures, S.A. 1311-D

MMT Sales 464
885 Second Ave.
New York, NY 10017

212-319-8008
e-mail: TURNERS 5@aol.com

Staff: Jack Oken, David Pleger, Cynthia Turner, Kris Goff. **Programs:** Station representation.

MTG Media Properties 1839
805 Third Ave., 8th Fl.
New York, NY 10022

212-755-4742
Staff: Joseph E. Kovacs, Steven Nurkin, Almira Malyshev. **Programs:** *Harrison Bergeron**, *The Arrow**, *Thunderpoint**, *Midnight Man**, *One Man's War**, *Fatherland**, *The Late Shift**, *Pirates**, *The Wraith**, *Dune**, *Ragtime**, *The Dead Zone**.

MTV Networks 861
1515 Broadway
New York, NY 10036

212-258-8762
Staff: Donald Silvey, Eduardo Braniff,
Caroline Beaton, Christine Roman. **Programs:** *Live from the 10 Spot**, *Austin Stories**, *Fleetwood Mack: The Dance**, *Bryan Adams Unplugged**, *Babyface Unplugged**, *Cartoon Sushi**, *Jenny McCarthy Show**, *The 1997 MTV Video Music Awards**, *The 1997 MTV Movie Awards**, *1997 MTV Europe Music Awards**, *Daria*, *Beavis & Butt-Head*, *Fashionably Loud*, *Road Rules I,II,III,IV*, *The Real World I,II,III,IV,V,VI*. Formats—*Loveline**, *Singled Out*, *Road Rules*, *Real World*. **VH1—VH1 Pop Up Video*, *Behind the Music**, *Storytellers**, *The 1997 VH1 Fashion Awards**, *The 1997 VH1 Honors**, *The Midnight Special*, *VH1 Duets*, *The Rupal Show*, *Emporio Armani: A Private Party*, *An Evening of Music and Style*.**

Muller Media 1839
11 E. 47th St.
New York, NY 10017-1919

212-317-0175
Staff: Robert G. Muller, Daniel E. Mulholland, Gregory Muller, Dolly Cirona. **Programs:** *Smoke Screens II* (12 titles), *Prime Targets IV** (9 titles), *Prime Targets III*, *Prime Targets II*, *Prime Targets*, *The Godzilla All Stars* (12 titles), *Pandora Titles* (49), *Smoke Screens* (10 titles), *The Wild Ones* (10 titles), *Weapons* (6 titles), *Classic Gold* (12 titles), *This Day in History* (365 60-second inserts).

Multimedia Group of Canada 731
5225 Berri Street
Montreal, Quebec, Canada H2J 2S4

514-273-4215

Staff: *Women: A True Story*, *Rainmakers*, *Kitty Cats*, *Hemisphere South*, *Celestin*, *Earthscape Wildlife*, *Anna Banana*, *Inventors' Specials*, *The Big Garage*, *Cirque du Soleil*, *Dear Oliver*, *The Goal*.



Nardaish Film & TV 3345
Mosedalvej 14
2500 Valby Denmark

+4536188200
Website: www.tvtonmat.dk

Staff: Dorte Wiedemann, Jorgen Hejbjerg. **Programs:** *Easy Peasy*, *Brigitte in Friend*, *Honestly*. Gameshow format, Talkshow format.

National Film Board of Canada 3351
PO Box 6100, Station Centre Ville
Montreal, Quebec Canada H3C 3H5

514-283-9441
Website: www.nfb.ca

Staff: Anthony Kent, Mary Jane Terrell,
Lynne Williams. **Programs:** *Barbed Wire and Mandolins*, *The Barrens Quest*, *The Battle of Vimy Ridge*, *Creatures of the Sun*, *Influenza*, *Kid Nerd*, *Lodola*, *Murder Remembered*: *Norfolk County 1950*, *Petticoat Expeditions*, *The Powder Room*, *Seven Brides for Uncle Sam*, *Sunrise over Tiananmen Square*, *Toutatis*, *Unveiled: The Mother/Daughter Relationship*, *You Can't Beat A Woman*.

National Sound 2014

NATPE 3315
2425 Olympic Blvd. #550 E
Santa Monica, CA 90404

310-453-4440
Website: NATPE.org

Staff: Beth Braen, Brigitte Parise, Candace Kentopian, Nikki Hannah, Bonie Landau. **Programs:** Member services.

NBC Inc. 331
30 Rockefeller Plaza
New York, NY 10112

212-664-4444
NBD Television Ltd. 1511-31

Nelvana 731
32 Atlantic Ave.
Toronto, Ontario Canada M6K 1X8

416-588-5571
Staff: Michael Hirsh, Emmanuele Petry, Marie-Laure Marchand, Toper Taylor, Rodrigo Piza, Tom Van Wavereen, Barry Levy, Sarah Maizes, Sid Kaufman, Andrew Witkin. **Programs:** *Franklin*, *Ned's Newt*, *Sam & Max*, *Donkey Kong Country*, *Rolie Polie Olie*, *Bob and Margaret*, *Dumb Bunnies*, *Pippi Longstocking*, *Anatole*, *Stickin' Around*, *Scholastic's The Magic School Bus*, *Redwall*, *Robin*.

Network Music Inc. 1731
15150 Ave. of Science
San Diego, CA 92128

800-854-2075
Website: www.networkmusic.com

Staff: Ken Berkowitz, Diana Ferguson,
Teresa Kerr, Evelyn Angotta. **Services:** Music and sound effects libraries.

New City Releasing 3261
20700 Ventura Blvd., Suite 350
Woodland Hills, CA 91364

818-348-2500
Staff: Alan Bursteen. **Programs:** *Free-way*, *Stag*, *Double Tap*, *The Girl Gets Moe*, *Mercenary*, *Delta Heat*, *The*

Neighbor, *Heaven or Vegas*, *Jack Reed IV: Killer Amongst Us*, *Lady Killer*, *Fire in the Dark*, *Child in the Night*, *To Save the Children*, *Father and Son*, *Dangerous Intentions*.

New Films Int. 2000

New Line Television 1161
888 Seventh Ave.
New York, NY 10106

212-649-4900
e-mail: www.newline.com

Staff: Robert Shaye, Michael Lynne,
Robert Freidman, Diane Keating, David Spiegelman, Rolf Mittweg, Chris Russo,
Vicky Gregorian, Christine Manna,
Laura Armstrong, Pat Moran, Robin Seidner, Kat Stein. **Programs:** *New Line Five* (19 titles), *New Line 6* (20 titles), *Big Ticket* (14 titles), *The Hard 12* (12 titles), *Powerline* (12 titles), *The Mask*, *Dumb & Dumber*, *Nancy Drew/Hardy Boys Mysteries*.

New Orleans Studios 3470
800 Distributors Row
New Orleans, LA 70123

504-734-8500
e-mail: Info@neworleansstudios.com

Staff: Alec Middleton, Marcy Hatch,
Marqua Brunette, Brian Fisher, Ashley Scales. **Programs:** 70,000-square-foot studio complex now in New Orleans.

New Visions Syndication, 1723
44895 Hwy 82, PO Box 599
Aspen, CO 81612

970-925-2640
Staff: Rodney H. Jacobs, Jack Brendlinger, Klaus J. Lehmann, Carolyn M. Pickton, Kayla Hoffman, Linda Randel, Gregory S. Jacobs. **Programs:** *Domestic Offerings—Three Perfect Days**, *The Modern Lewis & Clark Expedition**, *97/98 Mountain-Top Ski & Snowboarding Series**, *Iditarod 25-A Quest for Silver**, *The Laughlin Superstar Challenge II**, *The Jeep Cherokee Wildlife Challenge**, *Las Vegas on Ice*, *4 4 Ever*, *Automobile Racing—The Second Century*, *The Acquired Art of High-Performance Driving*, *Eddie Hill—A Life in Drag Racing*, *Travelin' On—The Panoramic West*, *Travelin' On—The American West*, *Travelin' On—Southern Florida*. International Offerings—*World Cup '98 En France**, *The World of Motorsports**, *Getting the Trip—The Story of the Irish Derby*.

New World Media NA
2551 Broadway
New York, NY 10025

212-252-2343
Staff: Francisco Romeo, Alex Blanco,
Jose Rosado, Stephanie Bianca. **Programs:** *Comedy Fiesta*, *Desi Entertainment Awards*, *Hot TV*, *Legends—Hispanic Hall of Fame*, *Tropical Nights*, *Role Model Awards*, *Stars of Tomorrow*.

NHK Japan Broadcasting 2261

Nickelodeon 861
1515 Broadway
New York, NY 10036

Staff: Taran Swan, Kathleen Hricik,
Debbie Back, Jennifer Liang. **Programs:** *The Journey of Allen Strange**, *All That**, *Hey Arnold!*, *Angry Beavers*, *Kenan & Kel*, *KABLAMI!*, *Blue's Clues*, *The Mystery Files of Shelby Woo*, *Rugrats*, *Aaahh!!! Real Monsters*, *Rocko's Modern Life*, *The Ren & Stimpy Show*, *The Adventures of Pete & Pete*, *Clarissa Explains It All*, *Allegra's Window*, *Gullah Gullah Island*, *Eureka's*

Castle, various formats including *Legends of the Hidden Temple*, *Global GUTS*, *Nick Arcade*, *Double Dare*.

Nielsen Media Research 2319
299 Park Ave.
New York, NY 10171

212-708-7500
Staff: John Dimling, Buzz Moschetto,
Susan Whiting, Robert J. (Rusty) Targan,
Susan Buchanan, David Harkness,
Ed Aust, Barry Cook, Robert Lane, John A. Loftus, David Swartz-Leeper. Nielsen Syndication Service—Kevin Svenningsen, Ann Rosenberg, Michele Ortick, Michael J. Hudak, Paul Lindstrom, Denise Dear Grossman, Andy Caselluccio, Doug Johnson, Sean Hunter, Erik Rabasca, Ruth Leonard, Pauline Aridas, Peter Katsingris. Nielsen Station Index (NSI)—Ronald P. Meyer, Bob Paine, Frank Palumbo, Megan Yates, Bill Ross. NSI Chicago—Jane Ryan, Jim Gudritz. NSI Dallas—Lucinda Stovall. NSI Los Angeles—Barbara McFarland. NSI San Francisco—Catherine Herkovic. NSI Atlanta—Mike Stack. NSI Dunedin—Tom Hargreaves, Jack Lusher, Beth Farrell, Gary Finch. Nielsen Television Index (NTI)—Tom Evans, Bonnie Hiramoto, Pat McDonough. NTI Los Angeles—Dave Stepp. Nielsen Homevideo Index (NHI)—Sara Erichson, Clem Thompson, Lisa Fischetti. Nielsen New Media Services, Nielsen Hispanic Television Index, Nielsen Hispanic Station Index—Ceril Shagrin. Communications—Anne Elliot, Jo LaVerde, Karen Kratz. Service Development—Julie Aquan, Mary Fusco, Fran Rossi, Drew Vanover, Stacey deLarios, Brad Poretzskin, Carl Fisher, Michael Risucci, Mike Carberry. Interactive Services—Dave Harkness. **Programs:** *Galaxy Navigator**, *Galaxy Explorer**, *Pro File*, *Advantage*, *Ad Views*, *VIP on CD*.

Nippon Animation Co. 627

NIS Film Distribution 2961

Non-Stop Music 2441
915 West 100 South
Salt Lake City, UT 84104

801-531-0060
e-mail: nonstopmusic.com

Staff: Randall C. Thornston, Bryan L. Hofheins, Michael L. Dowdle, Val R. Butcher, R. Todd Roane. **Services:** Non-Stop Music Library, Non-Stop Custom Music, L.A. East Recording Studio.

Nordrhein-Westfalen 2910
Haroldstr. 4, 40190 Dusseldorf, Germany
49 211 837 02

Staff: Clark Parsons, Rainer Weiland,
Wolfgang Klein, Sabine Jendritzki, Ilka Demling. **Services:** Group represents five broadcast stations and 16 production and service companies.

Norstar Ent. 731



NOS Sales 2961

Novocom 2850
5401 Beethoven St.
Los Angeles, CA 90066

310-448-2500
Website: www.movo.com

e-mail: graphics@novo.com
Staff: John Ridgway, Tami Clark, Barry Smith, Heidi Bayer, Michele Mischer, Martin Poole. **Services:** Visual effects and animation, graphic design, broadcast and multimedia branding/identities and post-production.

NRS Group 2351

- NTV Int. Corp.** 3452
Nu Image 1939
 9145 Sunset Blvd.
 Los Angeles, CA 90069
 310-246-0240
Staff: Danny Dimbort, Judy Gold. **Programs:** *The Breakup, Sweeper, Shadrach, On the Border, No Code of Conduct, Lesser Prophets, Scarred City, Bang, Armstrong.*
- NVC Arts** 1511-27
NWN Weatherworx 3072
- 
- Oasis Pictures** 1939
 6 Pardes Ave. Suite 104
 Toronto, Ontario Canada M6K 3H5
 416-588-6821
e-mail: oasispictures.com
Staff: Peter Emerson, Valerie Cabrera, David Lowe, Gillian Oxley, Steven Murphy. **Programs:** Comedy—*My Dog Vincent*. Family Adventure—*The Climb*. Series—*Hollywood Hall of Fame, The Guerilla Gardener, Homestyle, Medical Breakthroughs: Weekly Report.*
- Oh! My Nappy Productions** 3466
Omnimusic 2742
 6255 Sunset Blvd., Suite 917
 Hollywood, CA 90028
 213-962-6494
Staff: Scott Manaffey. **Programs:** Music library.
- Omnitem Communications** 911
Onyx-More Than News Productions 3289
Optimum Productions 2636
Over the Edge-TV Smilin' Productions Gator 3285
Overseas Filmgroup 1939
- 
- P. Allen Smith Gardens** 720
P. M. Entertainment Group 2760
P.M.M.P. 2683
Pact 1511-47
Paladin Global Information Technology 3301
Palm Plus Produkties 2961
Pan American Video 430
 4569 Mission Gorge Pl.
 San Diego, CA 42120
 619-281-8870
e-mail: panam@panamvideo.com
Website: www.panamvideo.com
Staff: Sheila McQuillen, Mike McQuillen, Teri Lane. **Programs:** Public domain movies & TV shows, stock footage, documentaries.
- Panamsat** 2830
Panda America Shopping Network 3496
Paragon 731
Paramount Television 160
 5555 Melrose Ave.
 Hollywood, CA 90038
 213-956-5000
Staff: Paramount Television Group—Kerry McCluggage, Steve Goldman, Dick Lindheim, John Wentworth, Mike Melton, Trisha Dissi, Michelle Hunt, Eric Steinberg. Joel Berman, Frank Kelly, Meryl Cohen, John Nogawski, Bob Sheehan. Tom Connor, Dennis Emer-
- son, Larry Forsdick, Bobbee Gabelmann, Karen Kanemoto, Phil Murphy, Brocue Pottash, Dawn Abel, Lynn Casey, Clancy Collins, Helen Nesbit, David Theodosopoulos, Bill Weber. Sales—Stan Justice, Rob Wussler, John Cummings, Scott Koondel, Deborah Kuryak, Dan MacKimm, Keith J. Kaplan, Rob Friedman, Alex Fragen, Maura McDonough, Liz Firalio, Craig Smith, Carole Wells, John Corthinos, Bill Webb, Al Rothstein, John Morrow, Matt Aaron, Penny Haft, Mark Dvornik, Brooks Carroll, Richard Golden, Christopher Brooks. Paramount International Television—Gary Marenzi, Joseph K. Lucas, Susan Bender, Chris Ottinger, Richard Yannich, Julie Wineberg, Eric Mueller, Stephen Tague, David Coombes, Stephen Carey, Alastair Banks, Malcolm Orme, Kevin Keeley, Bruce Gordon, Garry Hart, Tom Mazza, Tom Russo, Steve Stark, Jack Waterman, Steve Madoff, Lynn Heide, Mindy Kaplan, Reed Manville, Stephanie Morton, Perry Simon, Steve Gordon, Michele Conklin.
- Programs**—Series (first-run)—*The Howie Mandel Show**; *Wild Things**; *Real TV**; *Viper*; *Entertainment Tonight*; *Entertainment Tonight 60*; *Hard Copy*; *The Monel Williams Show*; *Star Trek: Deep Space Nine*; *Nick News*; *This Morning's Business*. Series (off-network)—*Clueless**; *Sabrina**; *Sister, Sister**; *Frasier*; *Andy Griffith Show*; *The Beverly Hillbillies*; *Bosom Buddies*; *The Brady Bunch*; *Brothers*; *Cannon*; *Cheers*; *Dear John*; *Diagnosis Murder*; *Family Affair*; *Family Ties*; *Gomer Pyle*. *U.S.M.C.*; *Gunsmoke*; *Happy Days*; *Have Gun, Will Travel*; *Hawaii Five-O*; *Hogan's Heroes*; *The Honeymooners*; *Jake & the Fatman*; *I Love Lucy*; *Laverne & Shirley*; *Love American Style*; *The Lucy Show*; *MacGyver*; *Mannix*; *Marshall Dillon*; *Matlock*; *Mission Impossible*; *Mork & Mindy*; *My Three Sons*; *The Odd Couple*; *Perry Mason*; *Petticoat Junction*; *The Phil Silvers Show*; *Rawhide*; *Star Trek: Voyager*; *Star Trek: Deep Space Nine*; *Star Trek: The Next Generation*; *Taxi*; *Twilight Zone*; *The Untouchables*; *Webster*; *The Wild, Wild West*. Features/packages—Family Festival, Paramount Collector's Edition, Paramount Family Theater, Paramount Plus III & IV, Passport I, The Perry Mason Features, Portfolio XV, Power Pak, Preview 6, Quick Hits I & II.
- Park Entertainment** 1511-15
 Northlake Court
 28 Sheen Lane, London SM4 8LW
Programs: *The Hunger, Nightmare Man**, *Going to Kansas City**.
- Partners in Motion** 3387
Passport International Productions 2431
 10520 Magnolia Blvd.
 North Hollywood, CA 91601
 818-760-1500
e-mail: passport4@earthlink.net
Staff: Dante Pugliese, Jeanette Pugliese, Hadley Wood, Diana Foster, Melissa Wohl, Cheryl Blackwell, Brian Byrne, Troy Szebin, Gene Lavelle, Bette Afosin, Charlotte Sweet. **Programs:** Documentaries—*Frank Sinatra: They Were Very Good Years, A Century of Black Cinema, The Best of Hollywood, The Remarkable 20th Century, 100 Years of Comedy, Hollywood Remembering, The Bond Girls.*
- Pathe Television** 911
- Paular Entertainment/ Third Wave** 3463
Pavilion of Spain 1331
Paxson Communications 2211
 601 Clearwater Park Rd.
 West Palm Beach, FL 33401
 561-659-4122
e-mail: www.pax.net
Staff: Bud Paxson, Dean Goodman, Lea Sloan, Nancy David Udell, Jim Boccock, Jay Hoker.
- Peacock Films** 227
 3439 W. Cahuenga Blvd.
 Hollywood, CA 90068
 213-874-6000
Staff: Moshe Bibiyan, Simon Bibiyan, Cathy Berry, Yessie Saggeth, Roger Van House. **Programs:** *"Fredgie's Kid's Show"*; *"Tangled"*; *"Lift"*; *"In Till You Die"*; *"Double-Cross"*; *"Invisible Temptation"*; *"Pure"*.
- Peaktime** 3043
 136, avenue Charles de Gaulle
 92523 Neuilly Sur Seine, France
 33 0 1464022008
e-mail: viewtime@peaktime.fr
Staff: Thierry Tacheney, Norma Carter, Yves Cresson, Lorraine Gardener. **Services:** Consulting services and software, including Viewtime program scheduling and information managing system.
- Pearson Television Ltd.** 1311
 1 Stephen St.
 London, W1P 1PJ
 United Kingdom
 0171 691 6000
- Pearson All American**
 1325 Ave. of the Americas
 6th Fl.
 New York, NY 10019
 212-541-2800
Staff: Pearson Television—Greg Dyke, Roy Addison, Jamie Bennett, Alan Boyd, Andrew Brooke, Monica Galer, Doug Gluck, Gabrielle Grubanovich, Martin Gulzow, Richard Hearsey, Russell Lack, Sebastian Lenz, Michael Murphy, Robert Oswaks, Ian Ousey, Victor Tobi, Pam Usdan. Pearson All American Domestic distribution—George Back, Donald Barnett, Mike Bowman, Justine Capanna, Bruce Casino, John Ferlazzo, Joseph J. Giordano, Marc Goodman, Richard Mann, Kym Nelson, Fred Norris, Ludmilla Palasin, Louise Perillo, Jim Ricks, Scott Roth, Amy Sauertieg, Joseph J. Scotti, Bill Smither, Rand Stoll, John Storrier, Jonathan Straub, Michael Weiden, Tom Xenos, Lois Zingaretti, Phil Peters, David Jacquemin, Shari Knox, John Vinnedge, Michelle Waxman. Pearson Television International—Harris Brian, Kathleen Nonnan, Adrian Howells, Aideen Leonard, Emma McCallum. Pearson Television North America—Tony Cohen, Juliet Blake, Pauline Bohm, Paul Buccieri, Annette Caggiano, Gregory Calvosa, Ruth Caruso, Stephanie Drachkovitch, David Gerber, Richard Gire, Carlos Gonzales, Jean Huang, Howard Huntridge, Gaby Johnston, William Lincoln, Matt Loze, Paul Nichols, Jennifer Phillips, Peter Pinne, Myron Roth, Loren Salob, Jill Schwartz, Geoff Silverman, Syd Vinnedge, Jamie Waldron, Robert Weiss, Larry Lamattina, Catherine MacKay, Rob Stone, Jane Rimer. **Programs:** *Baywatch, The Adventures of Sinbad, Ghost Stories, Kickboxer and the Kid, Air America, Match Game, Password.*
- Features/packages—Filmleader 6, Filmleader Encore 5, All American Feature Theatre VII, Live Premiere Two, Star Tickets. All American-Fremantle International—*Science Times**, *Secrets of War**, *Fame and Fortune**, *Would You Believe It?**, *A Wing and a Prayer**, *Bella Mafia**, *I'll Be Home for Christmas**, *Devil Game**, *Deadly Summer**, *One-Way Ticket**, *Blood on Her Hands**, *Natural Justice: Heat, Mosley**, *Homicide: Life on the Street**, *A Mind to Kill**, *Mr. Bean**, *It's a Man's World**, *Men Behaving Badly**, *Shortland Street**, *Neighbours**, *The Bill**, *Goodnight Sweetheart**, *Birds of a Feather**, *The Adventures of Sinbad**, *Ghost Stories**, *Penn & Teller's Home Invasion**, *Crocadoo**, *Women Under the Stars 1998**, *Souvenirs of the Century**, *Animal Scope**, *Hollywood One on One**, *Academy Award Preview**, *Hollywood Profiles**, *Love's Leading Ladies**, *Out of this World**, *Amazing People**, *We the Jury**, *On the Line**, *Danger Zone: The World's Most Dangerous Jobs*, *Kickboxer and the Kid**, *Real Kids, Real Adventures**. TV movies—Volume 7—*First Do No Harm, All the Winters That Have Been, To Brave Alaska, Touched by Evil, Talk to Me, Vows of Deception, Murder in Mind, The Killing Secret, Swearing Allegiance, Target for Rage*. Volume 6—*Gone in the Night, Deadly Pursuits, The West Side Waltz, Stolen Innocence, Trial by Fire, Sweet Temptation, The Terror Inside, The People Next Door, Blessed Assurance, Deadly Family Secrets, A Holiday to Remember, The Face, Americanski Blues, Hijacked: Flight 285, Visitors of the Night*. Volume 6—*Love Can Build a Bridge, A Christmas Romance, Deadly Whispers, Death of a Cheerleader, The Devil's Bed, Robin Cook's Formula for Death, Freefall: Flight 174, Hard Evidence, The Lies Boys Tell, The Man Next Door, Midwest Obsession, Robin Cook's Mortal Fear, The Other Woman, Schemes, Seduced and Betrayed, Semi-Precious, Welcome to Paradise*. Volume 5—*Angel Falls, Final Justice, Against Their Will, Appointment for a Killing, French Silk, Going Underground, Scattered Dreams, Seeds of Deceptions, Shattered Trust, Snowbound, Starting Again, Wyatt Earp: Return to Tombstone, The Yarn Princess*. Volume 4—*Charles and Diana: A Palace Divided, Dead Before Dawn, Death in Small Doses, For Their Own Good, In the Deep Woods, Lethal Lolita, Love Can Be Murder, Mother of the Bride, A Murderous Affair, Passport to Murder, Shattering the Silence, Stalking Laura, The Switch, Switching Parents, Vanished Without a Trace*. Volume 3—*False Arrest, Baby of the Bride, Backfield in Motion, Battling for Baby, Double Edge, The Entertainers, Fatal Love, The Heart of a Lie, Hearts on Fire, In a Stranger's Hand, Last Wish, A Little Piece of Heaven, Murder in New Hampshire, The Nightman, The Other Side of Love, Violation of Trust*. Volume 2—*The Great Los Angeles Earthquake, The Chase, Children of the Bride, Coins in the Fountain, Cry in the Wild, Earth Angel, Joshua's Heart, Lies Before Kisses, Murder Without Motive, Night of the Hunter, On Thin Ice, Opposites Attract, Our Sons, She Said No, Victim of Love, Whatever happened to...?, White Hot*. Volume 1—*Cross of Fire, Amityville: The Evil Escapes, Babycakes, Child in the Night,*
- Dance 'til Dawn, Do You Know the Muffin Man?, The Great American Sex Scandal, Hiroshima: Out of the Ashes, How to Murder a Millionaire, The Lady Forgets, The Laker Girls, Manhunt: Search for the Night Stalker, My Brother's Wife, The Preppie Murder, The Reluctant Agent, Rock Hudson, Summer Dreams: The Story of the Beach Boys, Where The Hell's That Gold?!!* Features—*To Cross the Rubicom, The Colony, Captiva Island, Diving In, Horror Trilogy, Captive, Vietnam War Story, Saga of the Super Rich, Now You Know, Sherlock Holmes Jr., Question Marks, Rituals of the World, The Adventures of Sinbad, Baywatch Nights* (season 1 and 2), *Sirens, Friends Forever, 74.5 A New Wave, Hollywood One on One*. Documentaries—*Audubon's Animal Adventures, Mysterious Places, All Aboard: 150 Years on the Right Track, The Vatican, Crime Wars: The Mafia, Espionage, Man-Eaters of the Wild, Biography, China Time, Europe's Classic Inns, Beachclash, Golfing World, Tennis World, Royal Soap Opera, Charles Schultz: A Charlie Brown Life, Madonna: Exposed, Legends of Comedy, Remembering Marilyn, The Elvis Files, The Elvis Conspiracy, Vampires: Blood Lines from Past to Present, Team Baywatch, Women Under the Stars, Animals You'll Never Forget, Eskimo, Robin Leach's Private Files: The Price of Fame, Unexpected Comedy: Bloopers, Blunders and Best Intentions, Everyone Rides, Christmas at the Movies, Exploiting Psychic Powers, UFO Cover Up?, Magic Star, Mysteries of the Pyramids, A Century of Cinema.*
- Perm-a-Press Productions** 3472
Peter Rodgers Org. 1831
Peter Storer & Associates 1719
 1361 W. Towne Square Road
 Mequon, WI 53092
 414-241-9005
Website: Storterv.com
Staff: Peter Storer Jr., Doug Knight, Jay Russell. **Programs:** The Program Manager System For Windows*, The Program Manager System.
- Petry Inc.** 2119
 3 E. 54th St.
 New York, NY 10022
Staff: Tom Burchill, John Heise, Jack Fentress, Dick Kurlander, Jennifer Getson, Jerry Linehan, Bill Hann.
- Phillips Business Information** 2787
Phoenix Communications Group 2930
 3 Empire Blvd.
 South Hackensack, NJ 07606
 201-807-0888
Staff: Joseph Podesta, Rich Domich, Geoff Belinfante, Jim Scott, Chris Brande, Angela Joyce, Erin Morris. **Programs:** *This Week in Baseball, Pennant Chase*, various sports and entertainment specials.
- Pioneer Entertainment** 2810
Planet Pictures 2351
Platinum Studios NA
 9744 Wilshire Blvd., Suite 400
 Beverly Hills, CA 90212
 310-276-2699
Staff: Scott Mitchell Rosenberg, Irvin Rustemagic, Gregory Noveck. **Program:** *Jeremiah.*
- Playboy Entertainment Group** 1734

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BROADCASTING & CABLE WEEKLY: The full text of our print magazine posted online three days before publication.

NIELSEN RATINGS: Top weekly program and network rankings.

FCC ACTIONS: Ownership changes, new stations, facilities changes, call-sign actions, plus a fully searchable FCC Actions database, available January 15, 1998.

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Friday January 9, 1998

TODAY'S TOP STORIES

Eight injured during 'Vibe' taping

Eight people were taken to area hospitals last night after a portion of the stands holding the studio audience of *Vibe* collapsed. According to a witness who was in the audience, some audience members had rushed to the side of the stands to get free CDs being distributed when part of the bleachers gave way and some in the audience fell 2-8 feet. At press time, one woman was said to be in guarded condition at the hospital, the others were said to be complaining of aches and bruises, according to David Yamahata, battalion chief of the L.A. fire department. "They were throwing the CDs into the audience and the next thing you know, people are falling off the sides," said one audience member. A statement released by the show said: "During a taping of *Vibe* today, a guard rail gave way and seven audience members fell approximately 2-8 feet. The show taping was suspended immediately. *Vibe*'s primary concern is for the welfare of those injured, all of whom received immediate medical attention. *Vibe* host Sinbad expressed his heartfelt concerns for those who were injured."

EchoStar beams local into local

EchoStar yesterday began beaming local network affiliate signals into local markets via its satellite at 61.5 degrees west longitude. "We put six cities up on EchoStar III this morning," EchoStar Chairman Charlie Ergen said yesterday.

TCI, SUN TEAM

TCI near announcing inclusion of Sun Microsystems' software in Next Generation cable set top boxes.

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PolyGram Television 375/376 9333 Wilshire Blvd. Beverly Hills, CA 90210 310-385-4200 Staff: Bob Sanitsky, Deana Elwell, John Huncke, Matt Cooperstein, Beth Kelly, Marc Grayson, John Campagnolo, Joseph Sangillo, David Bulhack, Bill Behrens, Mark Lieber, Seth Zachary, Lori Shackel, Kristin Torgen, Lesley Hollenberg, Jyll Gartin, Betsy Braun, Phillip Dumas. Programs: <i>Motown Live*</i> , <i>The Crow—Stairway To Heaven*</i> , <i>Due South*</i> , <i>Total Recall: The Series*</i> , <i>Showcase 14*</i> , <i>Showcase 12*</i> , <i>Movie of the Month Network VII.*</i>	375 Hudson St. New York, NY 10014 212-463-3500 Staff: Allen Banks, Jack Irving, Chris Hollowell, Beth Kempner, Jane Meyer-son, Josephine Ho, Esther Sloane, Maura Barry, Michelle Santangelo, Christine Paciello. Programs: Children's Series— <i>The Wacky World of Tex Avery</i> , <i>The Real Adventures of Jonny Quest</i> , <i>Garfield and Friends</i> , <i>Dennis the Menace</i> , <i>The Bullwinkle Show</i> , <i>Rocky and His Friends</i> , <i>The Underdog Show</i> , <i>Uncle Waldo's Cartoon Show</i> , <i>Tennessee Tuxedo and His Tales</i> , <i>Dudley Do Right and Friends</i> , <i>Young Samson</i> , <i>Space Kidettes</i> , <i>King Leonardo</i> , <i>Dinobabies</i> , <i>Berenstain Bears</i> , All-Family Series— <i>Three's Company</i> , <i>Too Close For Comfort</i> , <i>Webster</i> , <i>Bosom Buddies</i> , <i>Dear John</i> , <i>Amen</i> , <i>Charles in Charge</i> , <i>Abbott & Costello</i> .	Real Screen 2876 Reel Media International 2638 Remodeling Today 3310 RHS Productions 2402 120 W. Madison, Suite 818 Chicago, IL 60602 Staff: Richard H. Symon, Patricia Kerivan. Programs: <i>E.C. Sports Network</i> , <i>Corinne Edwards Interviews</i> , <i>Medical Alert</i> , <i>Journey to Success*</i> , <i>Cinema Romance*</i> , <i>Jazz Jym TV</i> , <i>The Appetizer Caravan</i> , <i>The Catering Guy</i> , <i>Your Personal Chef</i> , <i>Your Money</i> , <i>Your Future*</i> .	 S7S Productions 731 S Entertainment 3269 434 Queen St. East Toronto, Ont., M5A 1T5 416-363-6060 e-mail: film@s-ent.com Staff: Barbara Bernhard, Nick Stiliadis. Programs: <i>Breakout</i> , <i>G2</i> , <i>The Undertaker's Wedding</i> , <i>Red-Blooded</i> .	Scott Entertainment 2611 Scottish Television 1511-03 Screen Ventures 2821 Screenlife 731 Sebastian International 2439 105 Markham Ct. Longwood, FL 32779 407-862-3200 Website: Reallife 101.com Staff: Ferd Sebastian, Jan Sebastian, Tom Straszewski, Paul Hoffman. Program: <i>Real Life 101*</i> .
PolyGram Television International 375/376 Oxford House 76 Oxford Street London, England W1N OHQ 171 307-7500 Staff: David Ellender, Chris Philip. Programs: <i>Gene Rodenberry's Earth: Final Conflict*</i> , <i>The Big Easy*</i> , <i>Raggazine</i> , <i>Lassie II</i> , <i>Bocelli—A Night in Tuscany</i> .	Porchlight Entertainment 2010 11828 La Grange Ave. Los Angeles, CA 90025 310-477-8400 Staff: Bruce D. Johnson, William T. Baumann, Michael Jacobs, Fred Schaefer, Drew Paley, Richard Lewis. Programs: <i>Adventures from the Book of Virtues</i> , <i>The Big Adventure Series</i> , <i>Undersea Explorer</i> , <i>Pappyland</i> , <i>Gerbert</i> , <i>Little Men</i> , <i>Two and Friends</i> , <i>Time Quest</i> , <i>Sail TV</i> .	Richard Wolff Enterprises 2730 Rigel Independent 3249 2338 San Marco Dr. Los Angeles, CA 90068 213-467-0240 Staff: John Laing, Simon Walshaw, Marina Grasic, Susan Rodriguez, Vanessa Pflueger, Bryan Hambleton, Kylie Munnich. Programs: <i>The Last Don</i> , <i>Universal Soldier II & III*</i> , <i>Robocop</i> , <i>Deep Blue</i> , <i>Pacific Blue</i> , <i>Land's End</i> , <i>Tarantella</i> , <i>Everything Relative</i> , <i>Picture Windows</i> , <i>The Laundromat</i> , <i>The Sadness Of Sex</i> , <i>The Lost Ark</i> , <i>Beyond Adventure</i> , <i>The Prize</i> .	S4C International 1511-29 Saban Entertainment 775 10960 Wilshire Blvd. Los Angeles, CA 90024 310-235-5427 Staff: Haim Saban, Mel Woods, Lance H. Robbins, Peter Schmid, Elie Dekel, Ron Kenan, Eric Rollman, Joel Andryc, Barry Stagg, Bill Josey, Lou Bortone, Mark Pinsker, Carol Holdsworth, Stan Golden, Michel Welter, Eugenia Briseno, Tomas Arteaga, Sam Ewing, Carol Holdsworth. Programs: Animation— <i>Silver Surfer*</i> , <i>Incredible Hulk*</i> , <i>Princess Sissi*</i> , <i>Walter Melon*</i> , <i>Super Pig*</i> , <i>Biker Mice From Mars</i> , <i>Spider Man</i> , <i>Captain America</i> , <i>Iron Man</i> , <i>New Fantastic Four</i> , <i>Spider Woman</i> , <i>Submariner</i> , <i>Dungeons & Dragons</i> , <i>Robocop</i> , <i>Rude Dog & The Dweebs</i> , <i>Little Wizards</i> , <i>Dinoriders</i> , <i>Mighty Thor</i> . Live Action— <i>Ninja Turtles: The Next Mutation*</i> , <i>Saban's Power Rangers Turbo*</i> , <i>Saban's Beetleborgs Metallix*</i> , <i>Breaker High*</i> , <i>Francine Pascal's Sweet Valley High*</i> . Television Movies— <i>Reckless Nights*</i> , <i>One Hot Summer Night*</i> , <i>Random Encounter*</i> , <i>In Defense of Murder*</i> , <i>Twist Of Fate*</i> , <i>Men of Means*</i> , <i>Kiss of a Stranger*</i> , <i>Comic Shock*</i> , <i>Married to a Stranger*</i> , <i>False Pretense*</i> , <i>Termination Man*</i> .	Second World Summit on TV for Children 1301-A Seitel Inc. 285 40 West 57th St. New York, NY 10019 Staff: Jack Higgins, Janeen Bjork, Lanie Richberger, Marc Berman, Judy Lyons, Adam Braun, Lashawn Johnson, Jim Murtagh, Russ White, Craig Broitman. Services —Television station representation.
Portman Entertainment 1511-10 167 Wardour Street London W1V 3TA 00 44 171 468 3400 Staff: Tim Burton, Gary Mitchell, Jane Baker. Programs: <i>Coming Home</i> , <i>Mayday</i> , <i>Midnight</i> , <i>Legal Deceit</i> , <i>The Hunt for CM 24</i> .	Porchlight Entertainment 2010 11828 La Grange Ave. Los Angeles, CA 90025 310-477-8400 Staff: Bruce D. Johnson, William T. Baumann, Michael Jacobs, Fred Schaefer, Drew Paley, Richard Lewis. Programs: <i>Adventures from the Book of Virtues</i> , <i>The Big Adventure Series</i> , <i>Undersea Explorer</i> , <i>Pappyland</i> , <i>Gerbert</i> , <i>Little Men</i> , <i>Two and Friends</i> , <i>Time Quest</i> , <i>Sail TV</i> .	Ritz-Carlton 3343 Roissy Films 911 RollerSport Challenge 2862 107 S.W. 6th St. Fort Lauderdale, FL 33301 954-764-4141 Staff: Patrick J. Schaefer, Sharon Ress, Kimberlee Pearson, Faith Urban, Ginger Ladd. Program: "Roller Challenge."	SFP Productions 911 Shanghai TV Festival 2791 Showcase Entertainment 1939 Shukovsky English Entertainment 975 4024 Radford Ave. Studio City, CA 91604 Staff: Joel Shukovsky, John Drinkwater. Program: <i>Lawyers</i> .	SFP Productions 911 Shanghai TV Festival 2791 Showcase Entertainment 1939 Shukovsky English Entertainment 975 4024 Radford Ave. Studio City, CA 91604 Staff: Joel Shukovsky, John Drinkwater. Program: <i>Lawyers</i> .
Positive Programming 438 Powersports International 831 PPM Multimedia 1331-N Pramer SRL 3173 Premier Advertiser Sales 160 Prensario TV & Cable 2602 Prevue Networks Inc. 3070 Primar Communications 3481 Primetime Entertainment 17.11 444 Madison Ave., 24th Fl. New York, NY 10022 212-980-6960 Staff: Richard Price, Christina Thomas, Lisa Honig. Programs: Drama/Miniseries— <i>Hamish MacBeth</i> . Children/Family— <i>Home & Away</i> . Documentary— <i>Earth Report</i> , <i>No Limits</i> .	Protele 761 666 Fifth Ave., 2nd Fl. New York, NY 10103 Website: www.protele.com e-mail: lramos@protele.com Staff: Pedro Font, Silvia Garcia, Lenda Ramos, Yolanda Jordana, Mario Domiguez, Amy Moshovos, Christina Marquis. Programs: <i>Huracan* (Hurricane)</i> ; <i>Traviesa* (Mischievous)</i> ; <i>Desencuentro* (The Ways of the Heart)</i> ; <i>El Secreto de Alejandra (Alejandra's Secret)</i> ; <i>Esmeralda</i> ; <i>El Alma no Tiene Color (A Soul Without Prejudice)</i> ; <i>Alguna Vez Tendremos Alas (Someday We Shall Have Will)</i> .	Romagosa 2821 Rose Entertainment 461 Rosnay International 325 Rozon 1231 RTBF Department Des Ventres 2821 RTI-RETI Televisive Italiane 907 RTL Television 2910 RTL/Veronica De Holland Media Groep 2961 Ruhr Sound Studios 2910 Rysher Entertainment 199 2401 Colorado Ave., Suite 200 Santa Monica, CA 90404 310-309-5200 Website: www.rysher.com Staff: Tim Helfet, Ira Bernstein, Rob Kenneally, Rick Meril, Marc Solomon, George Gubert, Paul Eagleton, Dawn Rosenquist, Cheryl McLean, Tim Mudd, Paul Danylik, Cynthia Collins, Marc Brody, Jack Steng, Frank DiGraci, Andrew Plotkin, Barbara Rubin, Cathie Trotta, George Majewski, Darrylanne Olivia, Chris Weis, Bonnie Buckner, Carolyn Way, Giannina Antola, Brigitte Schulze, Chris Chico, Dina Kalish, Keith Luttkus, Corey Silverman, Colleen Stanton, Matthew Snodgrass, Marilyn Kessel, Peggy Woop, Josh Feller. Programs: Strip— <i>Judge Mills Lane*</i> . Series— <i>Soldier Of Fortune Inc.*</i> , <i>F/X The Series*</i> , <i>Comedy Showcase*</i> , <i>USA High</i> , <i>California Dreams</i> , <i>Saved by the Bell</i> . Special— <i>Holiday Festival On Ice</i> . Features/Packages— <i>Rysher II</i> .	Sichuan TV Station 2791 Silverline Pictures 2818 11846 Ventura Blvd. Suite 100 Studio City, CA 91604 818-752-3730 e-mail: SILVERLINE@EARTHLINK.NET Staff: Axel Munch, Leman Cetiner, Gunter Heinlein. Programs: <i>Space Orphans</i> , <i>The Second Face</i> , <i>Conspiracy of Weeds</i> , <i>Hudson River Blues</i> , <i>Three on a Match</i> .	Sichuan TV Station 2791 Silverline Pictures 2818 11846 Ventura Blvd. Suite 100 Studio City, CA 91604 818-752-3730 e-mail: SILVERLINE@EARTHLINK.NET Staff: Axel Munch, Leman Cetiner, Gunter Heinlein. Programs: <i>Space Orphans</i> , <i>The Second Face</i> , <i>Conspiracy of Weeds</i> , <i>Hudson River Blues</i> , <i>Three on a Match</i> .
Protelem 761 666 Fifth Ave., 2nd Fl. New York, NY 10103 Website: www.protele.com e-mail: lramos@protele.com Staff: Pedro Font, Silvia Garcia, Lenda Ramos, Yolanda Jordana, Mario Domiguez, Amy Moshovos, Christina Marquis. Programs: <i>Huracan* (Hurricane)</i> ; <i>Traviesa* (Mischievous)</i> ; <i>Desencuentro* (The Ways of the Heart)</i> ; <i>El Secreto de Alejandra (Alejandra's Secret)</i> ; <i>Esmeralda</i> ; <i>El Alma no Tiene Color (A Soul Without Prejudice)</i> ; <i>Alguna Vez Tendremos Alas (Someday We Shall Have Will)</i> .	Pulse Distribution 3101 	Saks Film & TV 2821 Salsa Distribution 2223 10 Rue du Docteur Lancereaux 75008, Paris, France e-mail: lisalsa@worldnet.fr Staff: Lisa Hryniewicz, Mariana Herrera-Brun. Programs: Children's— <i>Sheherazade</i> , <i>Bear in the Big Blue House</i> . Series— <i>The Red & the Black</i> , <i>The People of Mogador</i> . Documentaries— <i>European Zoological Gardens</i> . Light entertainment— <i>Money & Power</i> , <i>The Killing Fields</i> . Films— <i>The Winner</i> , <i>For Which He Stands</i> , <i>Copper Mountain</i> .	Simitar Entertainment 460 Sky Quest Television 3459 Smart Egg Pictures 3140 Snap Software 939 885 Second Ave., 26th Fl. New York, NY 10017 212-835-2300 Website: www.snap-software.com e-mail: snap@interport.net Staff: Davy Rosenzweig, Kenneth Healy, Dana Moorehead, Michael Rosenberg, Alistair Thomson. Services: Snap Overnite*, Snip*, Snap, Snapwin, Snaptrac, Snapline.	Simitar Entertainment 460 Sky Quest Television 3459 Smart Egg Pictures 3140 Snap Software 939 885 Second Ave., 26th Fl. New York, NY 10017 212-835-2300 Website: www.snap-software.com e-mail: snap@interport.net Staff: Davy Rosenzweig, Kenneth Healy, Dana Moorehead, Michael Rosenberg, Alistair Thomson. Services: Snap Overnite*, Snip*, Snap, Snapwin, Snaptrac, Snapline.
Primetime Television Associates 1711 Seymour Mews House Seymour Mews, Wigmore St. London W1H 9PE +171-935-9000 Staff: Richard Price, Simon Willock, Kate Bourne. Programs: <i>Bodyguards</i> ; <i>Christmas In Vienna 1997</i> ; <i>Earth Report</i> ; <i>In The Wild</i> ; <i>Liberty</i> ; <i>Liners</i> ; <i>Love In The Ancient World</i> ; <i>Making the Cut</i> ; <i>McLeod's Daughters</i> ; <i>Monk Dawson</i> ; <i>Neville's Island</i> ; <i>Sweat</i> .	Radio Television Espanola 1331-C RAI 907 1350 Avenue of the Americas 21st Fl. New York, NY 10019 212-468-2541 Staff: RAI Corp.—Guido Corso, Gul Wines. RAI Cinemafiction—Sergio Silva, Giuseppe Cereda, Carlo Macchitella, Carlo Brancaleoni, Max Gusberti. RAI Canali Tematici—Umberto Forcella. RAI International—Roberto Morrione, Vittorio Panchetti, Giovanni Celsi, Glauco Benigni, Andrea Jengo. RAI Trade—Tino Cennamo, Sesto Cifola, Vincenzo Mosca. RAI Educational—Italo Moscati, Gianni Bellissario.	Santelmo Entertainment 3339 Science TV 1231	Sol Entertainment 2738 Alhambra West 95 Merrick Way, Suite 525 Coral Gables, FL 33134 305-444-6244 Staff: Javier Marin, Amanda Ospina, Rosemarie Morales, Cristina Chediak, Miriam Gerber. Programs: <i>Fragrance of Agony</i> , <i>Hollywood Kids</i> , <i>Apple Green</i> , <i>It's Raining Cats and Dogs</i> , <i>Putty World</i> , <i>Magic Hands</i> , <i>Bamboo Bears</i> , <i>Moomin</i> , <i>Skysurfer Strike Force</i> , <i>DiCatcher</i> , <i>Miracles</i> , <i>Christmas with the Stars</i> , <i>Great Leaders</i> , <i>Patagonia: Discovering the Mysteries of the Past</i> , <i>Safari</i> , <i>UFO</i> , <i>Mozambique</i> , <i>Pablo Milanes</i> , <i>Tribe</i> , <i>Single Mothers</i> , <i>Today's Fathers</i> , <i>Forever Mother</i> , <i>Magical Christmas</i> , <i>Fill it Up With Love</i> .	Sol Entertainment 2738 Alhambra West 95 Merrick Way, Suite 525 Coral Gables, FL 33134 305-444-6244 Staff: Javier Marin, Amanda Ospina, Rosemarie Morales, Cristina Chediak, Miriam Gerber. Programs: <i>Fragrance of Agony</i> , <i>Hollywood Kids</i> , <i>Apple Green</i> , <i>It's Raining Cats and Dogs</i> , <i>Putty World</i> , <i>Magic Hands</i> , <i>Bamboo Bears</i> , <i>Moomin</i> , <i>Skysurfer Strike Force</i> , <i>DiCatcher</i> , <i>Miracles</i> , <i>Christmas with the Stars</i> , <i>Great Leaders</i> , <i>Patagonia: Discovering the Mysteries of the Past</i> , <i>Safari</i> , <i>UFO</i> , <i>Mozambique</i> , <i>Pablo Milanes</i> , <i>Tribe</i> , <i>Single Mothers</i> , <i>Today's Fathers</i> , <i>Forever Mother</i> , <i>Magical Christmas</i> , <i>Fill it Up With Love</i> .
Ravensburger Film & TV Gmbh 2911 RCN Television 1038 Av. Americas #65-82 57-1-2906088 Staff: Maria Lucia Hernandez Freieri, Mauricio Calle, Gabriel Reyes. Programs: <i>Cafe Con Aroma de Mujer</i> , <i>Guajira</i> , <i>La Potra Zaina</i> , <i>Eternament Manuela</i> , <i>Hombres</i> , <i>Las Juanas</i> , <i>Mujer de Cristal</i> .				

Soph-Can Entertainment 3245
Sound Image 1577
 Broadcast Sales
 12 Ogle St.
 London W1P 7L6
 0-171-323-0123
Staff: Bill Hope, Noel Copley, Kristina Takkunen. **Programs:** TV Documentary Distribution—*Puzzles of the Past, Ways of the Wild, Overland to America, Animals in Danger, Animal Survivors, Lost in Animals, Human Nature, Friends of the Forest, L.A. Mix, Challenge of the Sear.*

Southern Star Sales 1939
Space Monkey Productions 2689
Speer Communications 2889
SPI International 531
Sport International 2943
 Sport International Building
 208 Sol St.
 Old San Juan, PR 00901
 787-764-4585
Staff: Hector Figueroa, Juliet Giamartino, Sal Campo, Mario Gaztambide. **Programs:** *The Goodwill 1998 Games**, *Wide World of Bloopers, This Day in Sports, Live World Championship Boxing, Knockouts, The Big Fights of the Decade, Greatest Rounds Ever, Boxing's Best, Tyson/Ali Comeback, Mike Tyson Specials, One-Punch Knockouts, Fighter of the Century.*

Sportsman's Showcase 2972
Sportsworld Network 2443
SSA Public Relations 3479
 16027 Ventura Blvd., Suite 206
 Encino, CA 91436
 818-501-0700
Staff: Steve Syatt, John Russel, Kerri Tarmey, Eva Marie Lopez, Eva Obadia, Dirk Van Tilborg. **Services:** Entertainment publicity and promotion.

Star-Gem Productions 3498
Station Store 2399
 2421 East Skelly Drive, Suite 100
 Tulsa, OK 74105
 918-745-1818
e-mail: statnstore@aol.com
Staff: Steve Davis, Cliff Matis, Jim Blueweiss, Karl Middleburg, Paul Wischmeyer, Tim Noonan, Mike Garner, Annette Owen-Davis, Jay Jackson. **Programs:** *Better Homes and Gardens Television**, *NCAA Football "The Slant"**, *Family Money**, *Wethercaster**, *Project 2000**, *Picture This America**, *Bullet Poll**.

Steve Rotfeld Productions 531
 610 Old Lancaster Rd. #210
 Bryn Mawr, PA 19010
 610-520-0671
Staff: Steve Rotfeld, Carol Hubmaster, Hope Kirschner. **Programs:** *Awesome Adventures**, *Wild About Animals, The Lighter Side of Sports.*

Studio 8 3483
Studio Pierrot 2790
STV Corp. 2890
Sullivan Entertainment 731
 110 Davenport Road
 Toronto, Ont M5R 3R3
e-mail: inquire@sullivan-ent.com
Website: www.Sullivan-ent.com
Staff: Kevin Sullivan, Trudy Grant, Nat Abraham, Jeff Grottick, Christina Rogers. **Programs:** *Winds at my Back, Love on the Land**, *Rupert Patterson Wants To Be A Superhero, Promise the*

Moon, Under the Piano, Butterbox Babies, Road to Avonlea, Looking for Miracles, Anne of Green Gables, Anne: The Sequel.

Summit Media Group 961
 1414 Ave. of the Americas
 New York, NY 10019
 212-754-4900
Staff: Sheldon Hirsch, Thomas Kenney, Terry Berlin, Jery Kerins, Angela Carli-no, Suzanne Allaire, Lance Beitler, Doreen Page, Suzen Tran, Steven Namm, Joan Marcus. **Programs:** *Robocop, Pocket Monsters, War Planets, Donkey Kong Country.*

Sunbow Entertainment 2868
 100 Fifth Ave.
 New York, NY 10011
 212-886-4900
e-mail: postmaster@sunbow.com
Staff: C.J. Kettler, Andrew Karpen, Janet Scardino, Ken Olshansky, Kerry Romeo, Colin Mendoza, Rafael Manrique, Sandrine Pechels de Saint Sardo, Bernadette Madlangbayan. **Programs:** Series—*Student Bodies, Deepwater Black.* Animated—*Brothers Flub, Littlest Pet Shop, G.I. Joe Extreme Heroes.* Specials—*The Ugly Duckling's Christmas Wish, The First Easter Egg, Witches In Stitches.* Educational/Preschool—*Salty's Lighthouse, Puzzle Place.*

Super RTL 2910
System TV 911



T.J. Sports Television 2894

T.Pot 2014

T.V.B.B. 3217

Takes On Distribution 129

Talent Dynamics 1039

Tapestry International 3373
 920 Broadway, Suite 1501
 New York, NY 10010
 212-505-2288

Staff: Yvonne Body, Nora Maria Diaz. **Programs:** *Nova: Coma, Nova: Avalanche, Nova: Super Bridge, The New Detectives, Railway Adventures Across Australia, Dinosaurs: Inside & Out, Year of the Mustang.*

Taurus Film GmbH 2911

Tele Images 911

Telearte International 1030
 Mexico 990, 2nd Fl.
 Buenos Aires, Argentina
 841-342-5187188

Website: www.Telearte.com
Staff: Armando Sidlik, Sylvia Curutchet, Cynthia Levi, Moira McNasiara, Alberto Ali, Silvina Cremaschi, Diego Romay. **Programs:** Telenovelas—*Rich & Famous, Top Models, Sweet Anne, Little Women Forever, Angels Don't Cry, My Little Girl.* Children—*Doubly Mom, Leandro Leiva.*

Telebase Programming 3449

Telecourse People 3438

Telefe International 843
 Av. Rivadavia 2358, 5th Fl.
 Buenos Aires, 1034 Argentina
 541-954-3670

Website: www.telefeinternational.com
Staff: Cesar Diaz, Roberto Garcia Barros, Maria Eugenia Torregrosa, Gustavo Yankelevich, Viviana Lisanti. **Pro-**

grams: *Cartoon Family, Tiny Angels, Soccerville, My Lady: The Story Continues, Passionate Revenge, The Sign, World Cup Soccer Specials, My Brother—in-Law, Winds of Life, Wild and Unexplored Secret Places, Bloopers and Handy Camera, Black Pearl, Gypsy, Sacred Love, Romantic Collection, Celeste—Always Celeste.*

Telefilm Canada 731

Telefilms S.A. 843

Telemundo Network 340

Telepictures Distribution
 (See Warner Bros.)

Telerep Inc. 1447
 1 Dag Hammarskjold Plaza
 New York, NY 10017
 212-759-8787

Staff: Steve Herson, James Monahan, Joseph Isabella, Thomas Tilson, Larry Goldberg, Andrew Feinstein, Rich Jacobs, John DeWan, James Hughes.

Telescene Film Group 731

5705 Ferrier St., Suite 200
 Montreal, Quebec Canada H4P 1N3
Staff: Robin Spry, Paul Painter, Michael Yudin, Bruce Moccia, Anita Simand. **Programs:** "Action Adventure Network," "Student Bodies," "Escape from Wildcat Canyon," "The Hunger," "Thunder Point," "Nightmare Man."

Telescreen 2961

Telestar 3488

Television Business Int. 802

Television De Galacia 1331-H

The Television Syndication Co. 1915

501 Sabal Lake Drive, Suite 105
 Longwood, FL 32779
 407-788-6407

e-mail: CLAO67A@PRODIGY.com
Staff: Cassie M. Yde, Robert E. Yde, John Yde, Jill Yde. **Programs:** *Reel Planet, Coots & Critter*, Backroads Of Europe, Zing, Museums Of Industry*, Field Trip, The Mechanical Universe*, Waiting for Christmas: Culture Quest*, Crossroads Cafe*, Mommy, London Calling*, Zoo Portraits*, Horses of the World, Travel Memories*, In the Name of Tradition*, Banning's Market*, The Coolwalls*, Mommy's Day, Hardboz on Location*, Earth Revealed*, Entertainment Time Out, Hiking Adventures in America's National Parks.*

Televix Entertainment 1911

Telewizja Polska 3367

Telegign 2014

Tellus 3083

Tepuy International 2330

TF1 International 911

Third Coast Teleproductions 701

Thomas Horton Associates 229
 2020 Alameda Padre Serra, Suite 201
 Santa Barbara, CA 93103
 805-963-3577

e-mail: Tha@shortv.com
Website: www.sharkt.com

Staff: Thomas F. Horton, Jean Horton Gardner, Kevin L. Rose. **Programs:** *Nature's Secret World*, The Shark Files, Mutual of Omaha's Wild Kingdom, Mutual of Omaha's Special Presentations, Mutual of Omaha's Spirit of Adventure, The Hunt for Amazing Treasures, Ultimate Adventures, Rogues Gallery, Storm in Shangri-La*, Dive Explore*, Flavours Tasmania*, The Lin-*

ers, Code Red—Submarine Rescue, Shadows in the Forest, Comedy Club Superstars, H30—The Series.*

Through Line Communications 1331-I

Tim Pipher Show 3467

Timberwolf Productions 943

PO Box 821
 Cape Girardeau, MO 63702
 573-335-5712
e-mail: twolf@ldd.net

Staff: Buck McNeely, John Fesler, L.D. McNeely, Gerard Olde Olthoff, Hal Lewis. **Program:** TV Series—*The Outdoors with Buck McNeely.* Home Videos—*The Buck McNeely Adventure Series.*

Timerite 2630

TMS-Kyokuichi Corp. 3210

Toei Animation Co. 2724

58 Yokodera-cho
 Shinjuku-ku, Tokyo 162 Japan
 81-3-5261-7619

Website: www.toei-anime.co.jp

Staff: Yukio Hayashi, Satoko Sasaki, Kazuhiko Uramoto, Kenji Ebato, Yasuo Matsuo, Mary Jo Winchester. **Programs:** *Dragon Ball Z, Dragon Ball, Sailor Moon, Ge Ge Ge No Kitaro*, Slam Dunk*, Saint Seiya*, Dr. Slump*, Musclemann, Fist of the North Star, Great Adventure of Dai.*

Total Control Media 1511-14

Tower Media 3458

Transcontinental Films & TV 3369

Transportation Advertising 3175

21550 Oxnard, 4rd Fl.
 Woodland Hills, CA 93167

Staff: Sheldon Katz, Sue Raymer, Keith Gay. **Product:** Exhibiting for the first time this year, Transportation Advertising offers advertising space on both sides and back of 48- and 58-foot trucks over-the-road, as well as satellite tracking on each vehicle.

TransTel GmbH 3111

Raderberggurtel 50
 D-50968 Cologne, Germany
 49 221 3892757

Staff: Ana Maria Banolas, Stefan Bliemsrieder, Gisela Baumhauer. **Programs:** *Expedition to the Animal Kingdom, Zoo Adventure, Strategies for Trash, Sports Reports, Extreme Sports, You and Your Car, When the Century Was Young, Journeys to Art, Culture in Focus, Technology Starters, Cologne Jazz House VI, TransTel Music Live, Soko 5113—Special Squad Derrick.*

Trans World International 167

22 E. 71st St.
 New York, NY 10021
 212-772-8900

Staff: Barry Frank, Bob Horowitz, Hillary Mandel, Greg Carroll, Linda Lieberman, Sam Peck, Tom Kane, Bob Dudelson, Tracey Heller, Jennifer Lobo, Vanessa Revera, Lisa Yahr, Michel Masquelier, Michael Mellor. **Programs:** US Domestic Sales: Weekly Series—*TV.Com**. Series/Limited—*Images: A Century In Review**. Quarterly Specials—*Women's Health Specials**. Specials—*Golden Moments of the Winter Games, Golden Moments on Ice, Winter Celebrity Sports Spectacular, American Ski Classic, Joel Siegel's Road to the Academy Awards, Summer*

Film Preview, The Legend of the British Open, Summer Celebrity Sports Invitational, Escape from Alcatraz Triathlon, AVP Pro Beach Volleyball, Celebrity Golf Classic, NFL Pre-Season Special, College Football Preview, Hawaiian Celebrity Sports Spectacular, College Bowl Preview, Images: A Year in Review 1998.* International Sales: *Sports News Televisions.* Weekly Series—*Trans World Sport, Futbol Mundial, Whitbread Round the World Race.* Series—*Fabulous Fortunes*, High Five Series IV, International Dance Sport Federation*, Olympic Series.* Other properties available for sale.

Tribune Entertainment Co. 2374
 5800 Sunset Blvd.

Los Angeles CA 90028

213-460-3854

Staff: Richard H. Askin Jr., Taylor Fuller, Jonathan L. Krobot, Jeri Sacks, David Berson, Gina Brittle Mackey, Karen Corbin, Siobhan Cummins, Adam Fishman, Richard Inouye, George NeJame, Henry Urick. Chicago—Dick Bailey, Jeff Brooks, Rick Marker, Michael Adinamis, Carrie King. New York—Steve Mulderrig, Jon Barovick, Tim Davis, Scott Gaulocher, Mike Guariglia, Wanda Meyers, Jay Leon, Eileen O'Neill, Kimberly Ripps. Atlanta—Sam Fuller. Action/Adventure—*Gene Roddenberry's Earth: Final Conflict; Nightman.* First-run series—*Malibu, CA; Soul Train; U.S. Farm Report; The Gerardo Show.* Specials—*Live from the Academy Awards; Soul Train Music Awards; Hollywood Christmas Parade; Macy's Fourth of July Fireworks; Soul Train Lady of Soul Awards.* Advertiser sales—*The Adventures of Sinbad; Tarzan: Epic Adventures; Emergency w/Alex Paen; Animal Rescue; Bounty Hunters; Sports Bar.*

Trimark Television 2662

2644 30th St.

Santa Monica, CA 90405

310-314-2000

Staff: Andrew Reimer, Sergei Yershov, Marc Wuertemberg, Vivan Rankin. **Programs:** *Eve's Bayou, My Teacher's Wife, Trucks, Star Kid, The Colony, Chairman of the Board, Sometimes They Come Back for More, A Kid in Aladdin's Court, Stand Off, Eye of God, Phoenix, Box of Moonlight, Chinese Box.*

Troma Entertainment 2734

733 Ninth Ave.

New York, NY 10019

212-757-4555

Website: WW.Troma.Com

Staff: Josh Piezas, Lloyd Kaufman. **Programs:** *Guns, Guns Guns* (12 movies); *Troma Cafe* (16 comedy wrap-arounds); *Troma Basement* (15 movie intros); *Explosive Exploitable* (15 movies); *Troma's Edge TV* (alternative TV programming); *50th Street Films** (10 movies).

TSI-Swiss Television 2821

TSR-Television Suisse Romande 2821

TV & Video Latinamerica 2491

TV-Unam 2461

TV Azteca 2710

TV Chile 2975

Bella Vista 0990

Santiago, Chile

Staff: Ernesto Lombardi, Eduardo Tironi, Cristian Vergara. **Programs:**

Soap operas, documentaries, reality shows, International Channel.

TV Data 1900

TV France Int. 900

TV Ontario 3484

2180 Yonge St.
Toronto, Ontario M4T 2T1
416-484-2886

e-mail: tvosales@tvo.org

Staff: Cindy Galbraith, Sarah Irwin, Smiljka Baljovic. **Programs:** *Polka Dot Shorts, Polka Dot Shorts Trios*, Inquiring Minds, Stuff*, Bookmice, Today's Specials.*

TV Planet 3457

TV Strategy Group 1039

TVF International 1511-09

375 City Road
London EC1V 1NA
44 171 837 3000

e-mail: int@tvf1.demon.co.uk

Staff: Cristina Lowe, Michelle Berridge. **Programs:** *20th Century Newsreels; Andy's Anytime Adventures; Bomb Squad; The Classic Age of the Steam Railway; Doctors to Be; Floyd on Africa; Tall Ship; Girls, Girls, Girls; Great Moments in Motor Racing; The History of the Royal Family; The History of Flight; The History of World War II; Innovators II, In Drake's Wake; Law Women; Trial & Error; The Nile: A River Diary; No Truckin' Holiday; Outback Investigator; A Passion for Plants; Plastic Fantastic; The River Cafe; Science & Beauty; Songs that Won the War; Water Wars.*

20th Century Fox International Television 1175

P.O. Box 900
Beverly Hills, CA 90213
310-369-1000

Staff: Mark Kaner, Marion G. Edwards, Scott Gregg, Jeff Holmes, Suzanne Krajewski, Peter Levinsohn, Mark Rosenbaum, Ritchie Yu, Tom Warne Sr., Richard Samuels, Elie Wahba, Gustavo Montaudon, Michael Murphy, Paul Sweeney, Gerard Grant, Steve Cornish, Randall Broman. **Programs:** *Dharma and Greg, Ally McBeal, Buffy the Vampire Slayer, King of the Hill, Nothing Sacred, The Practice.*

Twentieth Television 1175

2121 Avenue of the Stars, Suite 2150
Los Angeles, CA 90067
310-369-1000

Staff: Twentieth Television—Rupert Murdoch, Peter Chernin, Chase Carey, Rick Jacobson, Greg Nathanson. Domestic Television—Howard Green, Paul Franklin, John MacDonald, David Shall, Cheri Vincent, Nadine Bell, Steve Friedman, Melissa LeFante, Matthew Pugliese, Jodie Rea, Heather Hart-Smith, Anne Leirer. Sales—Jerry Jameson, Steve MacDonald, Dwayne Bright, Jeff Stern, Tannya Evans, Eddie Seslowsky, Cyndi McClellan, Kevin Walsh, Michael Newsom, Dan Menzel, Ken Doyle, Ken Lawson, Perry Casciato, Cindy Augustine. Advertiser Sales—Bob Cesa, David Barrington, Jodie Chisarick, Jim Gronfein, Larry Vander-Beke. **Programs:** *Forgive or Forget*, The Magic Hour*, Cops, The X-Files; NYPD Blue; Access Hollywood; Access Hollywood Weekend; Student Bodies; The Simpsons; Real Stories of the Highway Patrol; Doogie Howser, M.D.; America's Most Wanted Final Justice; Tales from the Crypt; America's Funniest Home Videos. Movie packages—*

Fox Hollywood Theater III; 20th Classics 1; Century 17; Century 16; 20th Holiday Specials. Off network—*The Practice; Pretender; Millennium; Good News; King of the Hill; Buffy the Vampire Slayer; Ally McBeal; Dharma & Greg; Dr. Quinn, Medicine Woman; Rescue 911; WKRP in Cincinnati.*



UAV Entertainment 225

UMI Unimedia 2911

Unapix Entertainment 131

200 Madison Ave., 24th Fl.
New York, NY 10016

Staff: Scott Hanock, David Fox, Herbert Pearlman, David Lawi, Robert Miller. **Programs:** *Super Structures; Blue Reef Adventures; ESPU; Nova's Century of Discoveries; History's Turning Points; Great Minds of Business; Great Minds of Medicine; Great Minds of Science; Great Minds of American History; Great Minds of Politics; Mandela: Legend of Africa; Star Power; Mary Pickford: A Star; Art of Selling Hollywood; Iditarod 25: A Quest for Silver; World Cup '94: They Came, They Played, They Conquered; Wildside Library; Animal Shorts; Max-Q: Space Robot; Young Heroes.*

Uncle Ken's Kitchen 3390

Unicef 3278

Unidad De Television Educativa 2461

United Nations 3278

Universal Studios Florida 399A

Universal Television Group/USA Networks Inc. 399

100 Universal City Plaza
Universal City, CA 91608
818-777-1000

Staff: Greg Meidel, James McNamara, Ken Solomon, Barbara Fisher, Robert Fleming, Ned Nalle, Steve Rosenberg, Henry Schleiff, Vance Van Petten, Lonnie Burstein, Dan Filie, Libby Gill, Susan Kantor, Dave Mayer, Sara Rutenberg, Bill Vrbanic, Jim Benson, Jeff Dellin, Georgia Scott, Glenn Weisberger. *New York*—Arthur Hasson, Gene McGuire, J.R. McCabe, Kristen Wenzel. *Chicago*—Phil Martzolf, Diane Sipp. *Atlanta*—Michael Howard, Tim Overmyer. *Dallas*—Cameron Hutton, Dennis Grandcolas. *Los Angeles*—Bill Trotter, Barbara Zaneri, Rich Espinoza. *Advertiser Sales*—Elizabeth Herbst, Jeanette Scalla, Cindy Donnelly, Tim Miller. **Programs:** *First-run strips—The Maury Povich Show; Sally Jessy Raphael, Jerry Springer Show. Weeklies—Team Knight Rider; Hercules: The Legendary Journeys; Xena: Warrior Princess. Series/off-network: New York Undercover. Library: Charles in Charge; Coach; Harry and the Hendersons; Kate & Allie; Leave it to Beaver; McHale's Navy; The Munsters Today; The New Adam 12; The New Dragnet; The New Leave it to Beaver; Out of This World. Hours—Airwolf; The A-Team; Alias Smith & Jones; Baretta; BJ/Lobo; Black Sheep Squadron; The Bold Ones, Buck Rogers, Emergency, Ironside, It Takes a Thief, Knight Rider; Kojak; Magnum; Marcus Welby; Quincy; Rockford Files; Shades of LA; Simon & Simon; They Came from Outer Space; Mystery Movies—Columbo; McCloud; McMillan; Banacek.*

Universal International Television 399

100 Universal City Plaza
Universal City, CA 91608
818-777-1000

Staff: Blair Westlake, Armando Nunez, Peter Hughes, Barry Chamberlain. *Amsterdam*—Michael Brodie, Jan Gagel, Ad Heskes. *Australia*—Pal Cleary. *Brazil*—Wanderley Fucciolo. *Canada*—Ron Suter. *France*—Hendrik van Daalen. *Lebanon*—Kamal Sayegh. *Miami*—Alejandro Garcia. *United Kingdom*—Roger Cordjohn, Penny Craig. **Programs:** *Half-hour series—Something So Right; The Tom Show; Alright Already. Hour series—Players; Team Knight Rider; Timecop; Roar; Hercules: The Legendary Journeys; Xena: Warrior Princess; Law & Order; New York Undercover; Sliders. Half-hour kids—Casper; Rocky and Bullwinkle and Friends; Savage Dragon; Woody Woodpecker and Friends. TV movies/miniseries—House of Frankenstein; The Ripper; Escape from Atlantis; When Danger Follows You Home; An Unexpected Life; No Laughing Matter; A Call to Remember; Divided by Hat; Munster's Scary Little Christmas; Columbo; Murder, She Wrote; Rockford Files. Features—More than 2,000 feature films.*



Village Roadshow Productions 705

2121 Avenue of the Stars, Suite 1590
Los Angeles, CA 90067
310-282-5300

Staff: Greg Coote, Robert Myers, Jeffrey M. Hayes, Kirk D'Amico, Neil Roberts, Sherri Strain, David Rimawi, Derek Malone, Tim Brooke-Hunt. **Programs:** *Jackie Collins' Hollywood Dreams, Flipper, Pacific Drive, Nightman, Tales of the South Seas, Planet Ocean, The Oliver Chronicles, Oz Encounters—UFOs in Australia, Flipper and the Millihune, Rotoons*

UPN United Paramount Network 160

UTIP Home Improvement 1802

VAP Video Art Production 3121

Variety 2336

Venevision International 240

VFFV-Verband Fernseh-Film-U 2910

Video Edition 2490

Videoage International 2800

Village Roadshow Pictures 705

Vine International Pictures 1511-21

Astoria House, G2
Shafters Bury Avenue, London W1V 7DE, UK
171-437-1181

e-mail: vine@easynet.co.uk

Staff: Marie Vine, Barry Gill. **Programs:** *The Harpist, Bloodlines, Combat De Fauves. Library package of feature films.*

Virtual News Corp. 2867

Vision Films 2964 4626 Lemona Ave.
Sherman Oaks, CA 91403 818-784-1702

e-mail: visionfilms@earthlink.net

Staff: Lise Romanoff, Stephen Rocha,

Jean Ovrum, Victoria Plummer, Kristi Malling. **Programs:** *Film Packages—Psychological Thrillers, Sexy, Edgy Comedies. Compelling Dramas. Documentaries, specials—Alexandria: Discovering A Lost Empire*, Great Journeys of the Middle Ages*, World Odysseys*, Health Programming*, Smithsonian's Great Battles of the Civil War*, The Mysterious Man of the Shroud*, Gargoyles, Labrynth, Notre Dame; The History of..., Pathfinder: The Race to Mars*

Vista International 131

Vista Street Entertainment 3480

9831 W. Pico Blvd. #4
Los Angeles, CA 90035
310-556-3074

Staff: Gerald Feifer, Michael Feifer, Robyn Mellin. **Programs:** *Witchcraft IX*, Witchcraft X*, Dead by Dawn*, Divorce Law*, Qualls*, Doublecross*, White Stalker*, Too Good to be True*.*

Visual International 1511-24

Vital Force Entertainment 3485

Vitascope 3381

P.O. Box 24981
New Orleans, LA 70184-4981
504-884-6845

Staff: Woody Keim, Kevin Bozant, Rob Juneau, Bernie Cyrus. **Programs:** *Funny Shorts, New Orleans After Midnight, The Best from the Big Easy, The Odyssey of St. Paul.*

Vivid Video International 3211

Voss Gmbh 2910

Vox Film Und Fernseh Gmbh 2910



Wai Lana Yoga 1912

PO Box 6146
Malibu, CA 90264
805-986-3557

e-mail: info@wailana.com

Website: www.wailana.com

Staff: Sunil Khemaney, Richard Bel-lord. **Programs:** *Wai Lana Yoga. Series—3 Young Warriors, 3 Young Warriors, Kathy's Kitchen, Self Discovery 2000.*

Wall Street Journal Television 1042

200 Liberty St.
New York, NY 10281
212-416-3201

Staff: Margaret Agsteribbe, Steven Blechman, Scott Goodfellow **Program:** *Wall Street Journal Report.*

Walter K. Gilbride & Associates 1338

PO Box 401
Lexington, MA 02173
781-861-8713

e-mail: WKGilbride@aol.com

Staff: Walt Gilbride, Larry Fishbein, Frank Phillippi. **Program:** *Kiplinger's Personal Finance Report.*

Warner Bros. Domestic Television Distribution 2175

4001 N. Olive Ave., 4th Fl.
Burbank, CA 91522
818-954-5652

Website: www.warnerbros.com

Staff: Dick Robertson, Scott Carlin, Dan Greenblatt, Leonard Bart, David Cooper, Dan McRae, Brad Horner, Mark O'Brien, Chris Smith, Andrew Weir, Bill Marcus, Eric Strong, John Buckholtz,

Julie Kantrowitz, Paul T. Montoya, Jean Goldberg, Clifford Brown, Roseanne Cacciola, Mark Robbins, Jeff Hufford, James Knopf, Jean Medd, Jane Faust, Mary Voll, Marlynda Salas Lecate, Jacqueline Hartley, James Kramer.

Programs: *The Rosie O'Donnell Show, Jenny Jones, Extra, Mortal Kombat*, The People's Court, Police Academy: The Series, The Drew Carey Show*, Friends, In the House*, Living Single, Hangin' with Mr. Cooper, Martin, Murphy Brown, The Parent 'Hood*, Step by Step, The Wayans Bros.* **Telepictures Distribution—Staff:** Scott Carlin, Vince Messina, John Martinelli, Damian Riordan, Joel Lewin, Pat McDonald, Bill Hague, Matt Wasserlauf. **Programs:** *Change of Heart*, Love Connection*, National Geographic: On Assignment, Wild! Life Adventures, WCW Worldwide Wrestling & WCW Pro Wrestling, ER, Family Matters, Fresh Prince of Bel-Air, Full House, Gilligan's Island, Mama's Family, This Old House. Animated—Hanna-Barbera Specials III. Features Packages—Turner Pictures IV: The Legends, Volume 33, Volume 32, Volume 31, Volume 30, Volume 29, Volume 28, Premiere Edition Three, Encore Two, Encore One, Power Package Two, Power Package One.**

Warner Bros. Domestic Pay-TV, Cable and Network Features 2175

1325 Avenue of the Americas
30th Fl.

New York, NY 10019

212-506-4349

Website: www.warnerbros.com

Staff: Edward Bleier, Eric Frankel, Jeffrey Calman, David Goodman, Elizabeth Doree, Pamela Shapiro-Schloss, Sandra McKee. **Programs:** *Suddenly Susan*, The John Larroquette Show; The Jamie Foxx Show*; Nick Freno: Licensed Teacher*; MADtv*; Welcome Back, Kotter; Head of the Class; The Hogan Family; Here's Lucy; My Favorite Martian; The Courtship of Eddie's Father*; It's a Living; Alice; The Wonder Years; Perfect Strangers; Mayberry R.F.D.; F-Troop; She's the Sheriff; Chico and the Man; Just the Ten of Us; My Sister Sam; Roc; Pearl; The New Dick Van Dyke Show; Love Connection; Mystery Wheel; The Dukes of Hazzard; Dallas; Knots Landing; Falcon Crest; The Colbys; Hotel; The Man from Uncle*; The Girl from Uncle*; Crime Story; V; The New Adventures of Robin Hood; The Adventures of Superman; The Flash; Wonder Woman; Dark Justice; China Beach; Eight is Enough; How the West Was Won; Maverick; Bronco/Cheyenne/ Colt 45; Guns of Paradise; The Adventures of Brisco County Jr.; The Yellow Rose; Matt Houston; Harry O; Midnight Caller; 77 Sunset Strip; Hawaiian Eye; The FBI; Freddy's Nightmares; Time Trax; Homefront; Our House; Tarzan; Dr. Kildare*; Zorro*; The Days and Nights of Molly Dodd; People's Court; Superior Court; Bullitt*; R&B '98; Aretha Franklin. Amazing Grace; Ultra Chimps*; Dukes of Hazzard: The Animated Series; Police Academy: The Animated Series.*

Warner Bros. International Television 2061

4000 Warner Blvd., Bldg. 170, 3rd Fl.
Burbank, CA 91522

818-954-6000

Staff: Jeffrey R. Schlesinger, Mauro A. Sardi, Distribution—Malcolm Dudley-

New study states networks finding significantly untapped niches are most likely to get carriage on cable systems.

Special Report: *New Cable Networks*

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WDR 2910

The Weather Channel 3168

777 Brickell Ave., Suite 680
Miami, FL 33131
305-375-6100

Website: www.weather.com

Staff: Eduardo Ruiz, Paola Prado, Victor Monserrate, Ignacio Sanz de Acedo.

WebTV Networks2663

305 Lytton Ave.
Palo Alto, CA 94301
650-326-3240

Website: www.webtv.net

Program: WebTV Plus System.

Westcom Media Gruppe 2910

Western International

Syndication 2331

8544 Sunset Blvd.
Los Angeles, CA 90069
310-854-3261

Staff: Michael Kassan, Chris Lancey, Dan Zifkin, Adam Lloyd, Bob Pargament, Ron Geagan, Danielle Valdivia, Lori LeGall, Adrienne Oswald. **Programs:** *It's Showtime at the Apollo*, *Conan: The Television Series*, *Acapulco H.E.A.T.*, *Field Trip*, *Main Floor*.

WGBH 3443

Whamo Entertainment 703

1850 S. Sepulveda Blvd.
Los Angeles, CA 90025
310-477-0338

Staff: Myles Spector, Joseph Szew, Robin Baker, David Field, Stan Katzer, John Paul Leon, Dennis Donovan, Cindy Ianarelli. **Programs:** Animated Series—*Egonuts*, *The Adventures of Denny*, *The Elephant*, *The Detective*

Duo, *Adventures of Hercules*, *The Undersea Adventures of Captain Nemo*. Animated Specials—*The Endangered*, *The Library of Animated Video Treasures I*, *The Library of Animated Video Treasures II*, *Burbank Animated Classic Tales I*, *Byte Riders: Adventures in Cyberspace*, *Ruslan, Brer Rabbit's Christmas Carol*, *The Outrageous Adventures of Brer Rabbit*, *Puppet Musical Classics*. Children's Live Action Series—*The Huggabug Club*. Film packages—Palomar Pictures Collection (10 titles), Spirit of Maliboo, Love Struck, Rich and Guilty, Comprehensive Classic Film and TV Library, Martial Arts Collection, Bruce Lee Features. Series—*Queen Margot*, *The Falcons*, *The Adventures of Skippy*, *The Hermitage Museum of St. Petersburg*, *Grand Museum Series*. Sports—*Backdoor*, *Slam*, *Wild World of Sports*, *Crunch*, *Gotta Sweat*. Music—*Cool Jazz Classics*, *Dionne Warwick in London*, *Earth Wind & Fire in Concert*, *30th Anniversary of Rock 'n' Roll*, *Harry Chapin: The Book of Chapin*, *Chuck Berry Live at the Roxy*, *An Evening With Paul Anka*, *Manhattan Transfer in Concert*, *Monterey Pop*, *Righteous Brothers: Unchained Melody*, *Temptations Live in Concert*, *The Arms Concert*, *Cream Farewell Concert*, *Cream: Strange Brew*, *Aretha Franklin Live in Park West*, *The Beatles Story*, *Thin Lizzy Live in Sydney*, *Cheap Trick Live in Sydney*, *Del Shannon Live in Sydney*, *James Brown and Special Guest BB King*, *James Taylor*. Documentaries—*Evita: Her Real Story*. Sinatra Package—*Sinatra: A Passionate Life (plus three theatricals)*, *The Unsinkable RMS Titanic*, *This Angry Earth I*, *This Angry Earth II: Prophecies for the Millennium*, *Mysteries of Ancient Egypt*, *Mystic Places*, *Enigmas of the World: The Ghost of Amelia Fox*, *Creative Genius: Story Tellers in Hollywood*, *The Making of the Dallas Football Cheerleaders Swimsuit Calendar 1998*, *Remembering Elvis*, *Unknown Chaplin*, *Madonna: The Name of the Game*.

Wildcat Entertainment3492

Wilson & Associates 905

1700 16th Avenue South
Nashville, TN 37212
615-386-9093

e-mail: Avenarius@earthlink.com

Staff: Cindy Wilson, Todd Avenarius. **Programs:** *Country Feast '96, '97, '98**; *Reba McEntire**; *The Kelly Family**.

Winchester Television 1511-25

Wingspan Network 3270

Winklemania 1511-32

World Screen News 902

World Wrestling Federation 2885

1241 East Main St.
Stamford, CT 06902
203-352-8600

Staff: Basil Devito, Jim Bell, Jim Rothschild, Andrew Whitaker, John Howard, Joe Perkins, Wayne Duband, Craig Casarelli, Scott Basilotta, Toni Starson, Andrew Knopf, Jon Sayer. **Programs:** *Shotgun Saturday Night*, *Shotgun*, *WWF New York*.

Worldnow Online 3183

Worldsite Networks 3075

Worldvision Enterprises 1775

1700 Broadway
New York, NY 10019
212-261-2700

Staff: John D. Ryan, Bert Cohen,

Robert E. Raleigh, Gary G. Montanus, Lou Dennig Sr., Tony Colabraro, Phillip Marella Sr., Charles Quinones Sr., Robert Chenoff, Rita Scarfone, Marybeth Strambi, Linda Tobin, Doreen Keever, Jacqueline Majers, Andy Samet, Russell Kolody, Christopher Gerondale, Alicia Lynch, Theresa Cocoran, Bill Baffi, Brian O'Sullivan, Frank L. Browne, Tony Bauer, Damon Zaleski, John Barrett, David McNaney, Ed O'Brien, Kim Schlotman, Paul Stuart, Raymundo Rodriguez, Maria Alice Freire, Bruce Swanson, Bill Peck, Janice Wilson, Leslie Drucker, Mary Jane Fourniel, Catherine Molinier, John Herman, Mie Horasawa, MaryAnn Pasante, Leticia Estrada. **Programs:** *Judge Joe Brown**; *Moesha**; *Seventh Heaven*. First-run series—*Pictionary*; *America's Dumbest Criminals*; *Judge Judy*. Features/packages—Worldvision 2, Carolco IV, Carolco III, Worldvision 3, Worldvision 1, *Shark's Paradise*, animated features, *Champions*, *Color Movies 3*, *Color Movies 4*, *Color Movies 5*, *John Wayne Collection*, *Hollywood Stars*, *Take 3*, theatrical cartoons. Series—*2000 Malibu Rd.*; *American Chronicles*; *Barnaby Jones*; *Beauty & the Beast*; *Ben Casey*; *Breaking Point*; *Combat*; *Cowboy in Africa*; *Dan August*; *Don Lane Show*; *Fugitive*; *The Heights*; *The Invaders*; *Little House on the Prairie*; *Love Boat*; *Love Boat II*; *Momentous Events*; *Most Deadly Game*; *Night Stand*; *Return to Eden*; *The Round Table*; *Mod Squad*; *Streets of San Francisco*; *Twin Peaks*; *Urban Anxiety*. Series—*After Hours*; *Almost Live*; *Annie Oakley*; *Buffalo Bill Jr.*; *Adventures of Champion*; *Come Along*; *Dark Shadows*; *Dickens & Fenster*; *Doris Day Show*; *Douglas Fairbanks Presents*; *Emergency*; *F.D.R.*; *High Road*; *It Pays to be Ignorant*; *Love Boat II*; *Man with a Camera*; *Mickey Rooney*; *Next Step Beyond*; *N.Y.P.D.*; *On the Mat*; *One Step Beyond*; *People's Choice*; *Range Rider*; *Tarzan*; *The Rebel*; *Starring the Actors*; *Starting from Scratch*; *Take My Word for It*; *Get Smart*; *The High Chaparral*; *I Spy*; *Victory at Sea*. International Product Listing—*Sunset Beach**; *Seventh Heaven**; *Pacific Palisades**; *Dark Angel**; *After Jimmy**; *Once Upon a Time...When We Were Colored**; *Savannah**; *Moesha**; *Beverly Hills, 90210**; *Melrose Place**; *A Silent Betrayal**; *AFI Life Achievement Award/Martin Scorsese**; *A Salute to Aaron Spelling**; *Kiss and Tell**; *Night Stand**; *One Life to Live**; *General Hospital**; *All My Children**; *Malibu Shores**; *Kindred Embraced**; *The Invaders*; *Stephen King's the Langoliers*; *Stephen King's The Stand*; *Texas*; *Models Inc.*; *Madman of the People*; *Burke's Law*; *Beverly Hills, 90210*; *Melrose Place*; *Winnetka Road*; *Pope John Paul II*; *Stephen King's Golden Years*; *Dick Smith: Master of Makeup*; *Twin Peaks*; *Wild Texas Wind*. Worldvision 1—*Monsters*; *American Chronicles*; *Hollywood Mavericks*; *The Heights*; *The Round Table*; *On the Air*; *Dallas*; *Barnaby Jones*; *Dan August*; *Most Wanted*; *Ironweed*; *The Running Man*; *Light of Day*; *Monster Squad*; *Little House on the Prairie*; *Streets of San Francisco*; *The Love Boat*; *Halloween with the Addams Family*; *Sydney*; *Highway to Heaven*; *Internal Affairs*; *The Invaders*; *Jailbirds*; *Murder Times Seven*; *Rich Men—Single Women*; *Murder in Black and White*; *The Love Boat: A Valentine*

Voyage; *Unholy Matrimony*; *Stones for Ibarra*; *Stranger on My Land*; *AFI Life Achievement Award: Martin Scorsese*; *AFI Life Achievement Award: Clint Eastwood*; *AFI Life Achievement Award: Steven Spielberg*; *AFI Life Achievement Award: Jack Nicholson*; *AFI Life Achievement Award*; *Home Fires*; *Hands of a Stranger*; *Angel in Green*; *Kids Like These*; *The Last Frontier*; *The Stepford Children*; *Stone Fox*; *Shark's Paradise*; *When the Bough Breaks*; *Night of Courage*; *Stranger in my Bed*; *The High Price of Passion*; *Sable*; *You Again*; *On Wings of Eagles*; *Doubletake*; *Key to Rebecca*; *Sam's Son*; *A Deadly Business*; *My Two Loves*; *Welcome Home Bobby*. Specials—*Halloween with the Addams Family*, *I Love the Chipmunks Reunion*; *A Christmas Carol*; *The Night the Animals Talked*; *Amahl and the Night Visitors*; *Remember Me*; *Little House on the Prairie Specials*; *An Act of Love: The Patricia Neal Story*; *Worldvision Dramatic Specials*; *Holocaust*; *The Ordeal of Patty Hearst*; *The Trial of Lee Harvey Oswald*; *The Last Nazi*; *Reincarnation*; *Little Mo*; *Freedom Road*; *Candid Camera Special*. Features/packages—Paragon Features, Prestige Features, Prestige II Features, ABC Pictures, Republic Pictures. Children—*Land of the Lost*; *Sigmund and the Sea Monster*; *Lidsville*; *Bugaloo*; *Krofft Superstar Hour Starring the Bay City Rollers*; *Land of the Lost*; *Milton the Monster*; *Jerry Lewis Show*; *Jackson 5*; *Lancelot Link*; *Alvin and the Chipmunks*; *George of the Jungle*; *Hot Wheels*; *King Kong*; *Professor Kitzel*; *Reluctant Dragon and Mister Toad*; *Skyhawks*; *Smokey the Bear*; *Hugo Hippo*; *The Point*. Series—*Robin's Hoods*; *Heaven Help Us*; *University Hospital*; *Throb*; *Starting from Scratch*; *The Addams Family*; *Return to Eden*; *Lucie Amaz Show*; *Starring the Actors*; *Eight Is Enough*; *Kaz*; *Project UFO*; *The Andros Targets*; *Spencer's Pilot*; *Married: The First Year*; *Pruitts of Southampton*; *The Doris Day Show*; *Hunter*; *Combat*; *Mod Squad*; *The Next Step Beyond*; *Thunder*; *Garrison's Gorillas*; *Cowboy In Africa*; *Ben Casey*; *That Girl*; *Republic International*; *Bonanza*; *Get Smart*; *The High Chaparral*; *The Bill Cosby Show*; *Dr. Kildare*.

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Worldwide Television News 540

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sional Squash World Tour; *European Beach Volleyball Championships*; *International Hockey Show*; *Champions of the Future Go-Karting*; *The Infamous 18*; *World of Windsurfing*; *Windsurfing World Tour 1997*; *Bridge Day*; *Performance Bikes*; *Fred & Staying Alive*; *Access Denied*; *Lausanne*; *Juice*; *MTB-Isle of White Max Mountain Bike Festival*; *In-Line Downhill*; *The London International Triathlon*; *1998 Timberland Gorge Games*. Sport/Children's—*Not Recommended Behavior*; *Wheel—An In-Line Story*. Sport/Leisure—*Scales & Fishtales*. Entertainment—*The Car Show*; *The Wonderful World of Ballooning*; *Stunt Spectacular 1*; *Scooter Crazy*. Other/Doc—*Aviation Event/Documentary Series*. Travel—*Into the West*; *In the Steps of Lawrence*. Adventure—*Towers of The World*; *Running High*; *The Complete Winter Experience*; *The Complete Alpine Experience*; *The Complete Rock Climber*; *Peak to Peak*. Travel/Adventure—*High Trails to Istanbul*.



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Broadcasting

January 19, 1998

Four more for kids on WB

New shows from Spielberg and Henson are among crop for next season

By Steve McClellan

The WB will debut four new shows in its 19-hour, six-day-a-week kids program lineup next season.

Shows include Warner Bros. *Histeria!*, an animated comic look at history that WB says meets the FCC's requirements for children's educational programming.

Histeria! will air on Saturday at 8 a.m. and Monday through Friday at 3 p.m. Also new: Steven Spielberg Presents the Further Adventures of Pinky and the Brain, which puts the would-be world dominators in a new setting and the Spielberg name on yet another show for The WB (bringing the total to four).

New from Jim Henson Pro-



Jim Henson Productions' 'BRATS of Dark Nebula' (above) and Spielberg's FCC-friendly 'Histeria!'

ductions is *BRATS of Dark Nebula*, which combines puppetry and computer-generated imagery. A new Batman series, from Warner Bros. Animation, will also make its debut next season—*Bat-*

man Tomorrow, about the young lad whom Bruce Wayne recruits to become the Caped Crusader of the 21st century.

Season to date, The WB's Saturday lineup is up 24% among kids 2-11, to a 2.2 rating and a 9 share. Fox is in first place on Saturday morn-

ings but down 24%, to a 3.7/16, in the 2-11 demo. ABC has shown the greatest growth in the daypart, with a season-to-date 3.5/16, up 37%. CBS is fourth, plummeting 60% to a .6/3.

Speaking at The WB's kids upfront presentation last week, WB head Jamie Kellner predicted strong ratings growth for the kids lineup next season. The reasons? Better shows, improved distribution with the Sinclair station switches and the launch of the WeB, in which cable systems will program a channel of WB programming in markets with no broadcast outlet.

The kids upfront ad sales market is expected to get under way in February. Fox also announced its new kids television lineup last week (see page 88). ■



The new WB lineup

Weekday mornings

7:00 Steven Spielberg Presents Tiny Toon Adventures

7:30 Steven Spielberg Presents Animaniacs**

Weekday afternoons

3:00 Warner Bros. Histeria!*

3:30 Steven Spielberg Presents Pinky and the Brain**

4:00 Batman**

4:30 Superman**

Saturday morning

8:00 Warner Bros. Histeria!*

8:30 Steven Spielberg Presents The Further Adventures of Pinky and the Brain*

9:00 Batman Tomorrow *

9:30 Men in Black: The Series**

10:00 Batman**

10:30 Superman**

11:00 BRATS of the Dark Nebula *

11:30 Sylvester & Tweety Mysteries

*New **New time period

New England ice storm takes toll on broadcasters, cable operators

Broadcast towers snap under weight of ice, cable reports wide outages

By Michelle Y. Green, B&C correspondent

The ice storm that hit northern New England early last week—stranding nearly half a million people without heat and water for days—also toppled broadcast towers, downed power lines and left miles of frozen cable.

Faced with what some have called the worst disaster in recent memory, radio, television and cable systems throughout New England put rivalry aside to keep stations on the air to provide essential information and disaster relief to their communities.

"I was out checking on my parents when I was asked to help repair WBHG's tower," says Dirk Nadon, director of engineering for WFEA (AM)-WZID(FM) Manchester, N.H.

Ice-laden and whipped by high winds, the 250-foot tower, carrying WLNH-FM Laconia and WBHG(FM) Meredith, both New Hampshire, fell to the ground. The building and transmitter were spared. A makeshift crew of chief engineers and program directors from several

local stations and from WBHG parent company Sconnix Broadcasting Co. managed the repairs. "We crawled around, dug through the wreckage, came up with enough scraps from a fence to get WLNH-FM back on the air at very low power," Nadon says.

Meanwhile, Nadon's own transmitter was covered in at least two to three inches of ice, and both the Manchester stations, owned by Saga Communications of New England, were operating with a 10% reduction in power for several days. As to when the tower will be fully operational, Nadon says, "It's a complete rebuild, a matter of starting over again. It might be a month or more before they can even think about getting back to normal."

"I've lived here for over 20 years, and this is the worst it's ever been," says Martha Dudman of the Maine Association of Broadcasters, a board member of the National Association of Broadcasters. "There are so many power lines and poles down that people have them propped up with boards on the road."

Dudman, president/general man-

ager of Dudman Communications Corp. and general manager of WDEA (AM)-WWMJ(FM) Ellsworth, Me., and co-owned WEZQ(FM) Bangor, Me., was attending the NAB board meeting in California when she received the urgent call from her son.

The 140-foot tower for Bangor station WEZQ on Blackcap Mountain in East Eddington had snapped in half under the weight of three or four inches of ice. "It just snapped," she says. "We're not sure when because the site was inaccessible. Needless to say, I took the red-eye home. [I] got off the plane in Bangor, and it was a lot less comfy than in California. All four antennas were destroyed."

Shively Labs, in Bridgton, Me., which manufactures broadcast antennas, lent an antenna, and the station hopes to be back on the air in several days. But, Dudman says, there are critical obstacles to overcome. "WWMJ is on top of Bald Mountain in Dedham, and we've been running on generators, but we're running out of propane."

Efforts to get the 170-pound tanks up to the site by skimobile and all-ter-



Fred Miller, vice president of programming, Dudman Communications, and Marth Dudman, president/general manager, survey the fallen tower of WEZQ(FM) Bangor, Me.

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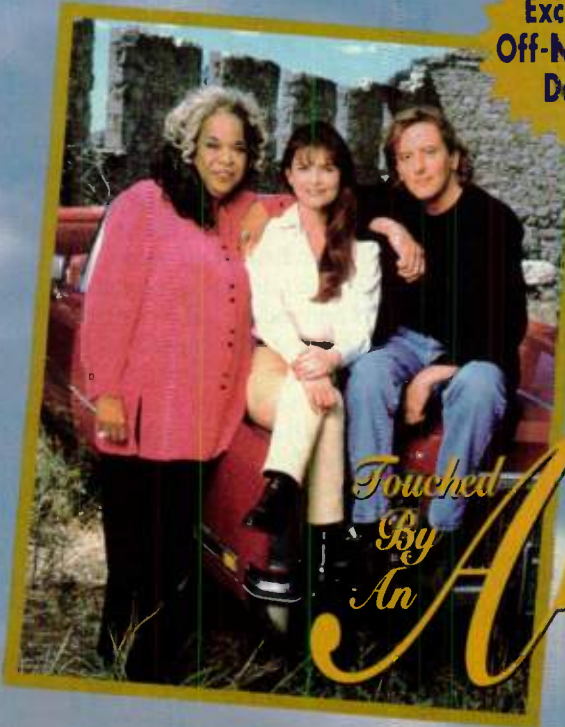
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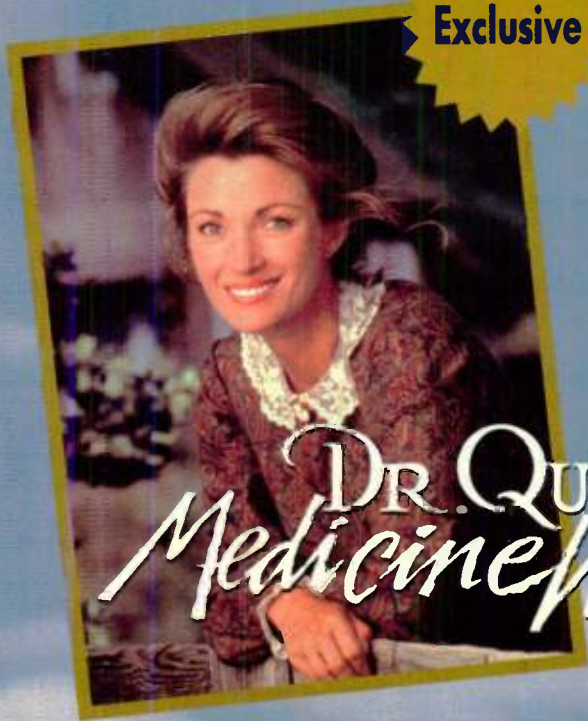
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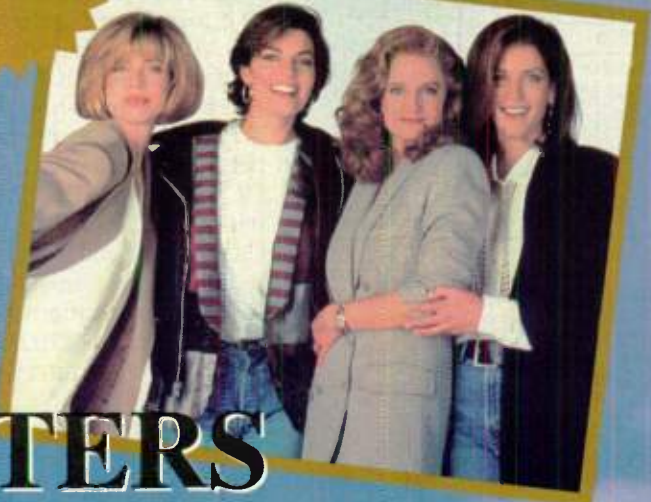
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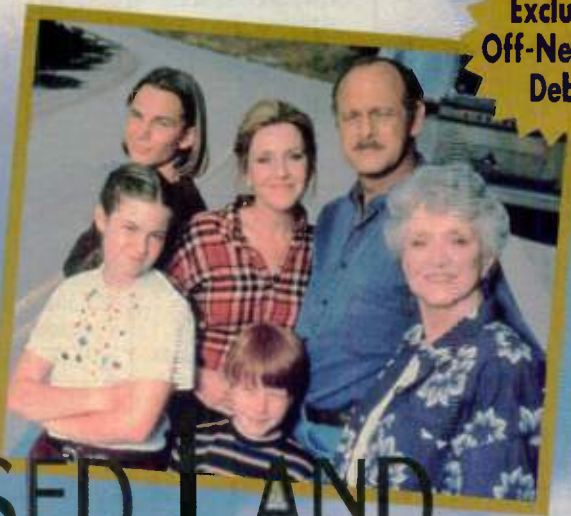
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I'll Fly Away

More to come...

rain vehicle resulted in the tanks slipping off and landing in a farmer's field. The plan now is to use helicopters, but that solution is hampered by high winds and poor visibility.

The New York State Broadcasters Association reports that four radio stations lost towers in the Watertown area: Forever Broadcasting's WTNV(AM)-WCIZ (FM) and WUZZ(AM)-WFRY-FM. Some other New York TV and radio stations were off the air for varying amounts of time because of power loss.

Television stations also were hard-hit. Trying to describe the damage that broadcasters sustained



Maine Governor Angus King; Doug Rafferty, anchor, WGME-TV Portland, and Cindy Williams, anchor, WCSH-TV Portland, discuss the ice storm during the Jan. 13 telethon produced by WGME-TV and simulcast on all four of Portland's commercial TV stations.

in the storm, Suzanne Goucher, executive director of the Maine Association of Broadcasters, says: "Driving to the office, I wished I had my movie camera. It would have made great nuclear winter footage for Hollywood."

The problem, Goucher explains, was not downed TV towers but getting power to the towers. "Just about everybody in the state is running on generators. The electrical systems were hit hardest. Trying to bring people back on line is like taking two steps forward and one step back. As soon as one section is repaired, another front comes in, or high winds, and knock the lines

back down."

Goucher reports seeing line-clearing crews from Baltimore and other regions; crews were working 18-hour shifts, with six hours off.

Storm Aid '98 Telethon

The most ambitious and collaborative broadcast partnership was in a one-hour telethon held Jan. 13, during which Maine TV and radio stations set aside rivalries to raise more than \$347,000 to benefit Red Cross disaster relief efforts. The brainchild of WGME-TV Portland President Bill Anderson, who won national recognition for spearheading Flood Aid: Broadcast Across America in 1993, the telethon garnered corporate dollars and individual contributions in a simulcast that was carried by WMTW-TV Poland Spring and WCSH-TV, WPXT(TV), WJLA(TV) and co-owned WGAN(AM)-WPOR-FM, all Portland. (Anderson's first day of work at WGME-TV was the day before the storm hit. He had relocated from WWC[TV] Tallahassee, Fla.)

The broadcast was alternately hosted by news anchors from all of the stations, which forfeited all advertising and shared a common, logo-neutral set.

"Our general manager, Bill Anderson, had planned to do a one-hour telethon on Sunday," says Towle Tompkins, marketing director of WGME-TV. At the same time that Anderson began to rough out ideas for the telethon, FleetBank and rival WCSH-TV were working to get corporate dollars for victim relief. The two general managers started talking. At that point, the other two commercial stations in town joined in.

About a half-hour into the show, Tompkins says, there were 400 calls on hold, and the money is still coming in. On top of this, Bell Atlantic will contribute \$250,000 to the Maine Red Cross by the end of the week.

Jim Shaffer, president of Guy Gannett Communications, owner of WGME-TV, presented a \$20,000 check during the telethon. WCSH-TV owner, Gannett Co. of Arlington, Va., also contributed \$15,000 to the relief efforts.

The Human Factor

Cable systems were not spared, with cable providers throughout the region reporting widespread outages and an inordinate number of down-drops to subscribers. At the height of the storm, FrontierVision, with cable operations in Vermont, New Hampshire and Maine, estimated that 120,000 of their 140,000 subscribers were without cable. State Cable TV Corp., which serves 75,000 customers in western Maine and central and northern New Hampshire, reports that most of the system, including the fiber network, is intact—although earlier in the week, according to president Mike Angelakis, the system experienced a substantial loss of service because of problems with the distribution cable.

FrontierVision's manager of government relations, Peter Atherton, says: "The plant is coming on line and repairs are taking place as customers inform us. Each system has hired between five and 10 contractors to help systems come up." But, he says, the toll of this disaster is measured in other terms. "Nobody's ever seen anything like this before," he says. "The level of human suffering is really bad."

PHOTO BY JIM LINSKY

Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen Dec. 29-Jan. 4

KEY: RANKING/SHOW [PROGRAM RATING/SHARE] • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 98.0 MILLION HOUSEHOLDS; ONE RATINGS POINT=980,000 TV HOMES
YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY

Week 15	abc	CBS	NBC	FOX	U/PIN	WB
	6.8/11	7.3/12	7.8/13	6.5/11	2.8/5	3.2/5
MONDAY	8:00 8:30 9:00 9:30 10:00 10:30	26. Cosby 9.1/15 37. Ev Loves Raymd 8.0/13 61. Cybill 6.6/11 63. George & Leo 6.4/10 54. LHJ Most Fascinating Women 6.8/12	61. Suddenly Susan 6.6/11 71. Jenny 5.6/9 47. Caroline in/City 7.1/12 50. Fired Up 6.9/11 18. Dateline NBC 10.4/18	59. Ally McBeal 6.2/10 59. Ally McBeal 6.8/11	92. In the House 2.8/5 89. Mal & Eddie 3.0/5 92. Good News 2.8/4 95. Sparks 2.7/4	86. 7th Heaven 3.2/5 85. Buffy/Vampire Slayer 3.3/5
TUESDAY	8:00 8:30 9:00 9:30 10:00 10:30	44. Grace Undr Fire 7.4/12 35. Soul Man 8.1/13 14. Home Imprvmt 10.6/17 29. Grace Undr Fire 8.4/14 32. NYPD Blue 8.2/15	47. JAG 7.1/12 68. Michael Hayes 6.1/10 65. Dellaventura 6.2/11 20. Dateline NBC 10.1/18	23. Mad About You 9.7/16 35. NewsRadio 8.1/13 21. Frasier 9.9/16 25. Just Shoot Me 9.2/15 77. Fox Tuesday Night Movie—Bram Stoker's Dracula 5.1/8	97. Moesha 2.6/4 101. Clueless 2.3/4 107. Hitz 1.6/3 108. Hd Ov Heels 1.3/2	
WEDNESDAY	8:00 8:30 9:00 9:30 10:00 10:30	58. Spin City 6.7/14 54. Dharma & Greg 6.8/14 64. Drew Carey 6.3/13 72. Ellen 5.4/10 69. PrimeTime Live 6.0/13	70. Fiesta Bowl—Kansas State vs. Syracuse 5.8/12 78. National Geographic Special 5.0/10 80. 3rd Rock fr/Sun 4.5/10 82. Working 4.4/9 65. Law & Order 6.8/16	83. Fox Movie Special—Something Wicked This Way Comes 3.7/8	100. Star Trek: Voyager 2.4/5 104. The Sentinel 2.0/4	92. Sister, Sistr 2.8/6 89. Sister, Sistr 3.0/6 91. Smart Guy 2.9/6 95. Smart Guy 2.7/6
THURSDAY	8:00 8:30 9:00 9:30 10:00 10:30	1. Rose Bowl/Post 18.9/31 7. Sugar Bowl—Florida State vs. Ohio 11.2/20	75. Orange Bowl Parade 5.3/9 50. Diagnosis Murder 6.9/11 31. 48 Hours 8.3/14	16. Friends 10.5/17 21. NewsRadio 9.9/16 4. Seinfeld 13.4/21 8. Just Shoot Me 11.1/18 8. ER 11.1/19	80. Living Single 4.5/7 72. Living Single 5.4/9 83. 413 Hope Street 3.6/6	
FRIDAY	8:00 8:30 9:00 9:30 10:00 10:30	32. Sabrina/Witch 8.2/14 40. Boy Meets Wrld 7.7/13 43. Sabrina/Witch 7.6/13 58. Boy Meets Wrld 6.7/11 13. 20/20 10.8/19	12. Orange Prgame 10.9/20 5. Orange Bowl—Nebraska vs. Tennessee 13.3/23	76. Players 5.2/9 24. Dateline NBC 9.3/15 44. Homicide: Life on the Street 7.4/13	58. Battle of the Sexes on Ice 6.7/11	
SATURDAY	8:00 8:30 9:00 9:30 10:00 10:30	97. Savion Glover's Nu York 2.6/5 101. Celebration of America's Music 2.3/4 72. The Practice 5.4/10	14. The Magnificent Seven* 10.6/18 18. Walker, Texas Ranger 10.4/19	49. The Pretender 7.0/12 29. The Pretender 8.4/14 50. Profiler 6.9/12	46. Cops 7.2/13 40. Cops 7.7/13 40. AMW: America Fights Back 7.7/13	
SUNDAY	7:00 7:30 8:00 8:30 9:00 9:30 10:00 10:30	50. Wonderful World of Disney—Principal Takes a Holiday 6.9/11 32. ABC Sunday Night Movie—Outrage 8.2/13	3. 60 Minutes 15.6/25 2. Touched by an Angel 16.2/24 10. CBS Sunday Movie—Scattering Dad 11.0/17	(nr) AFC Playoff 23.9/40 28. Censrd Bloopers 8.5/13 10. Dateline NBC 11.0/16 16. NBC Sunday Night Movie—Blackout Effect 10.5/17	39. World's Funniest! 7.8/12 26. The Simpsons 9.1/14 38. Ask Harriet 7.9/12 6. The X-Files 11.6/17	105. Nick Freno 1.8/3 106. Tom Show 1.7/3 97. Parent 'Hood 2.6/4 88. Jamie Foxx 3.1/5 86. Unhap Ev Af 3.2/5 103. Alright Alrdy 2.1/3
WEEK AVG	7.8/13	9.3/16	8.6/14	6.4/11	2.3/4	2.7/5
STD AVG	8.8/15	9.4/16	10.3/17	7.1/12	3.0/5	2.9/5

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CBS decides to age gracefully

Moonves says network will remain oldest-skewing

By Barry Garron

CBS is assuming a new attitude toward its older viewing audience—acceptance.

"Before I came here and long after I'm gone, CBS will be the oldest-skewing network," says Leslie Moonves, president, CBS Television. "We are who we are," he told TV critics during the semiannual press tour in Pasadena.

If he didn't know that before he brought *Step by Step* and *Family Matters* over from ABC, he knows it now.

"Frankly, it was very surprising to me that you take a show that's doing a 16 share on another network, put it in the same time period on the same night, and it doesn't do a 16 share. It dropped considerably," he said.

Lesson 1: Don't chase after teens. Some shows may be hits on other networks, but they won't work with CBS's older audience, Moonves said. Such

series as ABC's *Sabrina* or *21 Jump Street*, formerly on Fox, would get nowhere on the Eye network, he said. "A show about high school kids wouldn't work on our network unless it's from the adult point of view," he added. "That's who we are, and we've learned that."

Lesson 2: Look for shows that will appeal to both younger and older viewers. Although *Touched by an Angel* has one of TV's oldest median audiences, it also attracts plenty of adults 18-49.

"In some ways, we have a more difficult road than anybody else," Moonves said. "We have to do younger-skewing shows that appeal to our audience."

Shows that have demonstrated broader appeal include *Chicago Hope*, *Nash Bridges* and *Everybody Loves Raymond*. Midseason addition *Kids Say the Darndest Things* already has shown it can pull in younger adults.

At the same time, Moonves said he rejected a comedy that reunites Mary

Tyler Moore and Valerie Harper in part because it might appear yet again that the network was going for older stars.

Lesson 3: Convince ad agencies that they are mistaken. "I can't believe a 50-year-old today is treated the same way a 50-year-old was treated 30 years ago," Moonves said. "This is a different generation. The fact that a 19-year-old is considered a better audience member than a 50-year-old is absolutely ridiculous."

It will take longer than he initially thought to convince Madison Avenue of its folly, the CBS executive said.

Other CBS developments:

■ Top-rated soap *The Young and the Restless* will celebrate its 25th anniversary with a prime time bonus episode on March 10.

■ Sweeps programming in May will include another movie revival of *Dallas*, a two-hour special celebrating the 50th anniversary of CBS and the hour series finale for *Murphy Brown*.

■ CBS anchor Dan Rather will lead a team of CBS News reporters to Cuba for coverage of this week's visit by Pope John Paul II. Included in the team



Although *'Touched by an Angel'* has one of TV's oldest median audiences, it also attracts plenty of adults 18-49.

is Martha Stewart, who will report on Cuban culture and cuisine for *This Morning*.

■ Rather, locked in a tight battle for evening news ratings supremacy, also will serve as co-anchor with host Jim Nantz for the opening ceremony of the winter Olympics on Feb. 6 in Nagano,

SYNDICATION MARKETPLACE

Extra! Extra! NBC O&Os want 'Extra'

Warner Bros. Domestic Television has renewed its news magazine *Extra* through the 1999-2000 season, including a noncancelable commitment through 2000 with the NBC owned-and-operated stations. For next season, *Extra* has been licensed by 162 stations representing 90% of the country. For 1999-2000, the news magazine already is cleared by 145 stations covering 75% of the nation. Warner Bros. also cleared its rookie reality show, *The People's Court*, for a sophomore season on 70 stations representing 72% of the U.S. Finally, Warner Bros.' Telepictures unit has given the green light for its one-hour block of *Love Connection* and companion series *Change of Heart*. The block is cleared in more than 71% of the country.

Rosenberg upped at Universal/USA

Steve Rosenberg has been named president of the new domestic television distribution unit of USA Networks Inc. Rosenberg has been with Universal Television for 12 years, including his current position as executive vice president of Universal's program distribution unit. He will continue to oversee the sales of all first-run and off-network properties while also taking over the marketing, promotion, research and ad sales divisions.

'Povich' names executive producer

Tamara Haddad has been named the executive producer of Universal Television's version of *The Maury Povich Show*. Haddad is a Peabody and CableACE award-winning producer whose credits include CNN's *Larry King Live* and CBS's *Late Show with Tom Snyder*. Povich's show, currently distributed nationally by Paramount Television, will switch over to Universal at the end of the current TV season.

'Springer' on up and up

Jerry Springer keeps going up the Nielsen charts. Universal Television's talk show came out of the holidays with yet another impressive performance in the ratings. For the week ending Dec. 28, Springer scored a 6.3 national household rating, according to Nielsen Media. Springer tied King World's *Oprah* for tops in daytime and was up 141% from the same week a year ago.



Lorenzo Lamas in *'Air America'*

Airing 'Air'

Pearson All American's new action hour *Air America* has landed on the 51 PSN stations for the 1998-99 season. Based on the film that starred Mel Gibson, *Air America* stars Lorenzo Lamas. The new clearances include top-market stations KXAS-TV/KXTX-TV Dallas and KLGT-TV Minneapolis. The show is now cleared in 32% of the country.

Popular 'Popular'

Hearst Entertainment's FCC-friendly series *Popular Mechanics for Kids* has been licensed to more than 150 stations, with a 93% clearance for its second season.

'Pensacola' takes wing

Eyemark Entertainment is bringing back its week-end action hour *Pensacola: Wings of Gold* for a second season. The series, which stars James Brolin, has been renewed on stations representing 66% of the country.

That's another fine station you've gotten us onto, Stanley

Bozo the Clown and Laurel and Hardy are coming back to television—in animation. HIT Entertainment and Larry Harmon Pictures Entertainment is bringing back the animated series, available in 31 half-hour packages. The *Bozo the Clown* series has

been enhanced digitally and has been given new openings, closings and music. The *Laurel and Hardy* series has not been broadcast in the U.S. for more than 10 years.

Kelly clears

Kelly News and Entertainment's teenage game shows *Click* and *Peer Pressure* are cleared on 48 stations representing 50% of the country for the 1998-99 season. *Click* is produced by Merv Griffin Entertainment; *Peer Pressure* is a product of Wheeler/Sussman Productions.

All the right movies

Buena Vista Television has put together a movie package that includes recent hits "Scream 2," "Con Air" and "George of the Jungle." Buena Vista 5's package also includes the films "Cop Land," "G.I. Jane" and "Good Will Hunting." Thirty-four titles will be available in 1998-99.

'Hard Copy' won't miss New Orleans

Paramount Domestic Television's syndicated newsmagazine *Hard Copy* is setting up shop in New Orleans. *Hard Copy* co-anchor Terry Murphy (right) will host the show from the French Quarter Tuesday (Jan. 20).



'Regis and Kathie Lee' in N.O.

Add Buena Vista's *Live with Regis and Kathie Lee* to the growing list of shows taping from New Orleans this week. *Live*, which also taped shows from New Orleans last year during NATPE, will call the State Palace Theater home for four shows. Expected guests include Carmen Electra, Lea Thompson and Richard Simmons.

Trimark offerings

Trimark Television has a slew of motion pictures available for syndication, including recent release "Eve's Bayou." The company also has a list of original films, including *My Teacher's Wife*, with Tia

TV violence down in 1996-97

Study finds that only one series still on air raises 'serious' concerns

By Barry Garron

Violent shows are dropping like flies

According to the third annual report on broadcast network violence conducted by the UCLA Center for Communication Policy, only two 1996-97 network shows caused serious concerns about the violence that was depicted. One of them, *Dark Skies*, has been canceled by NBC. The other, *Walker, Texas Ranger*, continues to perform well for CBS.

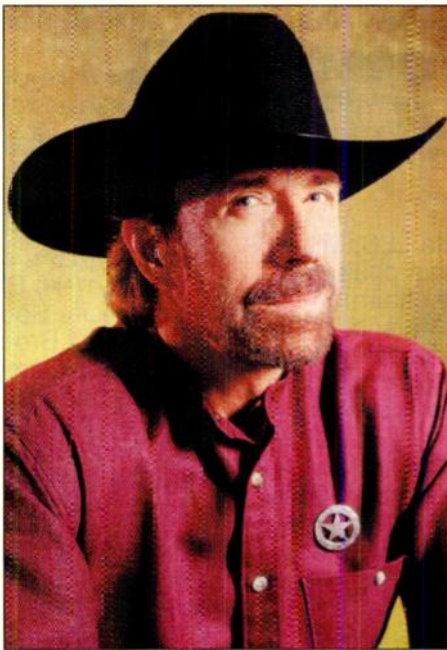
In 1995-96, five shows made the list. The year before, there were nine. ABC, CBS, Fox and NBC pay for the study as part of an agreement with former Illinois senator Paul Simon. Instead of counting the number of violent incidents, the UCLA study examines the context in which violent acts take place.

This year, only six series caused "occasional concerns," down from eight in 1995-96.

With the latest report, released last week, "we have a little more evidence that this may be a trend rather than an aberration," says Jeffrey Cole, director of the center and supervisor of the 35 part-time staff members who monitored the network shows.

"I really think the industry is doing more to address the problem," he says. But, Cole adds, a new danger is arising. Last season saw big growth in the number of reality-based specials with graphic footage on such grisly topics as wild animal attacks and violent crimes and accidents. Cole's study counted 16 of these "shockumentaries" where there had been none only two years earlier.

The UCLA professor says relief from such shows as *When Animals Attack III* and *When Stunts Go Bad* may not occur until viewers get bored



CBS's *'Walker, Texas Ranger'* was the only series raising 'serious concerns.'

with the gore.

Of the six shows that caused occasional concern, two (ABC's *High Incident* and Fox's *Sliders*) have been can-

celed. The other four: *Nash Bridges* on CBS and *The X-Files*, *Millennium* and *America's Most Wanted* on Fox.

Walker is just a showcase for the martial arts skills of its star, Chuck Norris, Cole says. Walker talks about using violence as a last resort, "but he just doesn't happen to find any other way."

Lots of other shows had violence—from the gritty *NYPD Blue* to the fluffy *Touched by an Angel*—but those series dealt with it appropriately, according to Cole.

David Poltrack, CBS executive vice president, research and planning, says the study gives *Walker* a bum rap. "This is the most black-and-white show on television," he says. "Basically, it's the good guys and the bad guys, and the bad guys always lose and the good guys always

win. So the moral message is a fairly definitive one."

What's more, Poltrack says, *Walker* and *Nash Bridges* are preceded by content advisories, and both are broadcast at 10 p.m. "I would argue that network television without that type of show is not meeting the diversity of needs," he says.

Four children's programs also got failing grades for violence. *Project G.e.e.K.e.R.* was canceled by CBS, and Fox is no longer showing *X-Men*. The other two kids shows, *Power Rangers (Zeo and Turbo)* and *Teenage Mutant Ninja Turtles*, both on Fox, have been transformed into new spin-off series.

"This well-researched effort continues to reinforce the wisdom of empowering parents to make decisions about televised violence," Rep. Edward Markey (D-Mass.) says about the study. Markey is a longtime supporter of government regulation of children's television.

NAB President Eddie Fritts says, "The UCLA report confirms that violence on free, over-the-air broadcast television continues to decline, despite overheated rhetoric to the contrary." ■

More games afoot at NATPE

Syndicators are coming to play in New Orleans

By Joe Schlosser

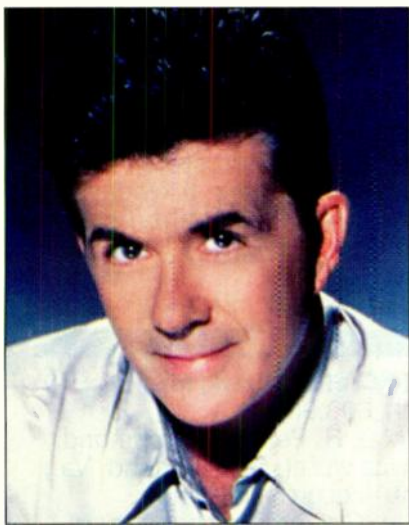
Let the good times and the game shows roll. A number of new shows from top Hollywood syndicators are expected to be unveiled at NATPE in New Orleans this week.

Pearson All American, which is bringing out a remake of *Match Game*, is also said to be contemplating reviving other games, including *Card Sharks* and *Beat the Clock*. Columbia TriStar will likely announce a new version of *\$25,000 Pyramid*, Buena Vista Television is working on a remake of *Let's Make a Deal* and there could be a few other mystery guests signing in during the convention.

Pearson executives will not comment on which game shows will make their way into syndication next year, but sources say it could be as many as four. The company will not even confirm *Match Game* is coming, even though ads in several publications have announced the show's arrival in 1998.

Sources say Michael Burger, formerly of ABC daytime talk show *Mike and Maddy*, will be the host. Burger confirmed with BROADCASTING & CABLE that he is under contract to Pearson and that he has been working toward a remake of *Match Game*. Sources say *Card Sharks* and *Beat the Clock* are expected to be reincarnated sometime this year as well. Former talk show host Gordon Elliot is reportedly in Pearson's game show plans, but for which show is not clear. A remake of *Family Feud* has been put off until at least 1999, sources say.

Columbia TriStar has signed former *Love Connection* host Chuck Woolery to lead *\$25,000 Pyramid* back into syndication, sources say. The actual dollar figure in front of the *Pyramid* title has yet to be determined. Columbia



'Pictionary' host Alan Thicke says there is room for new games.

TriStar executives had no comment.

And while King World Productions' *Hollywood Squares* has grabbed a lot of attention coming into NATPE, given the game track record of its distributor, Alan Thicke, host of Worldvision's year-old *Pictionary*, says his show has already shown that new games can find a place on station schedules.

Thicke says he is gearing up for a second season. As one of the executive producers of the show, he says he is constantly looking for ways to make the series more appealing to viewers. "We have been tinkering with the show on an almost weekly basis," Thicke says. "Our research tells us that people watch *Pictionary* once or twice a week, so the next strategy is to make

that fan base watch three and four times a week."

Pictionary averaged a 2.0 rating/6 share in early fringe time periods during the November sweeps, according to Nielsen Media Research. And during the holidays, the show (based on the board game by the same name) scored overnight ratings in the 2.5 range. Thicke acknowledges *Pictionary* needs to improve on those numbers if it wants to compete with *Hollywood Squares* and others. He says the show is aiming to get "bigger-name" celebrity guests to participate each week.

Pearson already is a big name in games. In November, the London-based Pearson Plc. acquired All American Television; together the two syndication/production houses own the world's largest game show library. Three years ago Pearson bought the rights to the Reg Grundy library, and two years back All American claimed the Mark Goodson library. In all, there are more than 200 game shows for newly formed Pearson Television to pick from. ■

There's only one Martha Stewart

Forget what they say about imitation. Martha Stewart was not flattered.

Stewart was not amused to learn that CBS is planning not one, but two, sitcoms about women who are hosts of TV shows filled with household tips, suggesting her own syndicated program, *Martha Stewart Living*.

Stewart, who also serves as a CBS News contributor to *This Morning*, made her feelings known to network brass. "She's not happy with me," says Leslie Moonves, president of the CBS Television Group. "That's all I'm going to say."

Stewart didn't want TV audiences to think that she is being lampooned in the character of Chelsea Stevens, the shrill, self-centered character played by Jean Smart on CBS's *Style and Substance*. Peter Tolan, executive producer of the new series, was ordered to change the script to satisfy Stewart. He added new lines to indicate that Stewart is a Stevens competitor.

Stewart never spoke to him directly, Tolan told a group of TV critics. "We received a couple of poisoned bundt cakes at the office," he joked. "There's no card attached, but we're very concerned."

Judith Light, star of *The Simple Life*, which may debut in March, told TV critics the show is about her, not Stewart. "We're not making fun of Martha Stewart," she said. "We are actually making fun of me."

There are no Stewart problems with *The Simple Life*, said co-star James Patrick Stuart. "Martha Stewart is my mother," he laughed. "And she liked the pilot."

—Barry Garron

Changing Hands

The week's tabulation
of station sales

Proposed station trades

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

THIS WEEK:

TVs □ \$170,000,000 □ 1
Combos □ \$55,650,000 □ 5
FMs □ \$4,792,505 □ 7
AMs □ \$10,845,000 □ 6
Total □ \$241,287,505 □ 19

SO FAR IN 1998:

TVs □ \$189,000,000 □ 2
Combos □ \$219,700,000 □ 18
FMs □ \$48,632,505 □ 21
AMs □ \$68,240,942 □ 14
Total □ \$525,573,447 □ 55

SAME PERIOD IN 1997:

TVs □ \$19,030,000 □ 3
Combos □ \$452,000,000 □ 18
FMs □ \$268,329,168 □ 14
AMs □ \$3,753,151 □ 10
Total □ \$743,112,319 □ 45

Source: BROADCASTING & CABLE

TV

WWMT(TV) Kalamazoo/Grand Rapids
and **WLAJ(TV) Lansing, Mich.**

Price: \$170 million

Buyer: Freedom Communications
Inc., Irvine, Calif. (Alan Bell, presi-
dent broadcast division); owns/is
buying six TVs

Seller: Granite Broadcasting Corp.,
New York (W. Don Cornwell, chair-
man); owns/is buying 10 TVs and
one FM

Facilities: WWMT: ch. 52, 44.7 kw
visual, 4.47 kw aural, ant. 410 ft.;
WLAJ: ch. 53, 1,660 kw visual, 166
kw aural, ant. 976 ft.

Affiliation: WWMT: CBS; WLAJ: ABC

COMBOS

**WMSP(AM)-WLWI(FM) and WNZZ(AM)-
WMXS(FM) Montgomery, Ala. and
WUSY(FM) Cleveland/Chattanooga,
Tenn.**

Price: \$38.75 million

Buyer: Cumulus Media LLC, Milwau-
kee (Richard Weening, chairman,
and Lou Dickey, vice chairman);
owns/is buying 47 FMs and 21 AMs

Seller: Colonial Broadcasting Co.
Inc., Montgomery (Robert E. Low-
der, chairman/owner); no other
broadcast interests

Facilities: WMSP: 740 khz, 50 kw day,
73 w night; WLWI: 92.3 mhz, 100 kw,
ant. 1,095 ft.; WNZZ: 950 khz, 1 kw;
WMXS: 103.3 mhz, 100 kw, ant.
1,007 ft.; WUSY: 100.7 mhz, 100 kw,
ant. 1,191 ft.

Formats: WMSP: standards, MOR,
sports; WLWI: country; WNZZ: all
news; WMXS: all news; WUSY: con-
temporary country

Broker: Sailors & Associates

**WING-AM-FM Dayton/Springfield and
WGTZ(FM) Eaton, Ohio**

Price: \$14 million

Buyer: Clear Channel Communica-
tions Inc., San Antonio, Tex.

(L. Lowry Mays, president); owns/is
buying 132 FMs, 76 AMs and 11
TVs

Seller: Great Trails Broadcasting,
Dayton, Ohio (Alexander J. Will-
iams, chairman); owns three TVs

Facilities: WING(AM): 1410 khz, 5 kw;
WING-FM: 102.9 mhz, 50 kw, ant. 160
ft.; WGTZ: 92.9 mhz, 31.6 kw, ant.
600 ft.

Formats: WING(AM): news, talk, sports;
WING-FM: classic rock; WGTZ: religion

WNIL(AM)-WAOR(FM) Niles, Mich.

Price: \$2 million

Buyer: Pathfinder Communications
Corp., Elkhart, Ind. (John F. Dille III,
president/75% owner); owns WTRC
(AM)-WBYT(FM) Elkhart and is buying
WNDU-AM-FM South Bend, Ind.

Seller: Niles Broadcasting Inc., Niles
(Murray C. Campbell, principal); no
other broadcast interests

Facilities: AM: 1290 khz, 500 w; FM:
95.3 mhz, 3.3 kw, ant. 298 ft.

Formats: AM: oldies, news, talk,
sports; FM: AOR

KRKI(AM)-KEZZ(FM) Estes Park, Colo.

Price: \$700,000

Buyer: Michael Radio Enterprises of
Colorado Inc., Cheyenne, Wyo.

(Victor A. Michael Jr., president/
45% owner); has applied to build
new FMs in 14 markets

Seller: Trail Broadcasting Co., Estes
Park (Terry Licence, principal); no
other broadcast interests

Facilities: AM: 1470 khz, 1 kw day,
53 w night; FM: 102.1 mhz 6 kw,
ant. -306.9 ft

Formats: AM: AC; FM: Dark

Broker: McCoy Broadcast Brokerage
Inc.

KVWM-AM-FM Show Low, Ariz.

Price: \$200,000

Buyer: Skynet Communications Inc.,
Gallup, N.M. (Thomas C. Troland,
president/owner); has applied to
build two new FMs

Seller: Gary Woodworth, personal
representative for the Dorothy L.
Woodworth Estate, Show Low; no
other broadcast interests

Facilities: AM: 970 khz, 5 kw day,
114 w night; FM: 93.5 mhz, 25 kw,
ant. 150 ft.

Formats: Both AC

Broker: Explorer Communications Inc.

RADIO: FM

51% of KCTG(FM) Ozark, Mo.

Price: \$1,603,905

Buyer: Max H. Pearson, Richmond,
Va.; owns WLEE(AM) Richmond, Va.;

KLWT(AM)-KCLQ(FM) Lebanon,
KMAC(FM) Gainesville and KTRI(FM)
Mansfield, all Mo., and KTTG(FM)
Mena, KLRA(AM)-KHUG(FM) England,
KERX(FM) Paris and KBCN(FM) Mar-
shall, all Ark.

Seller: Gary W. Lynch, Bolivar, Mo.;
no other broadcast interests

Facilities: 92.9 mhz, 3 kw, ant. 328 ft.

Format: Country

WBZW(FM) Loudonville, Ohio

Price: \$1 million

Buyer: Knox Broadcasting Corp.,
Ashland, Ohio (Walter R. Stampfli,
president/60% owner); owns WMVO
(AM)-WQIO(FM) Mount Vernon and
WGLN(FM) Galion, Ohio

Seller: K-Country Inc., Frederick-
town, Ohio (Mark and Arlene
Bohach, principals); are selling

WBK(FM) Fredericktown

Facilities: 107.7 mhz, 6 kw, ant. 328 ft.

Format: Country

**WVGN(FM) Charlotte Amalie and
WAVI(FM) Christiansted, V.I.**

Price: \$653,600

Buyer: Knight V.I. Radio Corp., St.
Thomas, V.I. (Randolph H. Knight,
president/33.3% owner); owns
WWKS(FM) Cruz Bay, V.I.

Seller: St. Croix Wireless Co. Inc.,
San Juan, P.R. (John Galanes,
president); no other broadcast
interests

Facilities: WVGN: 105.3 mhz, 10 kw,
ant. 1,679 ft.; WAVI: 93.5 mhz, 6 kw,
ant. 732 ft.

Formats: Both mass appeal

WAIL-FM Key West, Fla.

Price: \$650,000

Buyer: Spectrum Radio Inc., Key
West (Peter Arnow, president);
owns WEOW-FM Key West

Seller: Spottswood Family Trust, Key
West (John M. William B. and
Robert A. Spottswood, trustees);
owns WKWK(AM) Key West

Facilities: 99.5 mhz, 100 kw, ant.
991 ft.

Format: Classic rock

Broker: The Connelly Co.

KARQ(FM) Ashdown, Ark.

Price: \$500,000

Buyer: John D. Mitchell, Shreveport,
La.; owns/is buying KDxE(FM) Sul-
phur Springs, Tex.; 75% of KIMP
(AM)-KPXI(FM) Mount Pleasant, Tex.;

56.5% of KLLI(FM) Hooks, Tex.,
KYGL(FM) Texarkana, Ark., and 80%
of KASO-AM-FM Minden, La.

Seller: Bunyard Partnership, Ash-
down (Anne Bunyard, principal); no
other broadcast interests

Facilities: 92.1 mhz, 2.8 kw, ant.
305 ft.

Format: Country

WAAH(FM) Houghton, Mich.

Price: \$260,000

Buyer: Tu-Mar Broadcasting Inc.,
Houghton (Richard H. A. Tuisku,
president/50% owner); no other
broadcast interests

Seller: Houghton Radio Group of
N.C. Inc., Houghton (Steve DeLay,
principal); no other broadcast inter-
ests

Facilities: 102.3 mhz, 1.05 kw, ant.
554 ft.

Format: AC

WVWK(FM) Fredericktown, Ohio

Price: \$125,000

Buyer: Knox Broadcasting Corp.,
Ashland, Ohio (Walter R. Stampfli,
president/60% owner); owns
WMVO(AM)-WQIO(FM) Mount Vernon
and WGLN(FM) Galion, Ohio

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1-800-554-5729

Seller: Bohmar Communications Inc., Fredericktown (Mark and Arlene Bohach, principals); are selling WBZW(FM) Loudonville, Ohio
Facilities: 98.3 mhz, 3 kw, ant. 300 ft.
Format: Country

RADIO: AM

KXYZ(AM) Houston
Price: \$6.4 million
Buyer: Blaya Inc., Miami (Joaquin Blaya, chairman; Radio Unica Corp. 49% owner);
Seller: Westinghouse Electric Co./CBS Corp., New York (Mel Karmazin, CEO, CBS Station Group); CBS owns/is buying 14 TVs, 41 FMs and 30 AMs
Facilities: 1320 khz, 5 kw
Format: Contemporary Spanish talk

KHHO(AM) Tacoma, Wash.
Price: \$2.5 million
Buyer: The Ackerley Group Inc., Seattle (Barry A. Ackerley, chairman/CEO); owns WXTV(Syra-

cuse, N.Y.; KCBA(TV) Salinas, KFTY(TV) Santa Rosa and KGET(TV) Bakersfield, all Calif.; KKTV(TV) Colorado Springs and KVOS(TV) Bellingham, Wash., and is buying WMGC-TV Binghamton, N.Y.
Seller: Southwave Wireless Communications LLC, Tacoma (Steve West, principal); no other broadcast interests

Facilities: 850 khz, 10 kw day, 1 kw night
Format: All news, talk, sports

WYDE(AM) Birmingham, Ala.
Price: \$700,000
Buyer: Hibernia of Birmingham LLC, Ardmore, Md. (Michael R. Craven, president); owns WPZE(AM) Boston and WHIM(AM) West Warwick, R.I., and is buying WZOD(AM) Colonial Heights, Va.
Seller: American General Media Corp., Towson, Md. (Anthony S. Brandon, 67% owner); in various forms, Brandon owns/is buying 15 FMs and 10 AMs

Facilities: 850 khz, 50 kw day, 1 kw night

Format: Religion

KCAZ(AM) Mission, Kan.

Price: \$550,000
Buyer: Children's Broadcasting Corp., Minneapolis (Christopher T. Dahl, president/9.4% owner); is buying one AM, just sold 13 AMs
Seller: Heritage Media Corp., Dallas (James Hoak, chairman; Paul W. Fiddick, president, Radio Group); is selling four TVs, 16 FMs and eight AMs

Facilities: 1480 khz, 1 kw day, 500 w night

Format: Children

WVOJ(AM) Jacksonville, Fla.

Price: \$495,000
Buyer: Morgan Media Inc., Port Washington, N.Y. (David and Jennifer Rimmer, owners); no other broadcast interests
Seller: Spanish Broadcasting System Inc., Coral Gables, Fla. (Raul Alarcon Jr., president/59% owner);

Amplification

Simmon Family Radio Inc.'s \$3.4 million purchase of KQMB-FM from Quarry Mountain Broadcasting Inc. (B&C, Jan. 5) was brokered by Media Services Group.

owns/is buying eight FMs
Facilities: 970 khz, 1 kw
Format: Religion, news, talk, sports

KSLQ(AM) Washington, Mo.

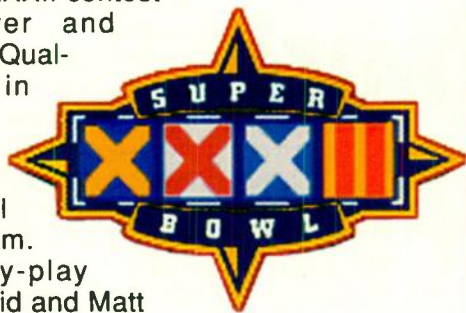
Price: \$200,000
Buyer: Computraffic Inc., St. Louis, Mo. (Brad Hildebrand, president); no other broadcast interests
Seller: Prime Time Radio, Washington, Mo. (Kenneth W. Kuenzie, president); Kuenzie owns KSLQ-FM Washington and KRMS(AM)-KYLK(FM) Osage Beach, Mo.

Facilities: 1350 khz, 500 w day, 84 w night
Format: AC

—Compiled by Sara Brown

Westwood One, CBS to carry Super Bowl

CBS Radio Sports and Westwood One will provide live, exclusive radio coverage of the Super Bowl XXXII contest between Denver and Green Bay from Qualcomm Stadium in San Diego. The national feed on Sunday (Jan. 25) will begin at 5:45 p.m. ET, with play-by-play from Howard David and Matt Millen. Super Bowl ticketholders can listen to the broadcast while at the game on XETRA(AM) Tijuana/San Diego.



CBS Sports, which lost the radio rights to the World Series last fall, now has two things to smile about: carriage of the Super Bowl on radio this year and its reclaiming of some NFL regular-season TV rights (at the expense of NBC Sports) starting next year (see "Top of the Week").

—John Merli

Telephony leads New York ad sales

By John Merli

The phone companies reached out and touched New York radio in a big way in third quarter 1997, according to the most recent *CMR New York Market Radio Advertiser Analysis*. Representing the fastest-growing radio advertising category in the nation's largest market, the telcos' third-quarter spending was up more than 227%—to \$6,632,100—over the same period in 1996. Overall ad revenue for New York stations rose 11.9% in 1997, to \$523.1 million. Local sales for the year were up 13.4%.

Phone companies still ranked only second in overall third-quarter sales. The Automobile Dealers Association came in on top, at \$8,004,200, up nearly 20%. In fact, nine of the top 10

categories posted increases over 1996's third quarter. The lone exception was television stations—down about 13%, to slightly less than \$4 million.

Other categories with big spending jumps included hospi-

tals and doctors (34.2%), banks/savings and loans (33.8%), beer and wine (27.6%), home furnishings retailers (26.1%) and restaurants, theater, concerts and nightclubs (more than 15%).

Radio listeners getting older

Annual Interep study also shows growing Hispanic audience

By John Merli, B&C correspondent

The median age in radio's top 10 markets continues to increase, to a current average of 33.8 years. Some 50% of listeners in New York, Philadelphia, Boston, San Francisco and Detroit are older still, averaging 34.3.

Other findings in Interep Radio's new annual report, "Marketing Differences Between the Top 10 Radio Metros":

- The number of Hispanic listeners continues to increase, with Los Angeles showing the largest gain—1.4%—between 1996 and 1997. Hispanic listeners there now surpass 38% of the total population. Two major Texas markets, Dallas and Houston, both recorded Hispanic gains of nearly 1%. In Chicago and San Francisco, there was a .5% jump over the previous year. The lowest per-

centage of Hispanics, 2%, is in Detroit.

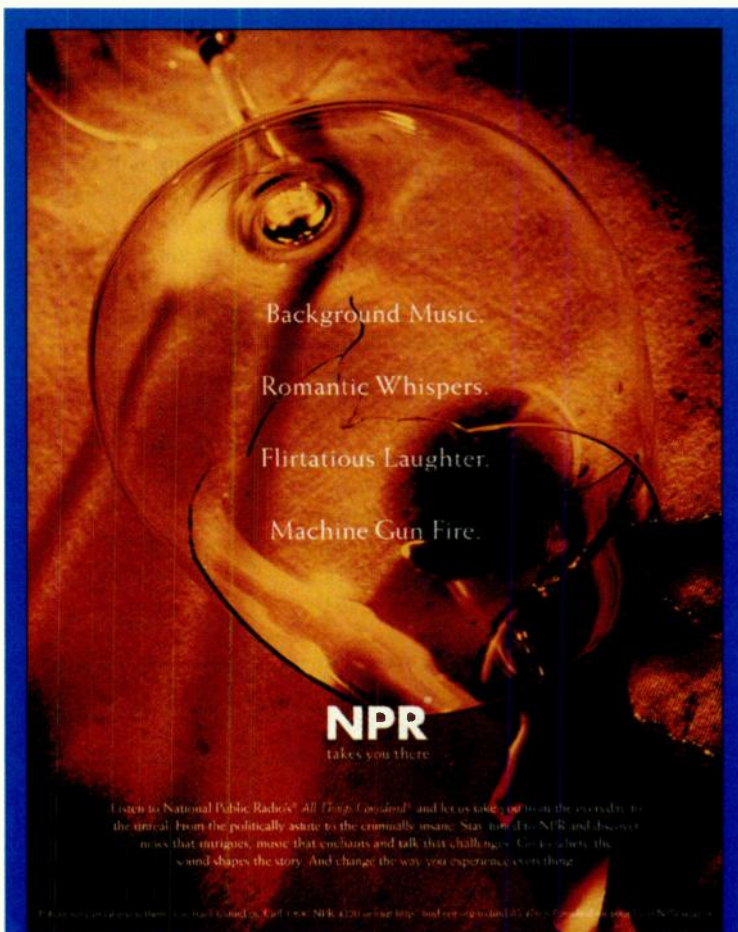
- The black listening population remained fairly constant over the one-year period, although Dallas saw a .6% rise, to 13.5%, according to the study.

- The oldest listeners (on average) were in New York (35.4) and the youngest in Houston (31.4).

- Washington had the highest percentage of college grads, at 38.5%, and Detroit the lowest, at 14%.

- Washington, again, tops out for median household income (\$64,369), with Houston rounding out the bottom of the top 10 at \$45,437.

While the annual survey includes only the top 10 metro areas, Interep says these markets often are where "trends emerge that shape the demographic and economic profiles of the [entire] nation."



NPR kicks off ad campaign

National Public Radio is launching the largest ad campaign in the network's 27 years today (Jan. 19). Ads promoting the "NPR takes you there" theme will appear in national magazines, including *Time*, *Harpers's*, *The Atlantic Monthly*, *Civilization* and *Worth*. The national flight runs throughout the year and will be supplemented by local ads from member stations.

NPR news, information and entertainment programming is heard on 595 public radio stations in the U.S.

Primestar copes with delay in partnership rollup

As FCC deliberates license-transfer issues, DBS company deals with lost opportunities

By Price Colman

While competitors DIRECTV and EchoStar Communications Corp. push aggressive growth agendas, Primestar has been pushed into a corner to wait for federal regulators to decide its future.

Primestar needs two approvals before

it can move ahead. Regulators must OK the transfer of TCI Satellite Entertainment subsidiary Tempo's transponder licenses at 119 degrees to Primestar so that Primestar can effect the partnership rollup announced last June. Primestar also needs legal and regulatory approvals for the transfer of News Corp.—ASkyB's 28 transponder licenses at 110 degrees to complete the merger

with ASkyB and bank News Corp.'s \$1.1 billion investment.

The hang-up: The FCC has linked the transfer of the Tempo licenses to transfer of the ASkyB licenses.

While commissioners wrestle with issues involving the license transfers, Primestar is working on alternative plans and coping with the impact of the delay.

Late last year there were hardware

shortages in some Primestar regions. Primestar's cable partners had counted on the rollup being completed by year-end '97 and figured that the new centralized entity would handle equipment purchases. The timing could hardly have been worse: The holidays are typically a peak buying season for DBS equipment. The equipment bottleneck has since been eliminated, but the hardware crunch was another blow to Primestar's subscriber growth, already sluggish.

Primestar officials had assumed that transfer of the Tempo licenses, the linchpin in Primestar's proposed partnership rollup plan, was a straightforward issue. The licenses are simply moving from one of Primestar's partners, TCI Satellite Entertainment, to the corporate parent, with no money changing hands. The U.S. Justice Department has implicitly approved the swap by not actively objecting to it. But the DOJ reportedly doesn't like the idea of Primestar having two full CONUS slots, considering it counter to the pro-competition spirit of the '96 Telcom Act.

Primestar has indicated it would be willing to give up 119's 21 transponders for the 28 at 110.

"Basically, it's going to come down to a poker game between [Primestar Chairman] Jim Gray and [Primestar President] Dan O'Brien and their lieutenants on one side, and the FCC and DOJ on the other side," says Jimmy Schaeffler, head of the Carmel Group, publisher of *DBS Investor* newsletter.

By linking the disposition of licenses for 119 and 110, the FCC is cutting to the heart of the matter. But the resulting delay is potentially damaging for Primestar.

"There is a tremendous amount of time-frame uncertainties and strategic uncertainties," says Primestar's Dan O'Brien. "It's highly frustrating. And it's more than just frustrating from the business perspective. It's highly frustrating for our 4,500 employees and the thousands of contractors we have in the field. It's difficult to convince the government that the economic impact is such that they need to make a decision quickly."

O'Brien's best guess is that "quickly" now means end of first quarter or early second quarter. The FCC's linking of the Tempo and News Corp.

Fox Kids fills channel, network

Unveils new programming for broadcasting and cable outlets

By Donna Petrozello

Fox Kids Worldwide took the wraps off its 1998 programming schedule for Fox Family Channel and Fox Kids Network in an upfront presentation to media buyers last week in New York.

Programming planned for both networks blends revivals of classic children's shows, including *Captain Kangaroo* and *Pee-wee's Playhouse*, with new animated and live-action strips, including *Godzilla*, an animated adaptation of the upcoming theatrical remake.

News Corp. Chairman Rupert Murdoch called children's programming a "key component of News Corp.'s overall plan to create Fox brand loyal consumers in the years ahead."

With both networks, Fox is wrapping a considerable amount of first-run programming around veteran children's shows.

Starting Aug. 15, half of Fox Family's programming slate from 7 a.m. to 6 p.m. will consist of first-run children's programming. The network will revive the Emmy Award-winning *Pee-wee's Playhouse* with Paul Rubens twice on weekdays—at 7:30 a.m. and 5 p.m.—and at 9 a.m. on weekends.

Family's mid-morning weekday programming block, christened The Captain's Treasure House, taps the cast of *The New Captain Kangaroo* to host preschool-targeted strips and music video shorts. Other weekday programming blocks include Morning Scramble, Tic Tac Toons and The Basement.

On Saturday and Sunday, Family extends its morning block of programming to noon with an emphasis on first-run, live-action strips. On weekends, Family intro-

duces *Little Mouse on the Prairie*, *The Shirley and Bo Detective Agency* and *Art Beat*, an arts and crafts show on Saturday.

Family will air *Classic Harvey Toons*, a half-hour of vintage cartoons on weekends and weekdays; a cartoon adaptation of the video game *Donkey Kong* on Sunday, and a TV version of the Fox Kids radio show *Fox Kids Countdown* on Saturday.



'Pee-wee's Playhouse' is being rebuilt on Fox Family Channel.

Rick Sirvaitis, Fox Family Channel sales president, described Family's slate of children's programming as "safe, but with an attitude." Family is aiming to attract the

"two-thirds of children ages 2 to 11 who are not watching Nickelodeon, Cartoon Network or Disney Channel," says Sirvaitis.

Cable industry sources say they expect Fox, like other networks, to fare well in the children's programming upfront selling season that kicks off after Jan. 25. A source at Turner Broadcasting System predicts a 10% increase in spending over the \$800 million that buyers put into children's programming in 1997.

Fox Kids

Fox Kids will debut 10 new shows in 1998-99, including yet another extension of the *Mighty Morphin Power Rangers* franchise that helped build the kids audience for Fox. The new show is *Power Rangers in Space*. Other new shows slated for Fox Kids are *Ninja Turtles: The Next Mutation* and *Young Hercules*.

During prime Saturday morning hours, Fox Kids has stacked five first-run series, including *Steven Spielberg's Toonsylvania*, the first animated comedy series for TV from Spielberg's DreamWorks TV Animation studio.

Other Saturday morning shows are cartoons featuring Mr. Potato Head, the classic character that received renewed attention as co-star of "Toy Story," and a show about Woody (the woodpecker, not the "Toy Story" cowboy). Also new is the animated, pirate-themed *Mad Jack*. Fox will debut *Power Rangers* on Friday, Feb. 6, and its Saturday lineup on Feb. 7.

New advertisers from such categories as computer software companies, personal hygiene geared toward children, retail and film entertainment are expected to pump more cash to reach kids next year, says the Turner source. ■

licenses is "possibly good news and bad news," he says. "By ruling on both simultaneously, it delays approval of the transfer of the 119-degree licenses. But it may speed approval of 110."

By linking its rulings, the FCC has forced another decision on Primestar: Launch a high-power service at 119 and eventually move it to 110 or simply launch at 110 if the FCC approves that license transfer. Under the original scenario, Primestar calculated a six-to-nine-month gap between the 119 and 110 decisions. Launching a high-power service at 119 and moving it if and when 110 was approved made sense under those circumstances. Now Primestar has to consider other alternatives.

The deal with News Corp., in which Rupert Murdoch gives ASkyB's high-power spectrum and \$1.1 billion in cash and equity to Primestar in return for a 30% nonvoting stake, was viewed as the major hurdle from the get-go. The major issues are two: foreign ownership of a U.S. company and EchoStar's \$5 billion lawsuit against News Corp. for pulling out of the merger that would have created the Sky DBS venture. While the Primestar/ ASkyB merger was structured to alleviate concern about the foreign-ownership issue (by preventing News Corp. from having any voting control over Primestar), the FCC may be waiting for a resolution of the lawsuit before it rules on the license transfers.

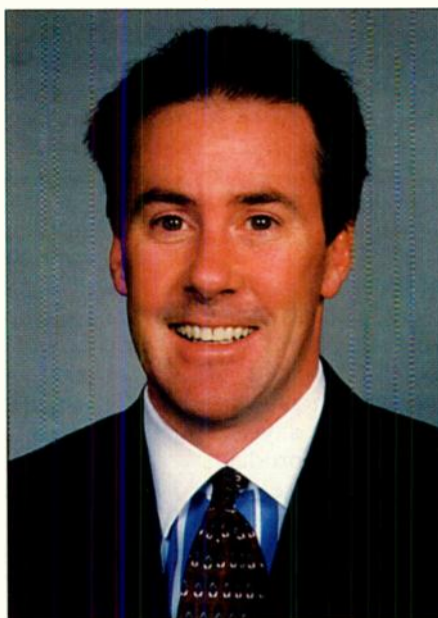
Also, the composition of the commission has changed, and new members may feel there are more pressing issues.

Meanwhile, Primestar has essentially lost any time-to-market advantage that it might have had. Granted, Primestar has a solid hold on second place—with nearly 2 million subscribers, it's situated between leader DIRECTV and number-three EchoStar. The cable industry-owned DBS provider has been successful in exploiting the medium-power bracket and in 1997 earned top ranking in a J.D. Power poll of consumers' favorite video-services providers. But the specter of what happened to the C-band business—once the leading satellite service but now rapidly losing market share—looms.

Opponents of a new Primestar were quick to capitalize on the company's cable backing and to play up the idea that it is unlikely to be a potent competitor against its cable owners. O'Brien dismisses that assertion.

"We can understand the appropriate due diligence and review for 110 [license transfers]," he says. "We don't understand the delay for 119 [license transfers] at all."

"If the concern is that we're not going to compete effectively and aggressively against cable, we have a number of responses. [The new Primestar] will be a separate public company with a fiduciary responsibility to all its shareholders. ... Who else is going to



Dan O'Brien

come into the DBS business five or six years late and spend \$5 billion to get into the business? Clearly, no one else."

While critics point out that those shareholders are primarily cable companies, they also have pounced on potential program-access issues. Primestar's cable partners include TCI Satellite Entertainment (largely controlled by TCI), Time Warner, Comcast, Cox and MediaOne (formerly Continental). TCI, Time Warner and Comcast control a large chunk of cable programming, an important staple for DBS companies,

raising concerns they might keep DIRECTV and EchoStar from programming that DBS subscribers want. DIRECTV has filed a program-access complaint with the FCC against Comcast for preventing DIRECTV (and other satellite companies, including Primestar) from getting Comcast SportsNet, a regional sports programming service. EchoStar has filed its own complaints against News Corp. subsidiary Fox and Cablevision Systems' Rainbow, in which TCI subsidiary Liberty Media has a substantial interest.

O'Brien counters that one of the higher-profile examples of program-access denial rests with DIRECTV, which isn't letting anyone else in on its NFL Sunday Ticket package.

Primestar isn't treading water while the FCC deliberates. It's preparing to launch a \$50 million ad and branding campaign with a 30-second spot during the third quarter of the Super Bowl. That and subsequent spots by Adler Boschetto Peebles & Partners of New York play heavily on the J.D. Power survey, stressing the quality of Primestar's service.

But O'Brien recognizes that the partnership rollup is essential if Primestar is to move ahead.

"It's hard to put a price" on the economic damage to Primestar that the regulatory ruling delays have caused, he says. "You can say the delay has already caused irreparable damage because we have lost customers." ■

Cable rules, FCC says

Commission concern over rates, lack of competition, prompts study of cable program costs

By Chris McConnell

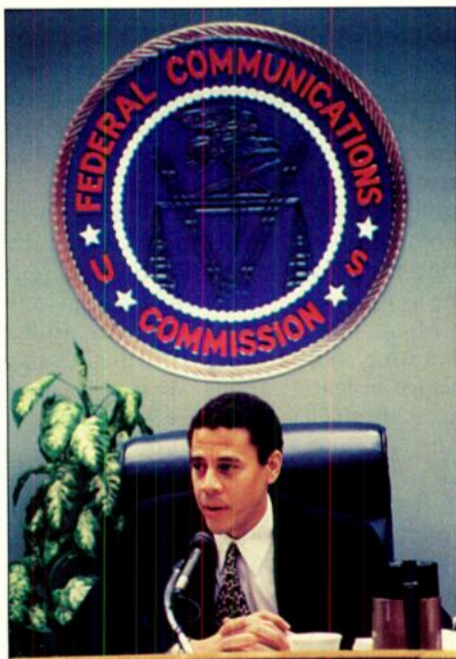
With cable maintaining the lion's share of the multi-channel market, FCC Chairman William Kennard last week voiced concerns about the approaching age of deregulation.

"The extent of competition Congress envisioned is not here, and I don't believe it's imminent," Kennard said, discussing the commission's latest report on the status of video competition.

That report found cable systems clinging to an 87% share of the multi-channel marketplace, down 2% from September of 1996. DBS subscribership jumped 43%, to 5.1 million homes, but the report concluded that cable "continues to occupy the dominant position." It cited an average cable rate increase of 8.5% between July 1996 and July 1997.

"If something is not done soon, consumers will be exposed to an unregulated marketplace in March of 1999," Kennard said, referring to the sunset date for cable rate regulation.

In response to the rates, Kennard said he has instructed the FCC's Cable Services Bureau to study cable programming costs. "The skyrocketing cost of programming—especially sports programming—poses a new set of issues," Commissioner Susan Ness said in a separate statement.



FCC Chairman William Kennard wants to know why cable rates are rising.

Sports programming costs last week were drawing howls from cable executives in the wake of the multibillion-dollar deals that broadcasters and the NFL unveiled. "On the same day that [there was] talk about cable rates going up, the reason they're going up is announced too," said TCA Cable TV Inc. Chairman Fred Nichols.

Kennard also expressed concern about satellite carriers paying higher copyright fees than cable systems and said he hopes to work with Congress to promote legislation that would clear the way for DBS providers to deliver local signals.

"We also will pursue the cable industry's own suggestion that we explore ways that the cable industry can provide consumers a wider range of choice in programming and prices, such that a consumer need not purchase programming that he or she does not want to watch," Kennard said.

Despite his disappointment with the state of cable competition and rates, Kennard continued to voice little interest in freezing rates.

"It's sort of like doing brain surgery with a meat cleaver," Kennard said of the prospect. "I just think it's not a subtle and well-crafted approach."

Cable lobbyists took a different view of the report, stressing the growth in DBS reach. "The laundry list of new intrusive regulatory steps suggested by the chairman would have predictable results: spiraling government micro-management and less innovation and less investment," said Decker Anstrom, president of the National Cable Television Association.

"We are mystified by the view that a double-digit loss of market share by the

cable industry is unsatisfactory, while incumbent local phone companies continue to control 99% of the residential telephone marketplace," added Cablevision Systems Corp. Senior Vice President Sheila Mahony.

Lawmakers, meanwhile, greeted the competition report with mixed responses. Rep. Edward Markey (D-Mass.) said he agreed that the March 31, 1999, sunset date for rate regulation "is an unworkable date in light of the current dearth of affordable competitive alternatives to cable monopolies."

"I urge the commission to move swiftly to assess what changes must be made to remove the ability of cable monopolies to charge unreasonably high rates," Markey said.

But Republican lawmakers differed. "I think our energies are much better spent doing everything we can to remove whatever regulatory impediments are inhibiting cable's competitors," said Senate Commerce Committee Chairman John McCain (R-Ariz.). And Ken Johnson, spokesman for House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) said that Tauzin supports reviewing the copyright and DBS local service issues.

"It's encouraging that Chairman Kennard recognizes that the long-term goal is increased competition, not increased regulation," Johnson said. ■

The price, and puzzle, of digital

Microprocessors and graphic chips are still missing from digital equation, as is clear plan for paying for boxes

By Price Colman

Since December, the cable industry has put together nearly all the pieces of the advanced digital set-top-box puzzle, but two crucial ones are still missing: microprocessors and graphic chips.

Important as those elements are, there are a couple of even larger questions: How does Tele-Communications Inc. plan to pay for the 6 million–11.9 million boxes it has ordered from General Instrument?

On the box financing front, TCI has said from the outset that it wants to keep box costs off its balance sheet. That hasn't changed, says TCI President Leo Hindery.

"I've always expected to use a consumer finance company or a leasing company to finance [boxes] off my balance sheet," Hindery says. "The question is, how much do I finance off the balance sheet?"

Early in the digital box chronicles, one possibility that arose was that TCI would use DigiVentures, a small subsidiary of TCI Ventures Group, as the leasing or finance company. While that hasn't been ruled out, Hindery's comments show that the MSO is open to third-party arrangements as well. The advantage to TCI of an arm's-length arrangement is that it would be easier to bring in other operators who might be wary of too much TCI involvement. That, in turn, would allow the risk to be spread and would reduce TCI's financial exposure.

The box financing strategy has prompted considerable speculation about potential players who would provide seed money to get the lease-finance company off the ground. Microsoft's name has long been at the top of that list, largely because of its \$1 billion investment in Comcast and its desire to dominate the set-top operating system arena (as it does the personal computer operating system market). But TCI Chairman John Malone made it clear last year that TCI neither needs nor wants a big equity investment from Microsoft. In addition, the OpenCable initiative is intended, in part, to prevent a single outside player from dictating rules of the box game to the cable industry.

That doesn't mean Microsoft—or other outsiders—won't be encouraged

to play.

"One of the things John [Malone] has been articulate about is finding parties who might have an interest, in return for service, in subsidizing boxes," Hindery says. "It may be a consumer products company, a financial services company, banks—people who in the spirit of open commerce may want to participate."

Hindery uses Nike's



TCI's Hindery: "I've always expected to use a consumer finance company or a leasing company to finance [boxes] off my balance sheet."

omnipresent "swoosh" logo as an example of such subsidization in return for brand exposure. He also acknowledges that TCI and Microsoft have discussed such an arrangement.

"Microsoft has offered to negotiate with us something along the lines of a subsidy," he says. "But there's no agreement to that effect. We're talking to all kinds of people."

Hindery also stresses the difference between box subsidies and box financing. Subsidies are aimed at reducing the price of the box. Financing arrangements—how the boxes are actually paid for—will be structured to keep most, if not all, of the box costs off TCI's balance sheet.

The cable industry's \$4.5 billion, 15 million–box deal with General Instrument was designed, in part, to reduce the price per box via a huge order. That deal represents one point of what Hindery described at the '97 Western Show as a triangle. The other two points—now in place—are participation by a major consumer electronics company (Sony), and participation by the computer industry (Sun and Microsoft thus far).

At an average price of \$300, boxes are still expensive. But Hindery argues that the life span of the new devices—

capable of connecting TV and PC and of delivering e-mail, home shopping, electronic banking and Internet Protocol telephony—will be substantially longer than that of traditional converter boxes.

"This device may be in the home for a decade," he says. "It's a computer that's updatable without ripping out the old one and putting a new one in. Three hundred dollars sounds like a lot in the old two- to four-year cable model for boxes, but it's not in the new [longer-lived] model."

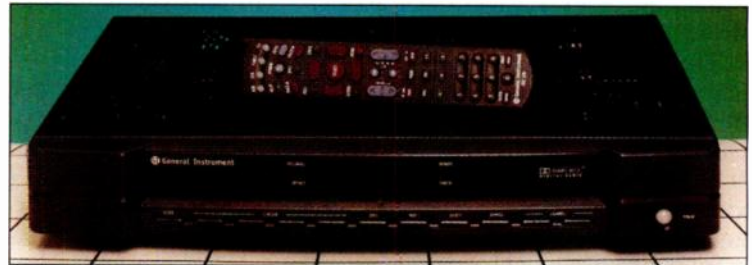
That new model carries some inherent dangers, however. If there are technological developments (as there almost certainly will be) that increase the memory and processing power of the boxes, TCI could face a lot of boxes in the field that are no longer capable of handling the ever-growing demands of advertisers and applications developers. That, in turn, would limit the revenue that TCI and other operators could generate from the various products and services the boxes will deliver.

Development of a retail strategy—getting cable customers themselves to pay for the boxes—is one way of limiting that downside. But before that can happen, digital cable deployment must be industry-wide; boxes must be in millions of homes to create the critical mass necessary for a retail strategy to work.

Meanwhile, there are shorter-term issues surrounding the boxes. Sun is supplying PersonalJava as the common programming language for what could eventually be as many as 25 million boxes; Microsoft is supplying the operating system, Windows CE, for at least 5 million of the boxes that TCI has ordered. But the computer industry's participation remains to be fleshed out in terms of which microprocessors—the silicon brains of the box—and graphic processors will be used.

"There's still a lot of work to be done," says Jim Chiddix, chief technical officer at Time Warner Cable. "The announcements made are significant. They indicate that all cable companies are pursuing the OpenCable strategy. But it's a mistake to conclude that the hard work is over because those announcements have been made."

While cable operators will continue to play a role in deter-



Among the companies manufacturing digital set-top boxes are (from top): Scientific-Atlanta, General Instrument and Pioneer.

mining the boxes' silicon guts, selection of the chipsets will be more of an issue for box manufacturers, such as GI and Scientific-Atlanta.

S-A, for instance, is using Sun's Sparc RISC (Reduced Instruction Set Computing) processor and PowerTV's operating system in its Explorer 2000 set-tops. Those boxes, like the GI boxes designed to be OpenCable-compliant, are currently undergoing laboratory tests. Late-stage field tests are to follow shortly, and commercial launch is set for roughly midyear.

Time Warner in late 1996 ordered 550,000 of the Explorer 2000 boxes. It has also ordered 250,000 similar boxes from Pioneer and 200,000 from Toshiba. Comcast, like Time Warner, is hedging its box bets with orders to S-A as well as GI.

Intel's dominance in the chip world gives it an apparent edge in the race to be the lead supplier of microprocessors for future-generation GI boxes. But don't count out Sun, IBM, Texas Instruments or Broadcom—or even certain consumer electronics firms, such as Sony, Panasonic, Pioneer and Toshiba.

Intel is in conversations with TCI, according to Avram Miller, vice president of business development. In conjunction with Oracle, Intel submitted a set-top design proposal, Miller says: "If we can get a design win in set-tops, we'll take it. But we're not desperate

for this business."

Intel supports open-architecture set-tops that allow many companies to supply components. "What's important is that the best products are in the marketplace," Miller says. "But I wouldn't want any one company to be in a position to decide every issue."

The cable industry is adamant about sticking with OpenCable's open-architecture requirement for digital set-tops, thus ensuring a wide variety of players and a steady flow of hardware and software. And if recent developments—namely TCI's selection of Sun's PersonalJava programming language and Microsoft's Windows CE operating system—are any indication, there'll be room for several players on the microprocessor and graphic processor fronts. All the major chip companies make graphic processors as well as microprocessor "brains." Moreover, the consumer electronics firms that make televisions—Sony, Thomson, Panasonic, Pioneer, Toshiba and Zenith among them—have graphic chip operations as well.

While any or all of them are potential players in the microprocessor department, some favor the broadening of Sony's presence, whether on the technology side or otherwise, beyond its \$187.5 million investment in GI.

"I want to see Sony get more and more involved," says Ray Katz of Bear Stearns. ■

Bud Paxson's coverage crusade

Buying stations, raising power all part of plan to increase terrestrial and cable delivery of new network

By Sara Brown

Bud Paxson says his planned family-oriented network will reach at least 83% of the nation's 98 million TV homes at launch next August—a higher percentage than Fox had when it debuted in 1986.

But for Pax Net to make that number, Paxson will have to hustle. In fact, to get the coverage of his TV station group to the 73% level he now claims, he has work to do. By BROADCASTING & CABLE's count, his extensive station group reaches no more than 60% of TV homes.

Paxson must follow through with plans to purchase TV stations in several markets, including third-ranked Chicago; he must convince or force cable systems in markets where he already has stations to carry those stations, and he must increase the power and coverage of low-power stations on the fringes of markets.

But Paxson is confident he can do it



Bud Paxson's goal is to deliver his new Pax Net to 83% of the U.S.

report, Stroud already has rejected a \$70 million offer from Paxson.

Other markets in which Paxson hopes to buy stations soon include San Diego; San Antonio, Tex.; Albuquerque/Santa Fe, N.M.; Syracuse, N.Y., and Greenville/New Bern, N.C. Altogether, they account for a little more than 6% of the 73% national coverage Paxson is

plaints against 39 cable systems for carriage of stations in 13 markets and has helped affiliated companies to file complaints in others. Of 26 complaints decided by the FCC, Paxson has been granted carriage in 13. The company currently has six petitions pending at the commission.

Paxson hopes to replace the strong arm of FCC regulation with gentle persuasion. "Why would a cable system want to carry InTV? Because they have to. Will they want to [carry Pax Net] when they lose Family Channel? We think that the cable operator will."

Paxson already is moving to increase the power at all his stations, including his seven low-power outlets. Although costly, the power boosts will enable Paxson's many fringe stations to cover greater portions of their markets and make it easier for cable systems to receive and redistribute their signals.

In markets where the company does not have broadcast outlets, Paxson says he is willing to pay for carriage. Although he has antagonized many operators by his aggressive use of must-carry rights, he now says he intends to be "the cable-friendliest man in America."

"I don't want sub fees," Paxson says. "I will pay to get on, and I will give them double or triple avail over what other networks give them."

Paxson's coverage totals—73% today, 83% projected for August—include some anomalies. He gives two stations credit for covering two markets each. WILV(TV) (to be WZPX) Battle Creek, Mich., he says, covers both Grands Rapids and Lansing. And KKAG (TV) (soon to be KPXF) Porterville, Calif., he says, covers both Fresno and Bakersfield.

Unlike other broadcast groups, Paxson also includes Puerto Rico's unrated households in his count. With 1.1 million TV homes, Puerto Rico, if rated, would be among the nation's top 25 markets.

"He's just about at the critical level," says Les Reiss, vice president of Paul Schulman Co. "I think he's reaching about 60 percent and that 60 to 70 percent is critical." But, Reiss adds, "I think that a lot of the cable systems are just not going to pick them up until they're mandated to do so." But even if they do, he says, "you have to have something to compel people to turn you on. The programming, from our point of view, is good programming—except we don't think that it's going to generate the kind of ratings that's going to make the network buyable."

Media Research Group's Mark Riley disagrees. Pax Net family-oriented programming is not chic, he says. "But there are a lot of not-so-chic viewers out there. The viewership of this sort of programming is predictable." ■

PAX NET CABLE PENETRATION IN TOP 10 MARKETS

DMA	Total cable homes in market	% of cable HH (Nielsen 9/97)	% of cable HH (Paxson 1/98)
1. New York	4.8 million	94%	94%
2. Los Angeles	3.1 million	71%	87%
3. Chicago	2 million	0%	0%
4. Philadelphia	2 million	80%	85%
5. San Francisco	1.6 million	75%	81%
6. Boston	1.7 million	56%	65%
7. Washington	1.3 million	74%	77%
8. Dallas	1 million	67%	69%
9. Detroit	1.2 million	52%	52%
10. Atlanta	1.1 million	91%	89%

all and make his numbers: "1998 is the year of the dove," he says, referring to Pax Net's logo.

Last November Paxson announced plans to launch a seventh broadcast network by stripping the infomercial programming from his stations and replacing it with programming targeted at women—the likes of *Touched by an Angel* and *Dr. Quinn, Medicine Woman*.

Chicago may be Paxson's biggest problem. The city is home to 3.1 million television households, more than 3% of the entire U.S. Paxson has been in hot pursuit of a station there for months and says he is close to signing a contract. "The lawyers for the seller received the contract in its entirety [on Jan. 6]." However, he acknowledges, "It's going to take a little luck, because we are not there yet." Chicago is the only top 10 market in which Paxson does not own or operate a station.

Paxson will not give any more details, but sources say he is negotiating with Joseph Stroud, owner of WJYS(TV) Hammond, Ind. According to one

now claiming.

In markets where Paxson has a broadcast presence, he is continuing to scramble for carriage on cable systems. In the nine of the top 10 markets where Paxson has stations, he reaches only 73% of cable households, according to Nielsen September 1997 data. In other words, in those markets, the stations are not reaching about 6.7 million cable homes.

Paxson spokesman Seth Grossman says the company is moving so fast on increasing its local cable carriage that Nielsen's September numbers are already out of date. According to Paxson's internal accounting, its stations now pass 77.7% of the cable homes in those nine markets in the top 10. Grossman says that WPXN-TV New York's carriage is up 400,000 subs since Paxson bought the station last year.

To date, Paxson's principal tool for getting carried on cable systems has been the FCC's must-carry rules, which require cable systems to carry local TV stations.

Since 1994, Paxson has filed com-

THE PAX NET PORTFOLIO

62 STATIONS
60.6% OF U.S. TV HOMES REACHED

(Calls changed Jan. 13)

CALLS

OLD	NEW	MARKET
WPXN-TV*	same	New York
WHAI-TV	WIPX	New York
KZKI(TV)	KPXX	Los Angeles
WTGI-TV	WPPX	Philadelphia
KLXV-TV	KKPX	San Francisco
WGOT(TV)	WPXB	Boston
WVVI(TV)	WPXW	Washington
KINZ-TV	KPXD	Dallas
WBSX(TV)*	same	Detroit
WTLK-TV	WPXA	Atlanta
KTFH(TV)	KPXB	Houston
KBGE(TV)*	same	Seattle
WAKC-TV	WVPX	Cleveland
KXLI(TV)	KPXM	Minneapolis
WFCT(TV)	WXPX	Tampa, Fla.
WCTD(TV)	WPXM	Miami
KWBF(TV)	KBPX	Phoenix
KAJW(TV)	same	Phoenix
KUBD-TV	KPXC	Denver
WPCB-TV*	Ch. 40**	Pittsburgh
KCMY(TV)*	same	Sacramento, Calif.
WIRB(TV)	WOPX	Orlando, Fla.
WFAY(TV)	WFPX	Raleigh, N.C.
KINB-TV	KPXE	Kansas City, Mo.
WHKE(TV)	WPXE	Milwaukee
WKZX(TV)*	same	Nashville
KOOG-TV	KUPX	Salt Lake City
WJCB(TV)*	same	Norfolk, Va.
WAQF(TV)*	same	Buffalo, N.Y.
WCCL(TV)*	same	New Orleans
WFBI(TV)*	same	Memphis
KMNZ(TV)	KOPX	Oklahoma City
WAAP(TV)	WGPX	Greensboro, N.C.
WSWB-TV*	WQPX	Wilkes-Barre, Pa.
WOST-TV	WPXQ	Providence, R.I.
WNAL-TV	WPXH	Birmingham, Ala.
WQCD(TV)	WYPX	Albany, N.Y.
WTJC(TV)	WDPX	Dayton, Ohio
KKAG(TV)*	KPXF	Fresno, Calif.
KVUT(TV)	same	Little Rock, Ark.
WKRP-TV*	same	Charleston, W.Va.
KGLB-TV	KTPX	Tulsa, Okla.
WPMC(TV)*	same	Knoxville
WEFC(TV)	WPXR	Roanoke, Va.
WSCO(TV)	WPXG	Green Bay, Wis.
KAPA(TV)*	same	Honolulu
WAQF(TV)*	same	Rochester, N.Y.
KXGR(TV)*	same	Tucson, Ariz.
KTVC(TV)	same	Cedar Rapids, Iowa
WJWN-TV	same	San Sebastian, P.R.
WKPV(TV)	same	Ponce, P.R.
WSJN-TV	WJPX	San Juan, P.R.

TIME BROKERAGE AGREEMENTS

WHRC(TV)	WBPX	Boston
WTWS(TV)	WHPX	Hartford, Conn.

AFFILIATES

KWOK(TV)	same	San Francisco
WSHE-TV	WVPX	Washington
WCEE(TV)	WPXS	St. Louis
WHIB(TV)	same	Indianapolis
WHCT-TV	same	Hartford, Conn.
WRMY(TV)	WRPX	Raleigh, N.C.
WILV-TV	WZPX	Grand Rapids, Mich.
WHBI(TV)	WPXP	West Palm Beach

*is buying/option to buy; **awaiting new calls

Paxson also has a time brokerage agreement and option agreement for WJWN-TV Atlanta and is buying KACB(TV) Seattle which will not be Pax Net affiliates but will continue to program InfoMall TV. Paxson has affiliations for InfoMall with WVE(TV) Philadelphia and KCMC(TV) Fresno, Calif. These stations have not signed affiliate agreements for Pax Net.

Technology

January 19, 1998

Digital TV set makers face big challenge: marketing

Manufacturers look to broadcasters, retailers for help in attracting buyers as new sets are rolled out

By Glen Dickson

Great, the DTV sets are here. Now what? That was the question being asked at last week's CEMA-sponsored Digital Engineering Conference, held in Las Vegas immediately after the Consumer Electronics Show.

The answer, according to major TV set manufacturers, is proper marketing—with a little help from broadcasters and cable networks.

While consumer electronics manufacturers will certainly roll out DTV product to retail shelves this fall, most agree that 1998 will mainly be a year to look at HDTV, not to buy, with no significant sales until 1999. So consumers' first impressions had better be good, said Thomson's Ed Milbourn.

"We've got a lot of hard work ahead of us to present the product viably and successfully to consumers," said Milbourn, manager of advanced TV systems planning for Thomson Consumer Electronics. "It is consumers, after all, that will make the ultimate decision on DTV's success or failure."

A big positive for set makers coming out of CES was DIRECTV's pledge to

begin HDTV service next fall, since it gives retailers HDTV material to demonstrate 24 hours a day, seven days a week. But Milbourn said he was also encouraged by broadcasters' enthusiasm for DTV, particularly the activity of affiliates on the local level.

Milbourn predicted that financially healthy stations will get into DTV broadcasting quickly, ahead of the FCC's schedule, especially in aggressive markets. That's why, he said, it will be imperative for manufacturers to work closely with affiliates and local retailers to promote DTV.

"We need a signal, a TV set that works well and demonstrable program material," he said. Although "travelogues and pretty pictures" are OK, consumers will want to see more compelling HDTV programming when they walk into stores, Milbourn said. He also said the audio quality "must pay off" in store demos, and cautioned broadcasters not to rely too heavily on film for their early HDTV content. "Some of it is not good," said Milbourn. "Film may not be the best way to showcase network and affiliate television. Film tends to be noisy, and



Set manufacturers will look to impress consumers next fall with powerful in-store HDTV demonstrations on large-screen sets such as this 55-inch Samsung rear projection HDTV receiver.

HDTV is transparent."

Toshiba's Steve Nickerson agreed that broadcast participation was crucial

to successful store demos. Nickerson, vice president of marketing for Toshiba America Consumer Products, said that having only one or two DTV channels broadcasting in a market won't give consumers the incentive to buy today.

"We need to understand that this is a cross-industry revolution," said Nickerson. "Simply making sets does us no good without support from the networks, local affiliates and the cable people."

Nickerson added that manufacturers will have to work closely with retailers in every facet of their HDTV marketing. He said that manufacturers can't give retailers HDTV product "with no idea of how to sell it," as has been the case with some past consumer electronics products.

"Retail has very infrequently taken the initiative," Nickerson said. "For example, it took home theater a long time to become a product category. There are some stumbling blocks in retail—that's why we need to get [them] involved now."

Jeff Cove, vice president of marketing and group general manager for Panasonic Consumer Electronics, said that retailers' challenges "usually come up with the products that people don't want. DTV falls into the opportu-

Ex-News Corp. execs launch SportVision

Three former News Corp. executives, including the designer of the FoxTrax hockey puck graphics system, have founded SportVision, a New York-based company created to develop and support technical enhancements for sports television.

SportVision's founding partners are chief technology officer Stan Honey, former executive vice president of technology for News Corp., the principal patentholder for FoxTrax and founder of the digital mapping company Etak; CEO Bill Squadron, former senior vice president of strategic planning for News Corp., and COO Jerry Gepner,

former senior vice president of Fox Sports field operations and engineering and a three-time Emmy winner for technical excellence. The new company, whose technology laboratory will be located in Mountainview, Calif., also has recruited engineers from News Corp., Etak and Shoreline Studios.

"But it's not just a technology company," Squadron says. "Our product will be a full end-to-end solution, not just a piece of something. The way we approach our product development is to look at the end product a fan would want ... instead of starting with technolo-



Jerry Gepner, former Fox Sports VP of field operations and engineering, is one of SportVision's founding partners.

gy and seeing if the market is there."

Not surprisingly, SportVision's first contract is to support FoxTrax

for Fox Sports throughout the 1997-98 hockey season. "They own [the rights to] it, but we know how to operate it," Honey says. SportVision also has an agreement with Chyron to develop a new feature for basketball telecasts, which it hopes to introduce at NAB '98, and is consulting on the broadcast infrastructure and in-stadium video services for the New York Mets' new stadium project.

In fact, SportVision's lead investor is Sterling Holdings, chaired by New York Mets President Fred Wilpon; the other major investor is Roy Disney's Shamrock Holdings.

—Glen Dickson

nity category." But Cove said that manufacturers have a lot of consumer education to do, "on everything from the picture quality to the benefits of data."

While interactive data services may drive DTV sets sales in the future, Philips' Lance Gentry said retailers now must emphasize HDTV's picture quality to consumers.

"Once consumers see this, it's a 20-second sell," said Gentry, Philips' director of DTV product planning and strategy. He said that interactive and data services won't begin to spur sales until after 2000, primarily because there isn't a common standard for broadcast data delivery yet. For that reason, he thinks smaller direct-view sets, including 16:9 SDTV models,

will be limited to the replacement-set market until standards for data-enhanced broadcasting are reached.

"I don't think data broadcasting is important for 1998-99," said Gentry, who has worked on WebTV and other interactive products for Philips. "Besides, my personal definition of a convergence product is any product that takes more than 20 seconds

to explain."

In the early going, manufacturers will need to target the "lunatic fringe" of consumers who are willing to pay big money for HDTV sets, said Art Rancis, vice president of Samsung Electronics' product innovation lab. But considering that 60,000 consumers paid more than \$3,000 for a large-screen set in 1997, Rancis thinks the

early-adopter market is there, and Samsung plans to roll out large-screen HDTV sets in third quarter 1998.

Nonetheless, Rancis declared that "there is not one manufacturer here who doesn't think that there is more money to be made in the geography of set-top boxes than in HDTV sets. There is a huge set-top-box opportunity." ■



The Tektronix Profile PDR200 will now support MPEG-2 4:2:2 compression, which improves storage efficiency and ensures picture quality after DTV upconversion.

Profile goes 4:2:2

Tektronix doubles capacity of popular server

By Glen Dickson

Tektronix is now supporting MPEG-2 4:2:2 compression in its Profile PDR200 video file server, which has previously relied on M-JPEG compression to store video.

The move to MPEG-2 4:2:2, the likely standard for DTV contribution feeds, roughly doubles the PDR200's storage capacity and enables faster data transfers over FibreChannel networking. It also allows customers to configure for a maximum of eight video replay channels, compared with the previous maximum of four, and 32 audio channels, compared with the previous 24.

Beaverton, Ore.-based Tektronix will be offering the 4:2:2 capability both in upgrades to existing PDR200 customers and in brand-new PDR200 units. The 4:2:2 upgrades can be ordered now and will be available starting in May, with new factory-configured 4:2:2 Profiles available shortly thereafter.

"Right now, upgrades are the priority," says Ray Baldock, Tektronix director of video content production marketing. To spur customer acceptance, Tektronix is offering a discount of

up to 40% on the upgrade, which starts at \$15,000 for one 4:2:2 encoder and two decoders and scales up as input and/or output channels are added.

The discount is available both to existing Profile customers who order the upgrade by the end of May and to customers who order a new PDR200 and take delivery by the end of May. The amount of the discount will be less than 40% if Profile customers select Tektronix's service option, which Baldock recommends for installations with multiple PDR200s.

After the upgrade, the Profile will be able to support both MPEG-2 4:2:2 and 4:2:0 video at data rates from 4 Mb/s to 50 Mb/s. The server will also retain its M-JPEG capability. In fact, even new factory-configured MPEG-2 4:2:2 PDR200s will still come with M-JPEG encoders and decoders, and the price will reflect the current price of a Profile (\$49,000-\$100,000) plus the 4:2:2 upgrade.

"There's no difference in buying a 200 plus the upgrade kit or buying a 200 [with 4:2:2] factory-installed," says Baldock. "But right now, there is a significant discount on the upgrade." ■

KTLA(TV) parades HDTV

Uses Sony gear to capture Rose Bowl festivities

By Glen Dickson

Tribune station and WB affiliate KTLA(TV) Los Angeles used the Tournament of Roses Parade on Jan. 1 to test HDTV production.

The station shot slightly over two hours of Rose Bowl parade footage with borrowed HDTV equipment including a Sony HDC-700 studio camera, Fujinon 66X lens and Sony HDW-500 HDCAM 1/2-inch tape deck. Sony also lent KTLA a 38-inch HDTV monitor, which the station set up in a nearby Elks Lodge to demonstrate the HDTV footage to media and parade dignitaries.

KTLA positioned the HDTV camera up in the broadcast booth, side-by-side with an NTSC camera, so that cameraman Randy Baer could shoot from a standard position along the parade route, says Ed Kennedy, the station's director of operations and engineering.

Since the HDC-700 also has a downconverter that produces a simultaneous 525-line, 4:3 component digital output, KTLA switched to the SDTV output at one point during the broadcast for its live NTSC feed. Concurrently, on-air hosts Stephanie Edwards and Bob Eubanks informed viewers that the picture they were watching was being shot with an HDTV camera.

"That allowed us to get an HD-created signal over the NTSC airwaves," says Kennedy. "The picture on the NTSC monitors was noticeably crisper than the one from our standard NTSC camera, which proves the downconversion inside the camera is of sterling quality."

All the equipment worked flawlessly, Kennedy says, resulting in a very good tape of HDTV footage. It helped, he adds, that the Rose Bowl parade "lends itself to the wide aspect ratio" and thus didn't require



KTLA(TV) Los Angeles camera operator Randy Baer shooting high-definition video at the Tournament of Roses Parade



KTLA used a Sony HDC-700 camera with a 66X Fujinon lens.

any different camera positioning. KTLA plans to use the parade footage for promotional and testing purposes when it begins its DTV transmissions later this year—the Tribune station is part of the "18-month group" of stations that have pledged to begin DTV broadcasts by November. Sony also plans to use the footage for promotional purposes.

"The shooting aspect was easy," says Kennedy. "Our main limitations were the cable runs to the VTR and to the monitor, which we wouldn't have to do if it wasn't a demo. ... The nature of the show, with long floats and people coming by, is not as challenging as a ball game or a news event, where

things are happening that are not in control."

In that vein, KTLA wants to try shooting a Los Angeles Dodgers baseball game in HDTV. "We want to do at least one game this spring," Kennedy says. "It's an availability-of-equipment issue, since there are only a few trucks out there. But we want to get at least one game under our belts so we know what to look forward to."

If the station goes on-air with its DTV signal this fall—pending the FCC's finalization of DTV channel assignments—Kennedy also foresees shooting the entire Tournament of Roses Parade in HDTV in 1999 and making it available to other stations for broadcast. ■

Broadcasting & Cable's Telemedia

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ABC News.com is the entry point
for its new local service.

ABC boosts World Wide Web presence this week

Big Three TV cyber-networks will face off by February

By Richard Tedesco

The ABC, CBS and NBC TV networks will go head-to-head with local affiliate online services by Groundhog's Day, as ABC Local Net debuts this week.

ABC News Internet Ventures will use ABCNews.com as the entry point for PC users accessing local affiliate sites. Clicking on a local news icon on the ABC News site will bring users to the Local Net area, with links to the affiliate station's site. ABC will capitalize on the popular Starwave-created ESPN SportsZone and Mr. Showbiz sites to link through ABC Local Net.

The affiliate sites will carry a news ticker with headlines drawn from ABC News, ESPN and Mr. Showbiz. Beyond that, ABC doesn't plan to license the kind of utilitarian content that NBC has incorporated in its Interactive Neighborhood. But

then, the development models for the three major broadcast networks in creating local affiliate online ties differ significantly.

While NBC effectively is creating sites for affiliates that aren't yet online, ABC had backed off from any such role after affiliates indicated they wanted autonomy. The revenue scheme also has changed from the original proposal. The plan shifted from a 50-50 revenue split to 75-25, favoring the network, according to Jamie Barton, director of affiliate development for ABC News Internet Ventures.

ABC Local Net goes online with 30 major-market stations from as many as six major station groups, according to Barton. The network expects to have 50 affiliates participating by summer. ABC Local Net plans to generate serious advertising interest through a "geographical, critical mass when

we are selling regional and national [advertising] packages," says Barton, who declines to project when that might occur.

ABC expects to sign another 100 stations by year's end and aims for full participation. "We're bringing them great national content," Barton says.

The launch comes on the heels of news that CBS is readying its own localized online product, CBSnow, for debut next month (see "Telemedia," Jan. 12). In the only real similarity between the services, PC users will gain access to CBSnow through the CBS.com site. CBSnow expects to get off the ground with 154 affiliates on Groundhog's Day, Feb. 2.

Still waiting in the wings—and waxing vague about its launch plans—is Warner Bros.' CityWeb. Jim Moloshok,

Warner Bros. senior vice president of marketing, says Warner's plan is to leverage its entertainment content and its CNN Interactive links for locals. Warner Bros. is unconcerned about the timing of CityWeb's introduction, says Moloshok, who concedes that the concept was trumpeted a bit prematurely last year. "In the end, it's not who's first to the market, but who gives the most successful service to the market."

Warner's primary revision is to reduce the commitment required from participating stations in bartered time for promoting the sites.

ABC doesn't feel pushed toward its launch by its network competition or the prospect of CityWeb, Barton says: "What we feel pushed by are the demands from the affiliate body." TM

Online Sports

MSNBCSports gets late start online

Site won't try to match well-established competitors

By Richard Tedesco

Playing catch-up against a well-established lineup of TV sports sites, MSNBCSports got a late jump with its own specialized entry last week.

NBC Sports and MSNBC announced plans to produce an event-oriented sports site as a companion to the MSNBC site. "We're going to focus on big-event programming," says Peter Neupert, vice president of news and publishing for Microsoft.

While Neupert concedes that the venture is a counterpoint to similar online services, it is not intended to compete for the same audience. Rather than essentially duplicate the content on TV sports network sites, he says, MSNBCSports.com will focus on special events and try

to convey an insider's perspective. "We're not going to try to compete with CBS SportsLine or ESPN SportsZone for sports fanatics," he says.

Ironically, MSNBC was spinning out its big-game strategy for MSNBCSports as NBC Sports lost some of its biggest games—when it lost the National Football League rights that went to CBS last week. "We lost some programming," Neupert says philosophically. "We knew it was a risk. They still have great properties and they bring a lot to the table."

Meanwhile, CBS SportsLine claims that it's been averaging 2.8 million page views for its site over the past quarter. ESPN reports that it's been dwarfing those numbers with an average 9.2 million daily impressions on its SportsZone and related sites during fourth quarter 1997. TM

Mining Co. morphs into NBC Interactive Neighborhood

NBC Interactive Neighborhood will tap The Mining Co. to custom-tailor additional community content for its online affiliate venture.

The Mining Co. has touted itself as a catchall guide to Web content on some 500 topics, but now its expertise apparently will be more locally targeted and incorporated into NBC's IN project.

While Microsoft Sidewalk was ostensibly enlisted by NBC to create local content for communities served by most of the affiliates participating in IN, The Mining Co. will play a supporting role in that effort for each participating NBC station.

As part of the pact between NBC and the nascent homespun search engine, NBC will acquire a minority equity interest in General Internet, The Mining Co.'s parent company.

"Both networks exist to extend the abilities of their affiliates to create stronger bonds with their audiences. Together they make a very powerful combination by providing the personal touch that matters so much to so many people," says Scott Kurnit, founder and CEO of The Mining Co.

But perhaps the personal touch provided by The Mining Co.'s grassroots recruiting and training effort for its Web producers hasn't meant enough to an audience to sustain it as a stand-alone service online. The Mining Co. also has strategic links to AT&T WorldNet, BellSouth, Citibank, EarthLink, Netcom, PointCast, Softbank and—like its new network partner—Microsoft Corp.

The deal is part of a trend for start-up Internet services with promise to be swallowed by suitors with deeper pockets and a specific application for the content in question. The Mining Co. deal marks the first addition that NBC has made to its IN service since its October 1997 launch with partners including InfoSeek, Big Yellow, Realtor.com, Rent Net, Auto-by-tel, Preview Travel, The Monster Board, HOT Coupons and GIST.—Richard Tedesco

Online Gaming

Sony launches tanks from The Station

Entertainment giants seeks subscription success on Web

By Richard Tedesco

Invoking the Celtic god of war, Sony Online Ventures launched its first subscription game on The Station last week.

Sony rolled out Tanarus, a tank game, on its Website for a \$9.95 monthly subscription fee to a prepaid audience of 5,000 PC users. A role-playing game for pay will follow this fall as Sony seeks to build a subscription gaming service online.

Users must buy the Tanarus CD-ROM, selling for a street price of \$19.95, for the graphics necessary to play the game. They must also own a Pentium processor and download a 6 MB file to interact with other tank commanders—both allies and enemies—online.

That approach is the key, as Sony sees it, to developing what it envisions as a gaming community with vehicles such as Tanarus. The core demo-

graphic it's targeting is 18-34-year-old males, with additional action from the over-35 crowd, according to Steven Yee, vice president of marketing for Sony Online Ventures. Sony had been searching for just the right vehicle to launch a direct assault on the online gaming market, Yee says.

An enthusiastic beta user base of 100,000 convinced Sony that it had the ticket with Tanarus. The gaming crowd likes the "blood and guts and explosions, that sort of thing," says Yee. That conclusion from the Sony Playstation

experience ensures that action/adventure will be prime territory for Sony to exploit online, with graphics similar to those driving the Playstation in the non-PC game market.

The head-to-head in-team play will push Tanarus, although Sony isn't projecting growth beyond the initial 20 "arenas," each of which will permit 20-25 players into the game. Team members can collaborate or transmit taunts to the enemy team. Sony claims server capacity for 2,000 players to compete in the various arenas simultaneously.

On the technical side, Sony says that a 28.8 kb/s modem connection will work well for Tanarus, although Roger Smith, creative director for Sony Online Ventures, admits technical glitches are inevitable. "There's always packet [transmission] loss. There's no way around that," Smith says.

The potential is there—



Sony rolls out Tanarus for surfers who are game.

notwithstanding technical limitations—for Sony to build a powerful brand online. The *Jeopardy!* and *Wheel of Fortune* online games preceded Tanarus on The Station and could move to some form of pay when they become multiplayer vehicles later this year. Two free word games, *Take Five* and *Out of Order*, from BoxerJam Produc-

tions also are drawing a following on The Station and will be followed by a third game later this year.

Sony has been plugging *Out of Order* in banners on Yahoo! and elsewhere, permitting PC users to play a round. A banner and print promotion for Tanarus is planned. TM

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Telemedia Briefs

Microsoft hit from the bench

Judge Thomas Penfield Jackson slammed Microsoft for accusations "not made in good faith" to oust a court-appointed "special master" in the Department of Justice's antitrust case against the software giant. Judge Jackson dismissed accusations of Microsoft Corp. attorneys about the integrity of Harvard Law Professor Lawrence Lessig as "both trivial and altogether non-probative" and "therefore, defamatory."

During a two-day hearing last week on a contempt citation requested by the Department of Justice for Microsoft's alleged non-compliance with the federal court injunction to detach its Internet Browser from its Windows operating system, Jackson sharply questioned Microsoft's actions. "It seemed absolutely clear to you that I entered an order that required you to distribute a product that would not work? Is that what you're saying?" Jackson asked a Microsoft executive. Final arguments on the contempt motion are slated for next week.

Yahoo!, MCI team for new online service

Yahoo! and MCI Telecommunications Corp. are looking to parlay Yahoo!'s reputation as the premier Web search engine into a service—

Yahoo! Online—that could give America Online a run for its money.

Yahoo! and MCI are planning a co-branded online service offering 'Net access, including access to



Yahoo!'s content and transaction services. On the basis of reliability alone, the prospect of MCI providing the network backbone for the service at least presents the possibility of a potent Web-access competitor to glitch-ridden AOL.

Yahoo! has been creating such custom-tailored content services as My Yahoo! and will add a personalized financial portfolio to the mix. Yahoo! will "call on 300 content, product and service partners to help create premium fare for the service, which will carry several subscription plans. To maintain a competitive edge against existing Internet service providers, a \$19.95 monthly access rate will be among the schemes.

The two companies emphasize the outlook for growth of the worldwide Internet audience from 50 million last year to 100 million users in 1998, based on a projection from International Data Corp. By offering X2 modem capability and the MCI network with the Yahoo! name, the two firms figure to grab a fair amount of that traffic.

The Yahoo!/MCI deal comes on the heels of CNet's announced plans with Sprint to introduce a customized version of its Snap! service for Sprint Internet subs. The Yahoo!/MCI service is aiming at a March launch.

Picking a winner on Super Sunday

On Super Bowl Sunday, Intel will be presenting a series of TV commercials which will allow viewers to vote on the ending.

In what the company says is the first ad of its kind, Denver-Green Bay viewers will be introduced to a "film noir mystery" featuring, among others, the voice of Steve Martin. The mystery involves the disappear-

ance of an Intel Pentium II processor. Viewers will be invited to log onto Intel's Website, www.intel.com, to vote on how the mystery should end.

The first ad will air between 4 p.m. and 4:25 p.m. The final ending, as determined by online voting, will be aired during the fourth quarter.

AOL defends privacy practices despite breach

America Online professed its privacy practices secure last week in the wake of a serious breach that could cost a

Navy chief petty officer his career. AOL confirmed an inquiry about the AOL membership profile of Timothy McVeigh—no relation to the Oklahoma City bomber—who described his marital status as "gay" in the profile. The Navy subsequently brought charges against McVeigh for "sodomy and indecent acts."

An AOL spokesperson says sworn testimony in a military review of the case is "vague" about how the Navy obtained the information, but says AOL stands behind its practices. "There's not a lot of fact here," the spokesperson says, "but we feel confident that our privacy policy was followed." AOL normally requires a subpoena from any federal agency to disclose membership information, but no subpoena was submitted by the Navy, according to the spokesperson who says AOL consider personal security the "bedrock" of its subscriber relationships.

—Richard Tedesco



See last page of classifieds for rates and other information

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News Director. News Director needed at WUSY/US-101 FM Chattanooga, TN. We are seeking applications from aggressive candidates who know the value of a strong local news team and can lead by example. US-101 is the market leader and our commitment to news/information is one of the reasons. If you are a proven winner send tape, and employment history to Sammy George, General Manager, WUSY, PO Box 8799, Chattanooga, Tennessee 37414. WUSY/Colonial Broadcasting is an Equal Opportunity Employer.

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Senior Producer/Fine Arts Broadcasting Services. N.P.R. public radio stations KUNI/KUNY/KRNI/KHKE need senior-level producer/announcer to host classical music programs and produce regional symphony broadcasts. Bachelor's degree in Communications or related field plus at least three years of experience as a producer/on-air host required; excellent voice and on-air presentation, professional production, interview skills, and ability to project bright informed image in ad-lib situations necessary; broad liberal-arts background preferred. Salary commensurate with experience; excellent fringe benefits. Application materials must be received in the Broadcasting Services office no later than 4:00 p.m. on January 28, 1998. Additional information provided upon request (319-273-6325). Send resume and audition tape which includes examples of interviews, reading news, production, and names, addresses and telephone numbers of three references to: Carl R. Jenkins, KUNI/KUNY/KRNI/KHKE, University of Northern Iowa, Cedar Falls, IA 50614-0359. Fax 319-273-2682. E-mail: carl.jenkins@uni.edu www.uni.edu/hrs AA/EOE

SITUATIONS WANTED MANAGEMENT

Current Vice President/General Manager of six station group located in the Midwest. We started five years ago with a stand alone AM. Stations are almost sold. Young, aggressive and ready to take on new challenges in same capacity. I value and respect good people and have always worked to create a Team Philosophy. Looking for something in the Orlando area. TV considered. Please respond to **Box 01056**

Experienced professional seeks GM/GSM position in small to medium market. Top biller. Great motivator. Willing to relocate. Top references. Buyout if interested. Ted 212-737-2997 or 212-888-7347.

SITUATIONS WANTED SALES

I've sold successfully, improving every account list assigned. Mature individual. 20 years experience. Also managed couple years. Toll-free 1-888-445-4663, wait for another dial tone, then 9896. Want sales or sales management.

SITUATIONS WANTED NEWS

Veteran small market newsmen-announcer fits your station. Mom and Pop, you listening? Dynamic voice and exceptional writing talent. Small station in Midwest. Brian 619-428-6874.

TELEVISION**HELP WANTED MANAGEMENT**

Operations Manager. Live in desirable mountain resort of Highlands, NC at 4118 ft. Experienced, mature, sober, non-smoker, trustworthy operations manager needed for established successful adult station. Air work, production, included in duties. Good communication/people skills a must. Great benefits including living quarters, free rent and utilities. Send resume, salary history, references, cassette tape to Charisma Radio Corp., PO Box 1889, Highlands, NC 28741. EOE.

Operations Manager needed immediately in full power, very creative and progressive religious TV station in Orlando, Florida. *Must be:* highly skilled in all areas of operations; well experienced in your own right, as well as expecting no less in others; absolute continuous on air professional perfection; team player; budget sensitive; take criticism un-defensively; experienced and effective in managing others. Fax resume with salary history and seven references to 407-322-4255.

Central Texas station in Top 100 Market seeks General Manager with proven track record in all areas of station management. Replies confidential. Write fully to Suite 315, 5500 Preston Road, Dallas, Texas 75205.

HELP WANTED SALES

Local Sales Manager. KPVI-TV 6, southeastern Idaho's number one station, is accepting resumes for Local Sales Manager. If you possess strong team-building and coaching skills, we want to hear from you. Candidate should be promotionally oriented and computer literate. If you are looking for a great opportunity, with a great company, send your resume w/cover letter to Paul Heebink, General Manager, KPVI-TV, 902 East Sherman, Pocatello, Idaho 83201. EOE.

COMMERCIAL COPY COORDINATOR

Lifetime Television, the highly regarded cable network, has an immediate opening in our busy, vital Traffic Department.

Reporting to the Traffic Manager, the candidate will be responsible for scheduling commercial copy onto the log, obtaining traffic instructions from advertising agencies & maintaining commercial inventory. Ability to meet daily deadlines & function efficiently under pressure is critical.

Requirements: 2-3 years experience in a cable or broadcast environment. You must be detail-oriented, possess good interpersonal and verbal/communication skills. Knowledge of Traffic systems and experience in a Windows environment essential.

QUALIFIED? Please send resume with salary requirements to:

Lifetime™
Television for Women

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

EOE M/F

ACCOUNT EXECUTIVE

KGO-TV is seeking an experienced Account Executive with at least 3 to 5 years of major market television sales experience. Excellent communication skills and exceptional organizational and presentation skills are required. Must have superior PC skills with Window software preferred. A four year college degree or equivalency desired. Application deadline is January 30, 1998. Please send cover letter and resume to:

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

EOE

Traffic Manager. WITI FOX Six, Milwaukee (FOX O&O) is looking for an experienced Traffic Manager who is fully trained in all aspects of the Enterprise traffic system. This position reports to the VP General Sales Manager and oversees the daily operations of the traffic department which includes supervision, training and management of traffic personnel. Maintains inventory control and has final responsibility for accurate preparation of all FCC logs. Must be able to handle multiple functions under deadline pressure and work closely with Sales Managers. Excellent interpersonal and supervisory skills are required. Please send or fax resume to Attn: Human Resources Fax 414-354-7491. WITI FOX Six, 9001 N. Green Bay Road, Milwaukee, WI 53209. AA/EOE.

National Sales Manager. WITI FOX Six, Milwaukee (FOX O&O) is looking for a dynamic, experienced National Sales Manager who has proven negotiation skills and knowledge of broadcasting sales. This position reports to the VP General Sales Manager and oversees the daily operations of the National Rep Firm and includes supervision of an assistant. A minimum of two years broadcasting sales management with a college degree is highly desired. Experience in Scarborough, TV Scan and Donovan is preferred. Excellent organizational and interpersonal skills are required. Please send or fax resume to Attn: Human Resources fax: 414-354-7491, WITI FOX Six, 9001 N. Green Bay Rd., Milwaukee, WI 53209. AA/EOE.

National Sales Manager. Sullivan Broadcasting's WMSN-TV, Madison, WI, a great performing FOX affiliate in one of America's best places to live has an immediate opening. TV sales experience a must, national sales or rep experience preferred. If you can develop pitches, counter objections, get rates, know the local contacts, travel, work with the rep and make it happen, send your interesting cover letter and resume to David Ford, GSM, WMSN-TV, 7847 Big Sky Drive, Madison, WI 53719. No phone calls. EOE.

Local Sales Manager. WWAY-TV3, in Coastal Wilmington, NC is looking for a Local Sales Manager to lead our successful sales team. Strong team building and coaching skills through positive motivation essential. Candidate should be promotionally oriented, computer literate with knowledge of TVScan, Media Audit and STAR. If you're looking for a great opportunity in a great community send resume and cover letter immediately to General Sales Manager, WWAY-TV3, P.O. Box 2068, Wilmington, NC 28402. No phone calls please. EOE M/F/N/D.

National Sales Manager. KFVS-TV, the 76th market leader is seeking an individual with a proven track to lead their National team. Three years national experience or comparable television experience with major agencies. Candidate must be a strong leader, sharp negotiator, a master at inventory control, and must also have the ability to develop non-traditional revenue working both the national and local side of the client base. Pre-employment drug screen is required. Send resume to: Human Resources Director, KFVS-TV, P.O. Box 100, Cape Girardeau, MO, 63702. Equal Opportunity Employer.

Local Sales Manager. WYFF-TV, the NBC affiliate in Greenville, SC is looking for a take charge leader with proven sales success. Looking for a tenacious, motivated, creative person with excellent communication and organizational skills to join our sales management team. Must understand inventory control and have experience with TV Scan and Scarborough. You will be responsible for achieving local revenue budgets and will be working directly with eight local AEs setting quotas, developing new business, training, and coaching. Applicants should have a minimum of four years in television sales, sales management a plus. WYFF is a Pulitzer Station in the 35th market. Send your resume to Human Resources Manager, WYFF-TV, PO Box 788, Greenville, SC 29602. EOE.

Local Sales Manager. WFFT TV Fort Wayne's FOX affiliate is adding a street problem solving LSM to move our successful sales team to the next level. Strong team building and coaching skills through positive motivation essential. Candidate needs excellent communication and professional presentation skills plus a knowledge of ratings, local direct selling, and qualitative. Successful performance with EDS's System 21 and Columbine traffic system a plus! This is a challenging opportunity with a growing broadcast group. Successful local TV sales management performance history a must! Competitive benefits include salary plus commissions, 401K, Group Health and Dental plans. Drug screen required. If you're results driven, let's talk. Send your resume to: Personnel Dept. WFFT-TV P.O. Box 8655 Fort Wayne, IN 46898-8655. EOE

Local Account Executive. WMSN-TV, the FOX affiliate in beautiful Madison, WI is growing and needs a smart, hard-working person with some TV, cable or radio sales experience to become part of our local sales team. We offer tremendous career opportunity with Sullivan Broadcasting where the focus is on developing strong local business. If you are committed, organized, love getting face to face with clients and can sell, then you'll love our commission structure! Send interesting cover letter and resume to: David Ford, GSM, WMSN-TV, 7847 Big Sky Dr., Madison, WI 53719. No phone calls. EOE.

General Sales Manager: WEAU-TV, NBC affiliate in Eau Claire, WI is seeking a GSM with great motivational and organizational skills. Responsible for leading the local sales staff and monitoring pricing of both local and national. Should possess creative sales skills. Prior broadcast management experience required. Send cover letter and resume to Executive Secretary, WEAU-TV, PO Box 47, Eau Claire, WI 54702. EOE.

Local Account Executive. Univision owned and operated New York station is looking for a dynamic and aggressive account executive. Think marketing and get creative and you will be extremely successful with the fastest growing segment in advertising...Spanish Language Television. Responsible for all aspects of handling local accounts including: utilizing marketing tools and preparing and delivering presentations. Must have full command of the Nielsen Ratings as well as verbal, written and organizational skills. Full knowledge of IBM compatible computers, MS Office 97 (Excel, Powerpoint, Word) and TV Scan. Looking for a person with 5-8 years experience and a four-year college degree. Bilingual is a plus. Candidate should apply in person. 605 Third Avenue, 12th Floor, New York, NY or call 212-455-5420.

Business Television. Our half hour network business TV program covers the emerging growth business sector. If you desire to apply your TV news segment production skills to make more money in sales and become part of the exciting new economy, this may be the career change for you. Must have excellent communication skills and be comfortable marketing to CEO's. Position requires a minimum of a college degree and own transportation, flexible office location for the right candidate. All expenses covered, no overnight travel, draw and commission up to \$135K. Positions available in Boston, New York, Washington, DC And San Francisco. Send resume with cover letter via fax to 703-968-8074 or email to cv@batv.com. check our web site at www.batv.com. No phone calls please.

Account Executive. TV sales exp. and strong retail development skills preferred. Computer exp. desirable. Resumes only by 1-30-98 to H.R. Coord., KYTV, 999 W. Sunshine, Springfield, MO 65807. EOE.

Account Executive. Prefer at least five years major market and/or local television sales experience. Strong communication skills, both oral and written, are required. Responsibilities include the development of new business and expanding existing business. Please send resume to Scott Simensky, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls please. We are an Equal Opportunity Employer.

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

HELP WANTED MARKETING

We Want You...WTNZ FOX 43 in beautiful Knoxville, TN is seeking a marketing genius. I need high motivation, creative instincts to die for, strong organizational skills, and successful marketing experience. Must have news experience as we are kicking off an awesome newscast summer '98. Strong writing skills, presentation skills and computer skills are necessary. If you want to be a part of the fun at FOX 43, send a tape and a resume to WTNZ FOX 43, 9000 Executive Park Drive, Building D, Suite 300, Knoxville, TN 37923. EOE.

Vice President for Marketing. Excellent opportunity as a member of executive staff reporting to the CEO. Plans, directs and coordinates overall marketing plan for Membership, Corporate Marketing and Underwriting. Evaluates timely adjustment of marketing strategy and plans to meet changing market and conditions. Provides marketing advice and guidance to various operating units to ensure overall marketing effectiveness. Directs the long range planning program to ensure the best use of organization's resources in defining and planning goals, and objectives for the achievement of corporate growth and profitability. Degree with considerable experience in broad ranges of marketing management in a public television environment. Send resume in confidence to V.P., Administration, WPBT2, PO Box 2, Miami, FL 33261-0002. An Equal Opportunity Employer. M/F/H/V.

Marketing Director: Needed to execute an aggressive, clean, consistent on-air strategy. If you have great organizational skills and non-linear editing experience, have good PR skills, and have at least 2 years broadcast promotions experience, send a resume and tape to: General Manager, KALB-TV 5, PO Box 951, Alexandria, LA 71309. A related degree is preferred. Newschannel 5 is a Media General station. KALB-TV is an EEO Employer. Pre-employment drug-testing required.

KAUZ-TV/Wichita Falls, Texas. Marketing Manager. Responsible for creating, writing, shooting, editing promos for station, including sweeps series promotions, news topicals and image promotions. Experience with Pagemaker, Illustrator and Photoshop preferred. Major news expansion including Barons Doppler Radar and DVC Pro. Outstanding salary and benefit package. Please rush tape and resume now to Mark Cummings, Vice President/General Manager, PO Box 2130, Wichita Falls, Texas 76307. EOE.

Job Opportunity in Broadcasting. Broadcast TV Marketing Programming Coordinator. Do you have the skills, the experience, the desire to work in marketing research, sales, and programming in an exciting TV broadcast environment? We are looking for someone ready to accept responsibility; someone who can handle details, make decisions, do what it takes to get the job done. We are KTSF Channel 26, the Bay Area's leading multi-language station. This is a challenging, growth position. Salary commensurate with experience. You must have a college degree and at least two years experience in marketing, sales or programming. Computer skills helpful. Send resume to Director of Sales and Marketing, KTSF, 100 Valley Dr., Brisbane, CA 94005. Fax 415-467-7559. Deadline: 3/1/98. No calls. EOE.

HELP WANTED TECHNICAL

NEWSMAGAZINE TAPE EDITORS NEEDED
Natl. Syn. Show. Creative & deadline friendly. GVG 200 & 300 Swr. DBC, Abekas. Mag. Exp. preferred. Staff and frl. Positions. Reply to Box 01300.

WE PLACE TV ENGINEERS, GENERAL AND SALES MANAGERS
 **KEYSTONE INT'L, INC.**
16 Laflin Road, Suite 900
Pittston, PA 18640, USA
Phone (717) 655-7143
Resume/Fax (717) 654-5765 1/98

Technical Director - Vacation Relief. Position requires a working knowledge of television master control operations, including Sony Beta and Flexi Cart, television transmitter remote control systems, and Grass Valley 1600 switchers. Experience at an ABC affiliate Master Control and/or Columbine MCAS III helpful. Experience as a news technical director on Grass 300 with K-Scope a definite plus. Position requires overnight and weekend shifts. Completion of accredited college or technical school desirable. Professional experience required. Please send resumes to Bill Kirkpatrick, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

TV Maintenance Engineer: WSTM-TV NBC3 seeks a highly motivated and experienced technician committed to quality maintenance. Candidates must be able to repair all types of broadcast equipment to the component level. Position also requires some studio operations. SBE certification or FCC General Class License and an ASEE or equivalent is required. Selected individual will be a team player with the ability to work with minimum supervision. Pre-employment drug test is required. EOE. Send resume to Donna Moreland, WSTM-TV, 1030 James St., Syracuse, NY 13203.

TV Engineering Maintenance Technician. Experience in installing, operating and maintaining state of the art broadcast television equipment in a high volume news operation. SBE certification a plus. Please send your resume to Craig Turner, NBC-17, 1205 Front Street, Raleigh, NC 27609. EOE.

Studio Engineer - Vacation Relief. Position requires experience as an audio operator or Infinit operator in a live production environment. A thorough knowledge of television studio operators and standards is required. Completion of accredited college or technical school desirable. Please send resumes to Bill Kirkpatrick, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

Media Center (Video Tape) Engineer - Vacation Relief. Position requires a working knowledge of AMPEX VPR 2's, Sony Beta-Cam. Knowledge of studio and tape library helpful. Ability to operate all associated equipment to operating standards required. Completion of accredited college or technical school desirable. Please send resumes to Bill Kirkpatrick, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

Maintenance Engineer - Vacation Relief. Responsibilities include the maintenance of Studio, Video Tape, and Electronic News equipment, including cameras, video tape recorders, video switchers, editing and transmitting equipment. Digital video and audio experience a plus. FCC license or SBE certification preferred. Broadcast or related professional experience required. Please send resume to Bill Beam, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls please. We are an Equal Opportunity Employer.

Maintenance Engineer. Top 50 market television station seeking a qualified maintenance person. This person must have a strong background in Beta, Macs 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.

Engineer. 5+ years UHF transmitter/studio experience. Fax experience/salary history. WATC-TV 5770-300-9838.

Director of Engineering. WDWB-TV, Detroit's WB affiliate, a Granite Broadcasting Station, is seeking an experienced individual with complete knowledge of broadcast and microwave RF Technology as well as in-depth knowledge of the new digital technology. Candidate will be experienced in broadcast engineering management including studio and transmitter maintenance, capital projects planning and implementation, production and on-air operations, scheduling of technical personnel and compliance with all government and industry regulations and standards. We are looking for a strategic thinker with great people skills who will help shape our future. Degree in technically related field or equivalent experience required. Send resume and cover letter (no calls or faxes) to WDWB-TV, HR Dept. - BC, 27777 Franklin Road, #1220, Southfield, MI 48034. Granite Broadcasting/WDWB is an Equal Opportunity Employer.

Chief Engineer. WUAB-TV, Cleveland, has immediate opening for Chief Operator. Requires knowledge of FCC regulations. FCC license or SBE certification a plus. Minimum 5 years experience in television broadcast engineering, including working with UHF transmitters. Must be solutions oriented, able to lead and work on team and individual projects, and have excellent communication and interpersonal skills. Fax resume and cover letter to 216-348-0614, or mail to Cannell Cleveland, Attn: Station Manager, 1717 E. 12th St., Cleveland, OH 44114. EOE. Women and minorities encouraged to apply.

Chief Engineer. WCBD-TV, the Media General station in Charleston, South Carolina has an immediate opening for a Chief Engineer. Successful candidate will have 3-5 years solid experience as a chief or assistant chief. Should be thoroughly familiar with transmitter operations and maintenance, studio operations, FCC regulations. Computer literacy a must. Send resume and salary requirements to WCBD-TV, Personnel Department, 210 West Coleman Blvd., Mt. Pleasant, SC 29464. M/F, EOE, drug test required.

Broadcast Technicians. KTRK-TV has immediate openings for two (2) Broadcast Technicians who have experience in two or more of the following areas: Audio (mixing for live studio and news broadcasts...as well as taped production mixing), Chyron (Infinit), Still Store, and non-linear (AVID). Three or more years of commercial television experience preferred. Must be able to work a flexible schedule. Send resumes and tapes to: Rick Herring, KTRK-TV, 3310 Bissonnet, Houston, TX 77005. Equal Opportunity Employer. M/F/V/D.

HELP WANTED NEWS

Need a Job? Looking to Hire? Expand your options. It's easy when you call Mediacasting.com...920-926-9620. See/hear talent available to fill your open positions. Explore tons of opportunities for that new & exciting job you've been waiting for!

Weather Anchor/Producer. Weather is our number one priority! We just bought the latest weather technology, built a new weather and storm center and now want to add to our fantastic staff. Looking for top notch producer who can also provide daily and demonstrative on-air presentations. Traverse City/Cadillac market (#117-CBS) is an extraordinarily beautiful place to live and work. Must have at least one year experience. All callers eliminate themselves. Rush resume, references and VHS tape to Jon-Michial Carter, Director of News and Operations, WWTV, PO Box 627, Cadillac, Michigan 49601.

Weather Anchor/Reporter: Prepare and present weekend weather casts using cutting-edge technology. General assignment news reporting during the week. Meteorology degree and current AMS or NWA seal preferred. Experience with WS1, Baron and Live Doppler technology required. Live reporting experience a must. Resume and non-returnable tape: Pahl Shipley, News Director, KOAT-TV, 3801 Carlisle Blvd. NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

WFLA-TV, Tampa Bay's news leader is looking for an aggressive assignment editor. We need an experienced news hound that can join our team and continue our tradition of coverage dominance in one of the best markets in the country. If you enjoy the challenge of the assignment desk and have at least 2 years experience in a television newsroom, then we want to hear from you. Equal Employment Opportunity Employer M/F. Pre-employment drug test required. Send resume to WFLA-TV Personnel Dept., 905 E. Jackson St., Tampa, FL 33602.

Television Presenter. CNN International, the world's leading television news broadcaster, has an opening for an on-air presenter/anchor to host innovative new weekly popular music news program. Qualified applicants will have on-air experience (particularly in entertainment news), solid knowledge of the popular music world, strong writing ability. Experience in the music television industry preferred. An exceptional opportunity with global exposure. Please submit a letter of application and resume/show reel to: Rena Golden, CNN International, 1 CNN Center, Atlanta, GA 30348.

Sports Reporter. WHDH-TV, Boston's NBC affiliate, seeks solid journalist, excellent writer, creative package producer, outstanding on live shots. Minimum of 5 years experience in medium or large market required. Will research, report, write, produce and present sports stories for air. Send resume and tape to Human Resources, WHDH-TV, 7 Bulfinch Place, Boston, MA 02114. EOE M/F/D/V.

Sports Director. #1 Station in market looking for hyper local sports director at 6 and 11pm. We bleed high school sports. Lions, Pistons and Tigers get substantial attention in this market. Traverse City/Cadillac market (#117-CBS) is an extraordinarily beautiful place to live and work. Must have at least one year experience. All callers eliminate themselves. Rush resume, references and VHS tape to Jon-Michial Carter, Director of News and Operations, WWTV, PO Box 627, Cadillac, Michigan 49601.

News Anchor/Reporter, Midwestern NBC affiliate seeks person with at least one year of anchor or other live experience. Producing and strong writing skills a must. As a reporter, must possess strong story-telling ability and be able to enterprise. Send tape, resume and references to Carson Walker, News Director, KDLT-TV, 3600 S. Westport Avenue, Sioux Falls, SD 57106. No phone calls, please. M/F, EOE.

Producer. New toys, great town, growing market! Sound like fun? Austin's FOX station needs a 10PM producer who has what it takes to create a fast-paced, well-written and exciting newscast. Must have 2 years newscast producing experience. Must have a strong command of the English language. Must have working knowledge of libel laws and strong journalistic ethics. Good attitude and ability to work well with others a must. Submit cover letter, resume and tape to Human Resources, KTBC-TV, 119 E. 10th Street, Austin, TX 78701. Reference position title on envelope. No phone calls, please. EOE Employer. Minorities encouraged to apply.

Photojournalist. Looking for creative, motivated, self-starter to join Austin's FOX station. Duties include: set up live microwave trucks and shoot live shots; must be fast and creative at shooting 2 and 13 gHz live shots; shoot and edit stories as assigned, according to standards and priorities set by KTBC news, with an emphasis on creativity and compelling hard-news storytelling; gather all pertinent information when sent out on spot news or other stories without a reporter; maintain and account for assigned camera gear; attend and contribute to daily staff editorial meetings. Travel outside Austin required as assigned. Must have at least three years experience in news photography and editing at affiliated broadcast station. Must have good driving record. Submit cover letter, resume and tape to Human Resources, KTBC-TV, 119 E. 10th Street, Austin, TX 78701. Reference position title on envelope. No phone calls, please. EEO Employer. Minorities encouraged to apply.

Newscast Producer! WFLA-TV, the NBC affiliate in Tampa is looking for a morning newscast producer. The successful candidate will have sharp, people-oriented writing skills. You must be able to craft a well-rounded, informative newscast. We are looking for a producer who has a clear vision on what makes a newscast relevant to the community. Send tape, resume and references to WFLA-TV, Personnel Dept., 905 E. Jackson St., Tampa, FL 33602. No phone calls please. WFLA-TV is an Equal Opportunity Employer, M/F, drug free workplace with pre-employment drug screening required.

Newscast Director: WKJG-TV has an immediate opening for an experienced director to direct fast-paced, graphic intensive newscasts. Minimum 5 years directing experience required. Technical directing, GVG, Chyron Infinit! background also a plus. Send resume and non-returnable VHS copy of recent newscast with director cues audio track to Personnel, WKJG-TV, 2633 W. State Blvd., Fort Wayne, IN 46808. EOE.

News Reporter/Video Photographer for entry-level NBC affiliate in a growing diverse market. Journalism degree and some experience preferred. Employee will cover local news stories. Must be able to shoot, edit and write news stories. Drug screen required. NBC 25 is a small market NBC affiliate. We offer a comprehensive benefit package, including 401(k) and section 125 plans. Send 3/4" or VHS tape and resume to NBC 25, Dept. W, 13 East Washington Street, Hagerstown, MD 21740. No phone calls please. EOE.

News Producer. KTRK-TV is looking for an outstanding News Producer. Applicants should have significant experience in newscast producing, and be able to build a solid, fast-paced program. You should have a good sense of graphics, and be able to make good use of all production and technical tools available in a major market station. Outstanding writing skills are required, as well as the ability to motivate and supervise others. Candidates should also be ready to translate show producing skills to the Internet. Interested applicants should send a resume, references, cover letter and non-returnable Beta or VHS resume tape to: Margaret Cordes, Executive Producer, KTRK-TV, 3310 Bissonnet, Houston, TX 77005. No telephone calls. Equal Opportunity Employer. M/F/V/D.

Morning Anchor: WICS-TV, the NBC affiliate in Springfield, IL, is looking for an anchor for hour long morning show. You must have at least two years experience reporting and/or anchoring. Ability to produce weather forecasts is a plus. Send non-returnable tape and resume to Sue Stephens, News Director, WICS-TV, 2680 East Cook Street, Springfield, IL 62703. EOE. Women and minorities are encouraged to apply. WICS is an Equal Opportunity Employer and a division of Guy Gannett Communications.

News Producer. The A.H. Belo station in Sacramento has an immediate opening for an experienced news producer. The successful candidate will have a news philosophy that emphasizes story content over story count, and a tape that backs it up. It's a given you possess sound news judgement, great people skills, strong broadcast news writing skills, and the ability to work with little supervision. Creative and critical thinking abilities are essential. If you think you are the person for the job, rush last night's air check (not the one you are saving for an award entry), your curriculum vitae, and your news philosophy to: News Producer, PO Box 10, Sacramento, CA 95812-0010. No phone calls, really. EOE. Drug testing.

News Expansion. Want to join the fastest growing news team in the Central Valley? *Univision 19 KUVS-TV* is searching for a *Producer, Assignment Editor, and News Photographer* to join our growing news operation. We will be launching our 11 pm nightly newscast in April and are looking for experienced personnel who are professional and highly motivated. Fluency bilingual Spanish-English required. Interested candidates should pick up an application form at 355 Commerce Circle, Sacramento, CA 95815. Please bring resume and tape if applicable. EOE.

News Director. *Univision 19 KUVS-TV* is looking for an aggressive, hands-on, organized newscast producer to lead our news team to the number one position in the California Central Valley. Must know what makes good TV. KUVS-TV is the newest O&O Univision, the largest Spanish-language TV network in the U.S. Fluency bilingual Spanish-English required. Candidate must have at least five years news experience. Interested parties should send cover letter, resume, demo tape, references ASAP to *Univision 19, KUVS-TV, Attn: N98-1, 355 Commerce Circle, Sacramento, CA 95815 or Fax 916-927-8386.* EOE.

KTVX in beautiful Salt Lake City is adding a 6pm newscast and has the following openings: Anchor/Reporter, Reporter, Producer, Associate Producer, photographer, tape editor, sports producer/reporter, weather producer/reporter (part time), Assignment Editor. We will call for tapes after reviewing your letter and resume. Please write to: Tom Sides, News Director, KTVX-TV, 1760 Fremont Drive, Salt Lake City, Utah 84104. KTVX-TV is owned by Chris-Craft/United Television and is an equal opportunity employer.

FOX News in the Fort Myers/Naples market seeks a Troubleshooter, and a Videographer. Reporter must be FOXIFIED with two years experience and videographers must have one year shooting and editing experience. College degree preferred. Send resume and non-returnable tape to Mark Pierce, Station Manager, 621 SW Pine Island Road, Cape Coral, FL 33991. We are an Equal Opportunity Employer.

Crews in Britain: Decent Exposure T.V. Quality one and two man video shoot crews throughout the UK. Specialists in documentaries, news and sports coverage. PAL or NTSC clients BBC, ITV and SKY. Ian O'Donoghue Phone: 011-44-1494-862667 Fax: 011-44-1494-864583.

Associate Producer. FOX 8 Cleveland is looking for an associate producer with strong writing skills. AP assists producer in all aspects of news show production. Candidate will be expected to learn how to produce various newscasts. Requires previous television news writing experience and good communication skills. Will be tested for writing ability, grammar and basic knowledge of newsgathering. Send letter, resume and television news writing samples to WJW TV Human Resources, Attn: AP Opening, 5800 S. Marginal Rd., Cleveland, OH 44103. EOE.

Assistant News Director. WABC-TV seeks an outstanding and innovative broadcast journalist to join the management team of New York's News Leader. Major market management experience preferred. Candidates should be knowledgeable in all aspects of news gathering and contemporary production, have a proven track record of editorial excellence, and familiarity with newsroom administration. Must have strong communication skills, passion for news and competitiveness required to lead a large and diversified staff under continuous deadline pressure. Please send resume to Bart Feder, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

Assignment Editor. FOX 8 Cleveland has an opening for an assignment editor. Responsible for desk operations, including story generation, guiding field crews, helping with coordination of live shots for various newscasts. Will work with desk assistant to catch spot news, make beat checks and follow up on stories. Must be able to prioritize and meet deadlines. Requires at least 2 years assignment desk experience, excellent news judgement and ability to anticipate coverage needs. We're looking for a team player who works well with field crews and producers. Send letter and resume to: WJW Human Resources, Attn: Assignment Editor Opening, 5800 S. Marginal Rd., Cleveland, OH 44103. EOE.

Anchor/Reporter: KJRH 2 NBC in Tulsa seeking energetic anchor/reporter. Two years reporting experience a must; anchor experience preferred. No phone calls please. Send resume to: KJRH 2 NBC, Lori Doudican, 3701 S. Peoria, Tulsa, OK 74105. EOE

HELP WANTED PROMOTION

PROMOTION PRODUCER

Chicago's #1 television station needs a Promotion Writer/Producer with 3 - 5 years experience in image, news and programming promotion. Must have strong writing skills with a creative edge that attracts attention. Non-linear editing and film experience preferred. WLS-TV is an equal opportunity employer. Experienced applicants send resumé and tape to:

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



Cure For Winter Blues

Ready to rock and roll in the creative mecca of the world? **CBS 2** has an awesome opportunity for a writer/producer. You provide the hot copy, strong design sense and eye for editing... we'll provide the kind of projects that pop off a reel. So if you want to work with the latest tools, be surrounded by a talented team and make a respectable amount of cold, hard cash, send your stuff to Mark Foreman, Promotion Manager, KCBS-TV, 6121 Sunset Boulevard, Los Angeles, CA 90028. At least three years of local TV promotion experience required.



Promotions Manager. L.A.'s leading Spanish language television station seeks a Promotions Manager with a minimum of 3 to 5 years experience in broadcast marketing and promotions. Responsibilities include planning and execution of station's promotional strategies, media planning and placement and management of special events. BA degree in Marketing/Communications or similar field required. Excellent written and oral skills in English and Spanish required. EOE. All interested applicants should apply in person at: KMEX-TV, 6701 Center Drive West, Los Angeles, CA 90045. An employment application must be completed and any requested materials for the position should be submitted in addition to a resume and cover letter. If applicants are unable to apply in person, a request for an application should be submitted in writing. No phone calls please.

Promotions Assistant. Bright, resourceful, detail-oriented self starter wanted for the Marketing and Promotions Department of L.A.'s leading Spanish-language television station. Will assist in the daily promotional efforts for the station, working with the Traffic and Production Department, as well as coordinate local sales promotions and special events. Must be able to work in a multi-task environment. BA degree in Marketing/Communications or similar field preferred; oral and written fluency in Spanish a plus. EOE. All interested applicants should apply in person at: KMEX-TV, 6701 Center Drive West, Los Angeles, CA 90045. An employment application must be completed and any requested materials for the position should be submitted in addition to a resume and cover letter. If applicants are unable to apply in person, a request for an application should be submitted in writing. No phone calls please.

Promotion Writer-Producer is needed for WAVY-TV 10, an NBC affiliate in Virginia. Seeking an enthusiastic self-starter for news series and image promotion. Candidate must possess excellent writing skills, an eye for graphics and a team player attitude. AVID experience a plus. Send non-returnable tape and resume to Judy Triska, Promotion Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls. No beginners. WAVY Broadcasting Inc. is an Equal Opportunity Employer.

Promotion Director: KCWB-TV Kansas City's WB affiliate has an immediate opening for a promotion director. This is an outstanding opportunity for a promotion director with 2 to 3 years experience or for a number two with similar experience looking to move up. Strong creative and marketing skills are a must, as well as the ability to manage people, time, resources and budgets. Strong writing skills required and non-linear editing experience a plus. Ideal candidate is also able to produce outstanding promotional events and contests. KCWB-TV is a part of Hearst-Argyle Television, one of the country's leading broadcast groups. If you're looking for recognition, support, appreciation and advancement for the work you do send a non-returnable tape and resume to Creative Services, KMBC-TV, 1049 Central Street, Kansas City, MO 64105. Hearst-Argyle Television, Inc. is an Equal Opportunity Employer.

Promotion Director: Responsible for internal and external promotional activities of TV station. Interacts with public service organizations to ensure promotion opportunities on the station by assisting in the production of such ads. A degree in Marketing or closely related field preferred. Must write, shoot and edit effective TV commercials. Resume and tape to: EEO Officer, KJCT-TV, 8 Foresight Circle, Grand Junction, CO 81505. EEO

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

HELP WANTED PRODUCTION

Executive Producer Boston Based National Production

Hearst-Argyle Television Productions, a dynamic production company owned by the Hearst-Argyle Television Group is seeking an exceptional Executive Producer. In this position, you will manage a talented team currently producing a successful weekly, nationally syndicated television show; direct the start-up and development of our new weekly magazine show for Fall 1998; as well as develop and pitch new concepts for cable and syndication. In addition, you'll bring national credits and strong professional contacts to the position, as well as strong budget controls and savvy interpersonal skills working with on-air talent and staff. You will report to the Vice President and General Manager of the production company. This key executive position requires prior experience as an Executive Producer, as well as "hands-on" magazine, talk show, specials and documentary experience. We offer an exciting and challenging environment and a competitive compensation package.

Please send your resume to:

Carol Bolling, Community/Human Resources Director, 5TV Place, Needham, MA 02194. We are an equal opportunity employer. Minorities and females are encouraged to apply. No phone calls please.

Hearst - Argyle
TELEVISION PRODUCTIONS

WFLD, FOX O&O TV station in Chicago is looking for a *Operations Manager*. Individual will supervise technicians, directors and stage-hands to fulfill operations requirements of Station. Will develop and implement operating procedures, produce/direct production activities such as sales/traffic promotions, community affairs, sports programs, and Station specials. Other duties as assigned. Min. 5 years broadcast staff supervision; production; directing; and broadcast equipment operation experience all essential. For immediate consideration, send resume and letter of interest to Human Resources, Attn: Marge Curtis, WFLD/FOX 32, 205 N. Michigan Avenue, Chicago, IL 60601. No phone calls, no faxes please. EOE/M/F/D/V.

Videotape Editor. Must be familiar with newsroom operation and be able to handle extensive editing of Beta videotape. This is a full time position with great benefits. Send resume to Joe Fiddle, Executive Producer, KLAS, 3228 Channel 8 Drive, Las Vegas, NV, 89109.

Television Producer. CNN International, the world's leading television news broadcaster, has a full-time producer opening for an innovative new popular music news show. Qualified candidates will have considerable experience in overseeing all aspects of weekly television program production including directing (on-set and location), scripting, supervising off and on-line editing, primary supervision of a small production team. Experience in the music television industry preferred. An exceptional opportunity for a creative producer. Please submit letter of application and resume/show reel to: Tim Lister, CNN International, 1 CNN Center, Atlanta, GA 30348.

Production Manager: Television production manager needed. Responsibilities include training and scheduling of all production personnel, communicate with other departments such as News and Engineering regarding production issues, continue developing procedures and style books and assist in the hiring of all production personnel. Send resumes to Personnel, WKJG-TV, 2633 W. State Blvd., Fort Wayne, IN 46808. EOE.

Producer: WYFF-TV, the Pulitzer NBC station in Greenville, is searching for an aggressive, high-energy *Producer* who understands pacing, graphics, teasing, live and demographics. One year of experience and college degree required. Tapes/resumes to Human Resources Manager, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. EOE.

Producer. Cristina Show, a Univision Network Production, is searching for a *Producer* to be based in Miami. Must have experience, be creative, speak and write Spanish. If you want to be part of a hard-working and enthusiastic production team, in the #1 talk show in Spanish Television, we want to hear from you. Reply to: Osvaldo Onoz, Cristina Show, Univision Network, 9405 NW 41 St., Miami, FL 33178. EOE.

A people person with great management and personnel editing/shooting skills needed for Production Manager position at Florida production company. Show us your VHS reel with spots/long form and reference. Reply to Box 01298 EOE.

Job #39 Production Editor. WTHR-13, a Dispatch Broadcast Group Station has an immediate opening for an experienced editor. We have a state-of-the-art editing facility and we are committed to quality. We have outgrown our existing editor's ability to get it all done. We are looking for a second editor that has at least three (3) years of computer editing experience. Non-linear experience is desired as well. Excellent interpersonal skills are essential for this position, as you will work with promotion producers, clients and account executives to produce a superior product. This is not a button-pushing job. The successful candidate will possess a combination of creativity and technical knowledge. You will have all the tools at your command: Lightworks VIP edit controller, Grass Valley 2200 switcher, Krystal digital effects, Chyron Infinit' with Transform and a Tektronix Profile to layer to your heart's content. If all this sounds great to you, we want to see your resume and a non-returnable tape (Beta SP preferred) of your best work with a description of how you produced the items on the tape. Send it all to: the Human Resources Department, Attn: Job #39, WTHR, PO Box 1313 Indianapolis, IN 46206. Women and minorities are encouraged to apply. We are a smoke-free and drug-free environment.

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 fall/winter 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.

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

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

HELP WANTED

FINANCIAL & ACCOUNTING

Creative Agency Financial Manager. NYC creative/production group seeks an experienced business/financial expert with communications, video production or agency experience to direct our financial planning, accounting and business administration. Responsible for long-range planning, monthly financial reporting, P/L, accounting systems, contracts and administration of book-keeping staff. MBA and/or CPA preferred. Full benefits. Salary commensurate with experience. Send resume and salary requirements to: 560 Broadway, Suite 201, New York, NY 10012. EOE.

HELP WANTED ADMINISTRATION

Executive Assistant/Administrative - Office Manager. Univision owned and operated New York station is looking for an executive assistant to manage the day to day details of effectively running an office. This includes ordering supplies, checking bills, communicating with department heads as well as office equipment technicians. Secretarial and computer skills are mandatory. Full knowledge of IBM compatible computers, MS Office 97 (Excel, Powerpoint and Word). Looking for a dynamic, outgoing person with 5 years experience who is organized and timely. Bilingual is a plus. Candidate should apply in person. 605 Third Avenue, 12th Floor, New York, NY or call 212-455-5420.

HELP WANTED RESEARCH

Research Manager. WFTV, The Cox Broadcasting ABC affiliate in Orlando (DMA22), is looking for a dynamic manager to lead station research efforts for sales, news, promotion, programming and special station projects. Candidates need local station research/marketing experiences, preferably with network affiliate. Must demonstrate strong presentation, analytical and interpersonal skills. Must have 5+ years experience working with Nielsen data, various TV research/avail software, qualitative data such as Marshall Marketing and primary news research. Responsibilities include processing data, developing applicable strategies and integrating relevant information throughout station efforts. Resumes, references and work examples to Susan Adams Lloyd, Director of Programming and Broadcast Services, WFTV, 490 E. South Street, Orlando, FL 32801.

Research Analyst. WDZL WB39 is seeking an experienced Research Analyst. Candidate must have strong writing, computer and organizational skills. Responsibilities would include, assisting Program/Research Director in Sales development, sales presentations, rating book analysis and coordination of all research projects. Knowledge of Nielsen, TV Scan and Scarborough preferred. Send resume and cover letter to Diana Swords, WDZL, 2055 Lee Street, Hollywood, FL 33020. No phone calls please. A Tribune Broadcasting Station. EOE.

HELP WANTED CREATIVE SERVICES

GRAPHICS SUPERVISOR

KGO-TV is seeking a creative, dynamic, hands-on graphic design supervisor to oversee on-air, print, outdoor and interactive art direction. Will be responsible for managing artists within the Creative Services department. Applicants must have 3-5 years experience in a major market commercial broadcast station and must have extensive experience with Quantel and Mac-based design equipment. Advertising/promotion experience a plus. Application deadline is February 20, 1998. Please send resume, cover letter, and videotape to:

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

EOE

HELP WANTED PROGRAMMING

International Broadcaster looking to fill Executive position: StoryFirst Senior Vice President of Programming. Executive to oversee all programming and production for two company-owned general entertainment networks, in Russia and Ukraine, plus O&O program issues. Seeking the consummate pro capable of overseeing program acquisitions, scheduling, original productions, inventory control. Five years minimum experience as program or production executive at a network, cable network or major market TV station. Executive profile: Excellent distributor relationships, proficient at Word and Excel, excellent written and communication skills and four-year college degree. Willing to travel. Location either London or Moscow. Send resumes to 12 Hamilton Close, London, England NW8 8QY.

DIRECTOR OF PROGRAMMING

WGN-TV, the Chicago-based Tribune Broadcasting flagship station, is looking for the right person to head up our Programming Department.

The candidate we seek will take charge of negotiating for syndicated product and feature film packages; oversee the scheduling process; manage broadcast rights inventory and ensure on-air quality control.

We require eight solid years of experience in television programming and station operations. Strong feature knowledge of independent television experience required. Must be familiar with FCC compliance regulations. Strong managerial, negotiation and interpersonal skills are required.

We offer a competitive compensation package and an excellent benefits program. Please send letter of interest, resume and salary requirements to:



TELEVISION
WGN-TV
Human Resources Department
2501 Bradley Place
Chicago, Illinois 60616
FAX: 773-528-1387
NO PHONE CALLS PLEASE.
EOE, M/F

television

PROGRAMMING PRODUCER TRAINEE

ABC7 Los Angeles has an opportunity available for a highly motivated individual to join our 12-18 month training program designed to promote diversity in production.

In this unique position, the successful candidate will be involved in all phases of production. You will work closely with producers and receive hands-on experience in programming productions including writing, researching projects and stories, as well as setting up field and studio shoots.

A college degree in Journalism, Communications, Visual Media (or related discipline), and at least 2 years' work experience is preferred.

If you're a team player with a positive attitude, please send your resume to: ABC7, Attn: K. Castillo, Dept. PPT/BC, 4151 Prospect Ave., Los Angeles, CA 90027. Equal opportunity employer. No phone calls, please.



SITUATIONS WANTED NEWS

Veteran Network Correspondent seeks Anchor/Special Reporting position. Southeast preferred, but all markets considered. Reply to Box 01302 EOE.

German TV-Journalist, 43, long/well-experienced (news, live-on-air, documentaries, education/training of young journalists at university, public relations, several freelancer-jobs in the States), seeks a position for several years in the U.S.A. or for an US-station in Europe. Use my knowledge for new programs! Call or write: Ralph Durchleuchter, Germany-211-674486 or Email: 104125.221@compuserve.com I am in NYC in April.

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HELP WANTED MANAGEMENT

MANAGER

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Reporting to the Senior Director of International Communications, your responsibilities will include developing and implementing public relations plans for Nickelodeon International's Channels, as well as other international businesses.

To qualify, you must have minimum 5 years of public relations experience, preferably in a corporate international entertainment/television environment, and a background in creating and managing budgets. Strong PC, writing and interpersonal skills are also essential. Excellent media contacts and experience in industry trade shows required. International experience, along with knowledge of a second language a plus. This highly visible career opportunity provides a competitive salary and an excellent benefits package. For prompt, confidential consideration, we invite you to forward your resume with salary history and requirements to: **Staffing Resources-GK, MTV NETWORKS, 1515 Broadway, 16th Floor, NY, NY 10036.** We can only respond to those candidates who meet the above requirements. We are an equal opportunity employer.



WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to:

Box _____,

245 West 17th St.,

New York, New York 10011

HELP WANTED PRODUCTION

Commercial Producer/Director. Cox Communications' Gainesville/Ocala seeks motivated individual with good communications skills and commercial video production background. Script writing, linear editing and production field experience required. Send resume and non-returnable reel by 2/6/98 to Cox CableRep, Productions, P.O. Box 147012, Gainesville, FL 32614-7012. E.O.E.

HELP WANTED MISCELLANEOUS

The Sky's the Limit...

Wingspan, the world's largest producer of aviation television programming, is offering extraordinary employment opportunities to individuals ready for an unprecedented challenge. *Wingspan: The Air & Space Channel* will be launching its international programming service in April 1998. With headquarters in Bethesda, Maryland and bureaus around the world, *Wingspan* will capture the hearts, minds, and advertising dollars of air & space enthusiasts. And programming for the various niches of aerospace- General Aviation, Business Aviation, Commercial, Military and Space- will all be found in one place and distributed worldwide. The following key positions are available:

Vice President- Marketing

This individual will oversee the Channel's branding strategy into current and future markets. Candidates must possess a background in domestic and international marketing of television products, with at least 10 years of experience.

Director of Creative Services

By developing the Channel's "look and feel", this individual will need to have a substantial background in on-air marketing and promotional material. A minimum of 5 years experience in related television production is required.

Director of Ad Sales

This individual will have a keen knowledge of the aerospace industry, with substantial contacts for generating advertising sales. A minimum of 5 years experience in sales is required.

Chief Engineer

Candidates must possess a minimum of 10 years of experience in broadcast or cable television operations and engineering, including design, construction, purchasing, and integration of a variety of equipment prevalent in modern television production and distribution facilities. Satellite distribution experience a must.

Affiliate Sales Rep

Creative and energetic person for the Affiliate Sales and Marketing department. Minimum of 2-4 years affiliate sales experience in the cable TV industry. Frequent travel required. Excellent communication and organizational skills a necessity.

Director of Interactive Services

Candidates must have a background in Website design and maintenance, with prior experience in television-related website design a plus.

Program Producers

A variety of individuals are needed in studio-based and post-production programming opportunities. Candidates should possess a minimum of 3-5 years of producing experience, including some background or significant exposure to aviation or space-related activities.

Receptionist Position

Reliable, courteous and capable receptionist needed. Responsibilities include handling switchboard, all mailroom duties, and other projects. Windows word-processing knowledge a plus.

Administrative Assistant

Experienced AA needed to assist sales/marketing division and controller. Skills required: Proficiency on Microsoft Word for Windows, Excel & Quickbook, ability to handle multiple assignments in a fast-paced environment. Must have minimum of 5 years administrative experience. Experience in accounting also required.

Please send cover letter stating position applying for along with resume and salary requirements to:

Wingspan Air & Space Channel
Director of Human Resources
 7315 Wisconsin Avenue
 Suite 800-East
 Bethesda, MD 20814
 No Calls or E-mails Please



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HELP WANTED TECHNICAL

The Weather Channel, Atlanta, GA is looking for two motivated and reliable individuals to join our team. This is an excellent opportunity for someone who wants to expand their knowledge. The selected candidates for maintenance Engineer must have two years experience repairing and maintaining Broadcast related equipment. You will be part of the Engineering team dedicated to maintaining a brand new, state-of-the-art digital facility. Computer proficiency preferred. Please fax resumes to The Weather Channel, Director of Engineering (770)226-2943 or send them: 300 Interstate North Parkway, Atlanta, GA 30339 EOE/MF.

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

HELP WANTED TECHNICAL



Primestar Transports the Future of Technology Right to Your Door

With the launch of our service in the early 1990's when we pioneered the Direct Broadcast Satellite industry, PRIMESTAR opened up whole new worlds for the nation's TV audience. Brand-name entertainment programming became available on demand with digital signals making pictures and sound so clear, viewers' homes were transformed into entertainment centers with dramatic theater-like dimensions. With advantages like these, it's no wonder DBS has caught on faster than the VCR. In fact, in just over one year, our business has grown by 300% and our organization has doubled in size with more than 1.9 million households nationwide. Just last year, an investment in technology poised us at the edge of a new frontier with the launch of a new 6E-2 satellite and an expansion of internal IT systems that included two newly created start-up system development groups. Today, yet another expansion has us increasing our employee population by four-fold creating many new opportunities for experienced professionals to join and grow with us in our Englewood, Colorado and Bala Cynwyd, Pennsylvania facilities.

MANAGER, TRANSMISSION ENGINEERING

This highly visible position supervises the RF uplinking, baseband processing and encoding hardware platform performance provisioned for the PRIMESTAR transmission services. In addition, position directs all RF and baseband implementation efforts associated with the uplink. Responsibilities include directing the efforts of an engineering staff, providing guidance to the senior management team and managing the vendors who provide the transmission services identified above.

The ideal candidate will possess a BSEE and 8 or more years of progressive experience in RF/uplink systems management, coupled with strong operational management and interpersonal skills. Other requirements include: knowledge of baseband audio and video parametrics, as well as strong troubleshooting and analysis skills; ability to establish procedures and motivate staff. Experience installing and maintaining transmission systems in an "on-air" broadcast environment is a plus. **Location: Englewood, Colorado.**

SENIOR ENGINEER BANDWIDTH MANAGEMENT

Responsible for performing extensive video and audio performance evaluation for the purpose of optimizing transponder channel capacity loading. The position will be responsible for implementing and maintaining a digital video encoder loading model and verifying that the resulting service quality is acceptable to the business objectives. Will interface with uplink vendor and manage the dynamic routing of services into the encoders. Requires 5-8 years of progressive experience in digital video compression testing and video processing, understanding of MPEG2 requirements, and a strong knowledge of baseband audio and video parametrics. **Location: Englewood, Colorado.**

SENIOR ENGINEER, FACILITIES

Responsible for supervising all maintenance on RF distribution systems, automated baseband video/audio monitoring systems and related test equipment. Will manage control room systems installation and repair processes to minimize disruption to the critical operations of this broadcast facility. Requires experience working in a broadcast or control room environment. **Location: Bala Cynwyd, Pennsylvania.**

CONTROL ROOM ENGINEER

Responsible for supervising all RF distribution and baseband audio/video wiring in the control rooms. Will troubleshoot and maintain all baseband and RF monitoring systems, antennas, routers, distribution equipment and related test equipment. Will repair electronic equipment at a component level. Position also available for TECHNICIAN with similar expertise. Requires experience working in a broadcast or control room environment. **Location: Bala Cynwyd, Pennsylvania.**

Candidates interested in these positions may forward resumes to: **Broadcasting & Cable, Blind Box 01301, 245 West 17th Street, New York, NY 10011. Or fax to: 610-617-5660; or email in ASCII text format to kethg@primestar.com. EOE M/F.**

PRIMESTAR®



OPERATIONS MANAGER

FOX Sports Network has an immediate opportunity for an experienced Operations Manager to direct and coordinate the day to day activities of our broadcast facilities. You will be responsible for planning and supervising live broadcasts, overseeing technical quality control, managing personnel in the areas of production scheduling, studio operations, post production, and transmission coordination.

We require a college degree or equivalent work experience, knowledge of all aspects of production including studio operations, post production, network operations, and master control, and a minimum of four years operations management experience. Qualified candidates please fax resume to 310-286-3875 or mail to:

P.O. Box 67B66
Los Angeles, CA 90067
Attn: KB.
EOE.

ALLIED FIELDS

HELP WANTED NEWS

Internships: Spend six months interning with crack professional journalists in Illinois Statehouse pressroom in University of Illinois/Springfield's one-year MA Public Affairs Reporting program. Tuition waivers, \$3,000 stipends during internship. Applications due April 1. Contact Charles Wheeler, PAC 418, UIS, PO Box 19243, Springfield IL 62794-9243. (217)786-7494. E-mail: wheeler.charles@uis.edu. PAR Home Page: <http://www.uis.edu/~wheeler/>. EOE

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HELP WANTED MANAGEMENT

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DIRECTOR MARKET MANAGEMENT

Achieve revenue growth targets for Vyvx's market segments of Sports, News, Syndication, and Teleproduction by setting direction and priorities for the market management team. Establish pricing and pricing policies for products; approve trade show and advertising plans; oversee product and market development plans; and approve technical requirement specifications of new services. Additionally, this position will participate in developing Vyvx's strategic and annual plans, and establish operational policies between Marketing and Sales.

BS/BA degree required, MBA/MA strongly preferred. 10 years experience with a minimum of 3 years in the broadcast television or telecommunications industry. Successful candidates will have strong national broadcast industry relationships with marketing, analytical and planning skills. Must be an initiator, an effective manager and cross-functional team player, and a strong oral and written communicator.

Submit resume to: Vyvx, Inc., Ad Code: VYX031, P.O. Box 22087, Tulsa, OK 74121.



Vyvx Services

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LEGAL NOTICE**CABLE TV ASSETS FOR SALE BY RECEIVER**

The Receiver of the assets of Rigel CSSF Joint Venture ("Rigel CSSF") appointed pursuant to the Order of the United State District Court for The District of Massachusetts ("Court") dated March 18, 1997, is offering for sale certain real property located in Port St. Joe, Florida and assets used or useful in cable television systems serving residents in the Georgia counties of Applying (City of Surrency), Brantley (City of Hoboken), Bullock (Port), Burke (Midville and City of Sardis), Chatham (Port Wentworth), Effingham (City of Guyton), Glascock (City of Gibson), Jefferson (City of Stapleton, Lee (City of Smithville), Sumter (City of Leslie and City Plains and Cobb/Lake Blackshear/Desoto), and the Florida County of Gulf (Port St. Joe).

The Receiver has entered into an Asset Purchase Agreement ("Agreement") dated September 17, 1997, subject to approval of the Court, to sell substantially all of the assets of Rigel CSSF for a cash purchase price of \$2,800,000. The Receiver will entertain higher or better offers equal to or greater than \$2,850,000. Interested purchasers should submit higher or better offers to the Receiver in writing by 5:00 p.m. on or before January 29, 1998. Parties submitting higher or better offers will be required to deposit with the Receiver \$200,000 in certified funds as a refundable deposit towards the purchase price and provide satisfactory evidence of the ability to pay in cash the balance of any offer to purchase the assets. Parties submitting higher or better offers will be required to appear at a hearing to be held on February 5, 1998 AT 4:00 p.m. at the United State District Court, John W. McCormack Building, U.S. Post Office and Courthouse, Boston, Massachusetts.

The assets offered by the Receiver consist of the following (1) real property: the real property located at 503 Third Street, Port St. Joe, Florida, consisting of an office building and real property identified as Lot 1, Block 11 and Lot 3, Block 11 of the City of Port St. Joe, Florida, according to the official map thereof on file in the Office of the Clerk of Circuit Court, Gulf County, Florida and headend receiving site location on Niles Road in Port St. Joe, Florida; and (2) personal property: Satellite dishes, earth stations, towers, power supplies, descramblers, modulators, scramblers, antennas, equipment rack, taps, line splitters, receivers, coaxial cable, amplifiers, and other equipment necessary for providing cable television services, customer lists, headend leases, Crossing Agreements, Pole Attachment Agreements and copies of all records including billing and other databases.

For more information, prospective purchasers should immediately contact:

Robert J. Maccini Receiver
Media Services Group, Inc.
170 Westminster Street, Suite 701
Providence, RI 02903
Telephone: 401-454-3130; Fax: 401-454-3131

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PUBLIC NOTICE

Meetings of the Public Broadcasting Service Board of Directors and its committees will be held at the Ritz-Carlton Hotel, Amelia Island, Florida, on January 30-February 1, 1998. Schedule and tentative agenda for each meeting follows. Membership Committee, 9 a.m., January 30, common carriage exemptions, waivers and guidelines; underwriting guidelines research; program pricing and access policies task force; membership data disclosure policy; and other business.

Finance, Budget and Audit Committee will meet in executive session, 2 p.m., January 30, FY 1999 budget; investment policies; stations on deferred payment schedules; internal audit report; and other business.

Board of Directors will meet in executive session on January 31 and in general session on February 1, 8 a.m., reports from PBS officers, board committees on programming policy, interconnection, new technologies, membership, and finance; and other business.

WANTED TO BUY STATIONS

Investor seeks purchase of moderate-sized FM or AM in greater Los Angeles, San Francisco, or Portland, OR. Mike 602-922-9766 or 602-998-7327.

Investor seeks purchase of small AM or FM. Price up to 250k or GM position with buyout. Ted 212-737-2997 or 212-888-7347.

I am interested in investing in a top 40 radio station in the Madison, Green Bay or Wausaw, Wisconsin areas. Please contact Mr. Paul Ruthkowski, 3057 South 35 Street, Milwaukee, WI 53215.

"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.I.P.—debtor in possession; ERP—effective radiated power; khz.—kilohertz; km—kilometers; kw—kilowatts; m—meters; mhz.—megahertz; mi—miles; TL—transmitter location; TOC—transfer of control; w—watts. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Dismissed

Charlottesville, Va. (BAL-971024H2/H3/H4)—Charlottesville Broadcasting Corp. for WINA(AM) and WKAV(AM)-WQMZ(FM): voluntary AOL from Charlottesville Broadcasting Corp. to Charlottesville Communications Corp. *Dec. 8*

Granted

Galena, Ill. (BTCH-971204GG)—Communications Properties Inc. for WJOD(FM): involuntary TOC from Philip T. Kelly, deceased to David C. Bauer, co-trustee. *Dec. 31*

Dubuque, Iowa (BTC-971204GE/GF/GH)—Communications Properties Inc. for WDBQ(AM)-KLYV(FM) and KXGE(FM): involuntary TOC from Philip T. Kelly, deceased to David C. Bauer, co-trustee. *Dec. 31*

Mankato, Minn. (BTCH-971215EJ)—Gemini Broadcasting Co. for KEEZ-FM: involuntary TOC from Philip E. Nolan et al. to Philip E. Nolan and Philip E. Nolan as trustee. *Jan. 8*

Frederiksted, V.I. (BAPH-970324GE)—Carlos A. Lopez-Lay for new FM: involuntary assignment of CP from Carlos A. Lopez-Lay to Ginoris Vizcarra De Lopez-Lay. *Jan. 9*

Filed

Lake Placid, N.Y. (BTC-980105GF/GG)—Radio Lake Placid Inc. for WIRD(AM)-WLPW(FM): involuntary TOC from Donald A. Nardiello, deceased, to Kathryn O'K Nardiello, executor. *Jan. 14*

Marion, Ohio (BTC-971219EJ/EK/EL/EM/EN)—Marion Radio Co. for WMRN-AM-FM, WDIF(FM), WHMQ(FM), WQTL(FM): involuntary TOC from John L. Laubach Jr. to Nicholas A. Galli, executor. *Jan. 8*

State College, Pa. (BTC-971219ES/ET)—Nittany Broadcasting Co. for WMAJ(AM)-WBHV(FM): involuntary TOC from John L. Lubach Jr. to Nicholas A. Galli, executor. *Jan. 8*

Parkersburg, W.Va. (BTC-971219EP/EQ/ER)—PBBC Inc. for WKYG(AM)-WXIL(FM) and WXXK(FM): involuntary TOC from John L. Laubach Jr. to Nicholas A. Galli, executor. *Jan. 8*

Wheeling, W.Va. (BTC-971219EO)—Wheeling Radio Co. for WOZM(AM): involuntary TOC from John L. Laubach Jr. to Nicholas A. Galli, executor. *Jan. 8*

NEW STATIONS

Dismissed

Gadsden, Ala. (BPED-960711MB)—Christian Entertainment Network for non-commercial FM at 89.9 mhz. *Jan. 7*

Gadsden, Ala. (BPED-951214MB)—North Alabama Educational Foundation for non-commercial FM at 89.9 mhz., 118 kw, ant. 111 m. *Jan. 7*

Filed

Pasadena, Calif. (BMPH-971219IF)—Infinity Broadcasting Corp. for KROQ-FM: change ant. *Jan. 12*

South Lake Tahoe, Calif. (971229AD)—Kidd Communications for AM at 1400 khz.

Jan. 14

Sterling, Colo. (971222MB)—Colorado Christian University for noncommercial FM at 90.7 mhz. *Jan. 12*

Boynton Beach, Fla. (BPED-971229IA)—Moody Bible Institute of Chicago for WRMB(FM): new auxiliary station. *Jan. 12*

Safety Harbor, Fla. (BPH-971219IE)—ECI License Co. LP for WYUU(FM): change ERP, ant. *Jan. 12*

Mackinaw City, Mich. (971230MA)—Great Lakes Broadcast Academy Inc. for noncommercial FM at 88.5 mhz. *Jan. 12*

Newaygo, Mich. (971218ME)—Goodrich Radio Marketing Inc. for FM at 92.5 mhz. *Jan. 12*

Newaygo, Mich. (971218MF)—New Wave Broadcasting for FM at 92.5 mhz. *Jan. 12*

Traverse City, Mich. (971216MC)—Interlochen Center for the Arts for noncommercial FM at 91.5 mhz. *Jan. 8*

Naylor, Mo. (971211ME)—Cross Talk Inc. for FM at 99.9 mhz. *Jan. 8*

Naylor, Mo. (971211MO)—Twin Eagle Communications for FM at 99.9 mhz. *Jan. 8*

Sparks, Nev. (971223AC)—George S. Flinn Jr. for AM at 1400 khz. *Jan. 14*

Sparks, Nev. (971229AE)—Vernon Miller for AM at 1400 khz. *Jan. 14*

Montgomery, N.Y. (971230MB)—River Broadcasting Inc. for noncommercial FM at 88.1 mhz. *Jan. 12*

Cleveland (BPCDT-971216KE)—Scripps Howard Broadcasting Co. for WEWS-TV: new digital facility at ch. 15, 500 kw, ant. 285 m., 7080 State Rd., Parma, Ohio. *Jan. 9*

Laawrenceburg, Tenn. (971223MA)—WAY-FM Media Group Inc. for noncommercial FM at 88.5 mhz. *Jan. 12*

Dripping Springs, Tex. (971219MB)—American Broadcasting Educational Foundation for noncommercial FM at 91.9 mhz. *Jan. 9*

New Boston, Tex. (971211MP)—New Boston Wirelless for FM at 105.1 mhz. *Jan. 8*

FACILITIES CHANGES

Dismissed

Statesboro, Ga. (BPH-951201IE)—Radio Statesboro Inc. for wmcdfm: change TL, ant. *Jan. 8*

Paradise, Nev. (BP-970820AD)—K-News Broadcasting Inc. for KNUU(AM): change TL, ant. *Dec. 31*

Returned

Amarillo, Tex. (BPED-970828MP)—American Family Assn. for KAVW(FM): change ERP, ant. *Dec. 30*

Filed/Accepted for filing

Dadeville, Ala. (971219IG)—Dale Broadcasting Inc. for WZLM(FM): change ERP, ant. *Jan. 12*

College, Alaska (971215ID)—Borealis Broadcasting Inc. for KUWL(FM): change channel from A to C1. *Jan. 8*

Kingman, Ariz. (BPH-971218IB)—Park Lane Regency Radio Inc. for KZZZ(FM): change TL. *Jan. 2*

Soledad, Calif. (971222ID)—Alta Broadcasting Co. Inc. for KLUE(FM): change channel from 295A to 292A. *Jan. 12*

West Covina, Calif. (971210IB)—Cox Radio Inc. for KRTO(FM): change TL, ERP, ant. *Dec. 30*

West Haven, Conn. (BPED-971218IA)—University of New Haven Inc. for WNHU(FM):

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,786
Commercial FM	5,527
Educational FM	1,914
Total Radio	12,227
VHF LPTV	557
UHF LPTV	1,474
Total LPTV	2,031
FM translators & boosters	2,867
VHF translators	2,256
UHF translators	2,721
Total Translators	7,844

Service	Total
Commercial VHF TV	558
Commercial UHF TV	639
Educational VHF TV	124
Educational UHF TV	242
Total TV	1,563

CABLE

Total systems	11,600
Basic subscribers	64,800,000
Homes passed	93,790,000
Basic penetration*	66.1%

*Based on TV household universe of 98 million
Sources: FCC, Nielsen, Paul Kagan Associates
GRAPHIC BY BROADCASTING & CABLE

change ant. *Jan. 2*

Crestview, Fla. (BP-971223AB)—Crestview Broadcasting Co. Inc. for WJSB (AM): change ant. *Jan. 8*

Englewood, Fla. (971211IK)—Jacor Broadcasting of Sarasota Inc. for WEDD(FM): change ERP, TL, ant. *Jan. 8*

Melbourne, Fla. (BPH-971209IE)—First Baptist Church Inc. for WCIF(FM): change class from A to C3. *Jan. 8*

Miami (BMP-971216AD)—W.R.A. Broadcasting Inc. for WFBA(AM): augment standard pattern. *Jan. 8*

Toccoa Falls, Ga. (971222MA)—Toccoa Falls College for WTXR(FM): change TL, ERP, ant. *Jan. 8*

Chesterton, Ind. (971211MJ)—Auricle Communications for WAJW(FM): change TL, ERP, ant. *Dec. 30*

Clear Lake, Iowa (971215IE)—James Ingstad Broadcasting Inc. for KKKK(FM): change channel from A to C3. *Jan. 8*

Baltimore (971222AC)—WCBM Maryland Inc. for WCBM(AM): change power, TL, ant. *Jan. 12*

Amherst, Mass. (BMPED-971217IE)—University of Massachusetts for WFCR(FM): change ant. *Jan. 8*

Rochester, Minn. (BPED-971229IC)—Minnesota Public Radio for KLSE-FM: change ERP, ant. *Jan. 12*

Rochester, Minn. (BPED-971229IB)—Minnesota Public Radio for KZSE(FM): change TL, ant. *Jan. 12*

Jackson, Miss. (BPET-971224KF)—Mississippi Authority for Educational TV for WMPN-TV: change TL, ERP, ant. *Jan. 9*

Buffalo, Mo. (971211ID)—KBFL Broadcasting Co. for KBFL(FM): change ERP, ant. *Dec. 30*

Wheeling, Mo. (971210IC)—Par Broadcasting Co. Inc. for new FM: change TL, ant. *Dec. 30*

Taos, N.M. (BPH-971209ID)—Taos Communications Corp for KTAO(FM): change channel from 268C1 to 270C1. *Jan. 8*

Cape Vincent, N.Y. (971230IA)—Mars Hill Broadcasting Co. Inc. for WMHI(FM): change TL, ERP, ant. *Jan. 12*

Syracuse, N.Y. (971230IB)—Mars Hill Broadcasting Co. Inc. for WMHR(FM): change TL, ant. *Jan. 12*

Warrenton, N.C. (BMPH-971209IC)—Mainquad Inc. for WXNC(FM): change TL, ant. *Jan. 8*

Walhalla, N.D. (971202IG)—Norex Broadcasting Inc. for KAW(FM): change ERP, TL,

ant. *Dec. 30*

Akron, Ohio (BMPCT-971210KE)—Paxson Akron License Inc. for WAKC-TV: change ant. *Dec. 30*

Canton, Ohio (971212IC)—Caron Broadcasting Inc. for KCLI-FM: change channel from 295C1 to 294C1. *Jan. 8*

Washington Court House, Ohio (971222AB)—Citicasters Co. for WOFR(AM): change community of license, hours of operation, ERP, frequency, TL, ant. *Jan. 12*

Canyon City, Ore. (971211IC)—Blue Mountain Broadcasting Co. Inc. for KJJD-FM: change channel. *Dec. 30*

Allentown, Pa. (BPED-971222IA)—Beacon Broadcasting Corp. for WJCS(FM): change ERP. *Jan. 8*

Hazleton, Pa. (BMPCT-971222KE)—Wolf License Corp. for WWLF-TV: change TL, ant. *Jan. 9*

Camuy, P.R. (971208IB)—HQ 103 Inc. for WDIN(FM): change TL, ant. *Dec. 30*

Carolina, P.R. (BMPCT-971230LC)—R.Y.F. Broadcasting Inc. for WDZE(TV): change ERP. *Jan. 14*

Parris Island, S.C. (BPH-971216IA)—Simmons Broadcasting Co. for WGZO(FM): change ERP, TL, frequency, class, ant. *Jan. 2*

Henderson, Tenn. (971219MA)—Freed-Hardman College for WFHC(FM): change ERP, class. *Jan. 8*

Beaumont, Tex. (971210IA)—Gulfstar Communications Beaumont Licensee Inc. for KYKR(FM): change channel. *Dec. 30*

Johnson, Vt. (BPED-971212IA)—Board of Trustees, Vermont State College, for WJSC-FM: change ERP, TL, ant. *Dec. 30*

Chesapeake, Va. (BP-971216AC)—Chesapeake-Portsmouth Broadcasting Corp. for WCPK(AM): change ant. *Jan. 8*

Lomira, Wis. (971210IE)—WBBK Broadcasting Inc. for WFDL(FM): change channel from A to C3. *Jan. 8*

Wausau, Wis. (971215MA)—Christian Life Communications Inc. for WCLQ(FM): change TL, ERP, ant. *Dec. 30*

Whiting, Wis. (971216IB)—Sharon Broadcasting Corp. for WYTE(FM): change TL. *Jan. 8*

CALL-SIGN ACTIONS

Granted

Birmingham, Ala.—Cox Radio Inc. for WZZK(AM): change to WEZN. *Jan. 1*

Sherwood, Ark.—Citadel License Inc. for

KESR(FM): change to KOKY. Dec. 28

Freemont, Calif.—Radio Exito Inc. for KBRG(FM): change to KUFX. Dec. 31

Gilroy, Calif.—American Radio Systems for KUFX(FM): change to KBAY. Dec. 31

Merced, Calif.—Clarke Broadcasting Corp. for new AM: change to KAXW. Jan. 9

Redding, Calif.—Power Surge Inc. for new AM: change to KAZT. Jan. 9

Sacramento, Calif.—WVIT Inc. for KPWB-TV: change to KMAX-TV. Jan. 5

San Jose, Calif.—American Radio Systems for KBAY(FM): change to KBRG. Dec. 31

Shingle Springs, Calif.—American Radio Systems for KSSJ(FM): change to KRRE. Dec. 31

Bridgeport, Conn.—Cox Radio Inc. for WEZN(FM): change to WEZN-FM. Jan. 1

Washington—Howard University for WHMM(TV): change to WHUT-TV. Jan. 1

Bradenton, Fla.—Paxson Communications Corp. for WFCT(TV): change to WXPX. Dec. 8

Lake Worth, Fla.—Hispanic Broadcasting Inc. for WHBI(TV): change to WXPX. Jan. 1

Miami—Paxson Communications Corp. for WCTD(TV): change to WPMX. Dec. 8

Adel, Ga.—Williams Investment Co. for new AM: change to WAXD. Jan. 9

Augusta, Ga.—Advertisement Network Systems for new AM: change to WAWX. Jan. 9

Clinton, Ind.—Word Power Inc. for new FM: change to WFFR. Nov. 24

Greensburg, Ind.—Good Shepherd Radio Inc. for new FM: change to WAUZ. Nov. 24

Loogootee, Ind.—Hembree Communications Inc. for WKMD(FM): change to WRZR. Jan. 1

Alta, Iowa—Buena Vista University for new FM: change to KBVU-FM. Nov. 14

Cedar Rapids, Iowa—Paxson Communications Corp. for KTVC(TV): change to KPXR. Dec. 8

Des Moines, Iowa—Two Rivers Broadcasting LP for new AM: change to KBGG. Nov. 12

Mount Pleasant, Iowa—American Family Assn. for new FM: change to KAYP. Dec. 8

Osage, Iowa—James Ingstad Broadcasting Inc. for KCZY(FM): change to KWMM. Jan. 1

Arkansas City, Kan.—American Family Assn. for new FM: change to KAXR(FM). Dec. 19

Dodge City, Kan.—Goodstar Broadcasting of Kansas License LLC for KDGB(FM): change to KRPH. Jan. 9

Larned, Kan.—Goodstar Broadcasting of Kansas License LLC for KANS(AM): change to KNNS. Dec. 19

Pratt, Kan.—Goodstar Broadcasting of Kansas License LLC for KGLS(FM): change to KDGB. Jan. 9

Carlisle, Ky.—Mortenson Broadcasting Co. for WCAK(FM): change to WVCN. Nov. 26

Drakesboro, Ky.—Southern Wabash Communications Corp. for new FM: change to WNTC(FM). Dec. 15

Bastrop, La.—American Family Radio for new FM: change to KAXV(FM). Dec. 19

Jena, La.—Educational Radio Foundation of East Texas for new FM: change to KAYT. Dec. 8

Freeport, Me.—Downeast Christian Communications for new FM: change to WMSJ(FM). Dec. 19

Harpwel, Me.—Bible Broadcasting Network Inc. for WMSJ(FM): change to WYFF. Dec. 15

Rumford, Me.—Carter Broadcasting Corp. for WRUM(AM): change to WLLB. Nov. 21

Rumford, Me.—Carter Broadcasting Corp. for WWMR(FM): change to WLOB-FM. Nov. 21

Baltimore—United Television Inc. for WHSW-TV: change to WUTB(TV). Dec. 19

Leonardtown, Md.—Greater Washington

Educational Telecommunications Association Inc. for new FM: change to WETW. Jan. 9

Ocean City, Md.—Salisbury State University Foundation Inc. for new FM: change to WSDL. Dec. 8

Salisbury, Md.—HVS Partners for new AM: change to WAWR. Jan. 9

Woods Hole, Mass.—Cape & Islands Community Public Radio for WHMV(FM): change to WCAI. Jan. 1

Ann Arbor, Mich.—Paxson Communications Corp. for WBSX(TV): change to WXPX. Dec. 8

Detroit—Greater Washington Radio Inc. for WORS(FM): change to WXDG. Dec. 22

Leland, Mich.—Northern Michigan Radio Inc. for WIAR(FM): change to WBYB. Dec. 22

Marine City, Mich.—Hancorn LLC for WIFN(AM): change to WHYT. Nov. 17

Cambridge, Minn.—KQRS Inc. for KXXU(FM): change to KZNT. Oct. 31

Eden Prairie, Minn.—KQRS Inc. for KXXR(FM): change to KZMZ. Oct. 31

Lakeville, Minn.—KQRS Inc. for KXXP(FM): change to KZNR. Oct. 31

Minneapolis—Chancellor Media Corp. for KTCJ(AM): change to KXBR. Dec. 12

—Compiled by Sara Brown

Datebook

THIS WEEK

Through Jan. 21—National Retail Federation Convention. Jacob K. Javits Convention Center, New York City. Contact: (800) 673-4692.

Jan. 19-22—National Association of Television Programming Executives 34th annual program conference and exhibition. Ernest Morial Convention Center, New Orleans. Contact: (310) 453-4440.

Jan. 19-22—25th annual Association of Local Television Stations convention. Ernest Morial Convention Center, New Orleans. Contact: Angela Giroux, (202) 887-1970.

Jan. 23—40th New York Festivals International TV & Cinema Advertising Awards gala. Marriott Marquis, New York City. Contact: (914) 238-4481.

JANUARY

Jan. 26—Nebraska Broadcasters Association state legislative reception. Cornhusker Hotel, Lincoln, Neb. Contact: Dick Palmquist, (402) 333-3034.

Jan. 26-29—Electromagnetic Energy Association Short Course on Management of Electromagnetic Energy Issues: Relevant Strategies. The Fairmount Hotel, San Antonio, Tex. Contact: (202) 452-1070.

Jan. 27—Federal Communications Bar Association luncheon featuring Rep. Billy Tauzin. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Jan. 28-30—"Building the Digital Platform," 10th annual Society of Cable Telecommunications Engineers Conference on Emerging Technologies. San Antonio Convention Center, San Antonio, Tex. Contact: (610) 363-6888.

Jan. 29—New York Achievement in Radio Awards recognizing excellence in New York-area radio, presented by *The March of Dimes*. The Supper Club, New York City. Contact: Brendan Hurley, (914) 997-4588.

Jan. 29-31—Eckstein, Summers & Company annual conference on new business development for the television industry. Don CeSar Beach Resort, St. Pete Beach, Fla. Contact: Roland Eckstein, (732) 530-1996.

Jan. 30—Tampa Achievement in Radio Awards recognizing excellence in Tampa-area radio, presented by *The March of Dimes*. Ramada Inn Airport, Tampa, Fla. Contact: Betsy Herman, (813) 287-2600.

Jan. 31-Feb. 3—55th annual National Religious Broadcasters convention and exposition. Sheraton Washington, Washington. Contact: (703) 330-7000.

FEBRUARY

Feb. 2-4—"Profiting from Research Today," 15th annual CTAM research conference. San Antonio Marriott Rivercenter, San Antonio, Tex. Contact: (703) 549-4200.

Feb. 3-4—"The Five Burning Questions," DBS conference presented by *The Carmel Group*. Sheraton Gateway Hotel, Los Angeles. Contact: Françoise McAvinchey, (408) 626-6222.

Feb. 3-4—52nd annual Georgia Radio-TV Institute, presented by the Georgia Association of Broadcasters. University of Georgia, Athens, Ga. Contact: (770) 395-7200.

Feb. 3-4—Arizona Cable Telecommunications Association annual meeting. Airport Hilton Hotel, Phoenix. Contact: (602) 955-4122.

Feb. 5-7—32nd annual Society of Motion Picture

and Television Engineers Advanced Motion Imaging Conference. Sheraton Centre Hotel, Toronto. Contact: John Izzo, (914) 761-1100.

Feb. 5-8—18th annual Radio Advertising Bureau Marketing Leadership Conference. Wyndham Anatole Hotel, Dallas. Contact: Dana Honor, (800) 722-7355.

Feb. 8-10—North American National Broadcasters Association annual general meeting. DIRECTV Bldg., Los Angeles. Contact: (416) 205-8533.

Feb. 9-10—IP Multicast Summit, conference presented by *Stardust Forums*. Doubletree Hotel, San Jose, Calif. Contact: (408) 879-8080.

Feb. 11-13—"Issues and Arguments in the World of Media," fifth annual American Association of Advertising Agencies Media Conference and Trade Show. Disneyland Hotel, Anaheim, Calif. Contact: (212) 682-2500.

Feb. 13-14—Dan O'Day's PD Grad School. Summit Hotel Bel-Air, Los Angeles. Contact: Dan O'Day, (310) 476-8111.

Feb. 18-20—"Winning at Credit," 33rd annual Broadcast Cable Credit Association seminar. Tropicana, Las Vegas. Contact: Mary Teister, (847) 296-0200.

Feb. 18-22—International Radio & Television Society Foundation 1998 Faculty/Industry Seminar. Marriott East Side, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Feb. 20—International Radio & Television Society Foundation newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Feb. 24-25—Great Lakes Broadcasting Conference and Expo, presented by the Michigan Association of Broadcasters. Lansing Center, Lansing, Mich. Contact: (800) 968-7622.

Feb. 25-27—Texas Show '98, conference and exhibition presented by the Texas Cable & Telecommunications Association. San Antonio Convention Center, San Antonio. Contact: (512) 474-2082.

Feb. 25-28—29th Country Radio Seminar, presented by the Country Radio Broadcasters. Nashville Convention Center, Nashville. Contact: (615) 327-4487.

Feb. 26—Federal Communications Bar Association luncheon featuring Bell Atlantic Chairman Raymond Smith. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Feb. 27—Deadline for entries for the 1998 Radio-Mercury Awards. Contact: (212) 681-7207.

Feb. 28-March 3—Small Cable Business Association annual National Cable Conference. Washington Court Hotel, Washington. Contact: (510) 462-2473.

MARCH

March 5—Cabletelevision Advertising Bureau. Cable Advertising Conference. Marriott Marquis Hotel, New York. Contact: Nancy Lagos, (212) 508-1229.

March 5—International Radio & Television Society Foundation newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

March 5—Federal Communications Bar Association reception in honor of the FCC commissioners. Grand Hyatt Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

March 6-8—57th annual Intercollegiate Broadcasting System conference. Hotel Pennsylvania, New York City. Contact: Fritz Kass, (914) 565-0003.

March 9-13—Second World Summit on Television for Children. Queen Elizabeth II Centre, London. Contact: +44 (0)181 576 4444.

March 10-12—NIMA International spring conference. Hyatt Regency Capitol Hill, Washington. Contact: (202) 289-6462.

March 11—Radio Television News Directors Foundation Annual Banquet & Celebration of the First Amendment, featuring presentation of the Len Zeidenberg Award to Mike Wallace. Renaissance Mayflower Hotel, Washington. Contact: Michelle Thibodeau, (202) 467-5206.

March 12—14th annual National Association of Black Owned Broadcasters Communications Awards Dinner. Sheraton Washington Hotel, Washington. Contact: (212) 897-3501.

March 17-21—National Broadcasting Society—Alpha Epsilon Rho annual convention. Sheraton Music City, Nashville. Contact: Richard Gainey, (419) 772-2469.

March 18-20—CTAM Digital & Pay-Per-View Conference. Century Plaza, Los Angeles. Contact: (703) 549-4200.

March 25—International Radio & Television Society Foundation Gold Medal Award dinner. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

March 26—Federal Communications Bar Association luncheon featuring Tribune Broadcasting President Dennis FitzSimons. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

March 31—"The Business of Entertainment: The Big Picture," eighth annual Variety/Schroeders media conference. Pierre Hotel, New York City. Contact: Margaret Finnegan, (212) 492-6082.

APRIL

April 1—Association of National Advertisers Television Advertising Forum. The Plaza Hotel, New York City. Contact: (212) 697 5950.

April 3-6—Broadcast Education Association 43rd annual convention and exhibition. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5354.

April 6-7—Television Bureau of Advertising annual marketing conference. Las Vegas Hilton. Las Vegas. Contact: (212) 486-1111.

April 6-9—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

April 10-11—20th annual Black College Radio convention. Renaissance Hotel, Atlanta. Contact: Lo Jelks, (404) 523-6136.

April 16-19—New Mexico Broadcasters Association 52nd annual convention. Sheraton Uptown, Albuquerque. Contact: Paula Maes, (505) 881-4444.

April 16-19—SkiTAM '98, program of events to benefit the U.S. Disabled Ski Team, presented by CTAM of the Rocky Mountains. Vail, Colo. Contact: Deborah Kenly, (303) 267-5821.

April 29—Federal Communications Bar Association luncheon featuring AT&T President John Ziegler. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

MAY

May 2—Fourth annual Geller Media International Producers Workshop. Radisson Empire Hotel, New York City. Contact: (212) 580-3385.

May 3-6—Cable '98, 47th annual National Cable Television Association convention and exposition. Georgia World Congress Center, Atlanta. Contact: Bobbie Boyd, (202) 775-3669.

May 17-20—38th annual Broadcast Cable Financial Management Association conference. Hyatt Regency Hotel, New Orleans. Contact: Mary Teister, (847) 296-0200.

May 18-19—Kentucky Cable Television Association annual convention. Radisson Plaza Hotel, Lexington, Ky. Contact: Randa Wright, (502) 864-5352.

May 18-20—"Cable & Satellite 98: The European Broadcast & Communications Event," presented by Reed Exhibition Companies. Earl's Court 2. London. Contact: Elizabeth Morgan, (203) 840-5308.

May 19—Fifth annual International Radio & Television Society Foundation awards luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

May 27-29—World Broadcasting Unions Sixth International Broadcast News Workshop. CBC Broadcast Centre, Toronto. Contact: (416) 205-8533.

JUNE

June 7-9—NIMA International European conference. Excelsior Hotel, The Lido, Venice, Italy. Contact: (202) 289-6462.

June 7-13—19th annual Banff Television Festival. Banff Springs Hotel, Banff, Alberta, Canada. Contact: (202) 678-9260.

June 12-14—Variety ShowBiz Expo West exhibition and conference. Los Angeles Convention Center, Los Angeles. Contact: (800) 840-5688.

June 12-17—Cologne Conference & Screenings/International Television Festival, presented by Medienforum NRW. Cologne exhibition halls (Köln-Messe) and the Rheinterrassen, Cologne, Germany. Contact: +49 221 454 3280.

June 28-30—New York State Broadcasters Association 37th annual executive conference. Sagamore Resort, Lake George, N.Y. Contact: Mary Anne Jacon, (518) 456-8888.

SEPTEMBER

Sept. 17—BROADCASTING & CABLE Interface XII conference. New York Grand Hyatt, New York City. Contact: Circles Special Events, (212) 213-5266.

Sept. 23-26—Radio Television News Directors Association international conference and exhibition. San Antonio Convention Center, San Antonio, Tex. Contact: Rick Osmanski, (202) 467-5200.

OCTOBER

Oct. 28-31—Society of Motion Picture and Television Engineers 140th technical conference and exhibition. Pasadena Convention Center, Pasadena, Calif. Contact: (914) 761-1100.

NOVEMBER

Nov. 9—BROADCASTING & CABLE 1998 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Circle Special Events, (212) 213-5266.

Major Meeting dates in red
—Compiled by Kenneth Ray
(ken.ray@cahners.com)

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BROADCAST TV



Joseph Lucas, senior VP, sales and administration, Paramount International Television, Hollywood, named executive VP, sales and marketing.

Lucas

Dennis Christine, general sales manager, WCOV-TV

Montgomery, Ala., named general manager.

Elizabeth Sami, VP, business development and international distribution, NBC Cable and Business Development, New York, joins NBC West Coast, Burbank, Calif., as VP, business development.

Mark Rosenbaum, VP, finance and accounting, 20th Century Fox, joins 20th Century Fox International Television, Los Angeles, as VP.

Regina Moon, station manager, KTUL(TV) Tulsa, Okla., joins KMIZ-TV Rockford, Ill., as VP/GM.

Jeff Shaw, account executive, WGN-TV Chicago, named regional national sales manager.

Jeff Pryor, consultant, Zavaletta Broadcasting Group, joins KJAC-TV Beaumont, Tex., as general sales manager.

Linda Sherman, general sales manager, WSMV-TV Nashville, joins WHNS(TV) Greenville/Spartanburg/Asheville, S.C., as GM.

PROGRAMMING



Gary Shorman, VP, radio operations, Eagle Communications Inc., Hays, Kan., named president/CEO.

Judith Weiner, casting director, joins UPN, Los Angeles, as VP, talent and casting.

Shorman

Kevin Byles, VP, Canadian operations, Warner Bros. International Television Distribution, Toronto, relocates to the Burbank, Calif., office as senior VP, WBTD.

Donna Mitroff, head of Mitroff Media-Makers (M³), joins Fox Kids Network, Beverly Hills, Calif., as VP, educational policies and program practices.

Jean Huang, director, international television, All American Fremantle, Los



Raised profile for Rosenberg

Steve Rosenberg, executive vice president of Universal's program distribution division since 1996, has been named president of the domestic television distribution unit of newly formed USA Networks Inc. (see "Syndication Marketplace"). USA Networks, which will be headed by Universal Television Group Chairman Greg Meidel, will comprise most Universal television assets. Rosenberg will continue to oversee sales of first-run and off-net programs and the company's television library. He will also be responsible for marketing promotion, research, ad sales and domestic distribution legal departments. Rosenberg has presided over sales campaigns for *Jerry Springer*, *Sally Jessy Raphael*, the new Maury Povich talk show, *Hercules: The Legendary Journeys* and *Xena: Warrior Princess*. "Steve has succeeded in maximizing the potential of the studio's vast program library while raising clearance levels [and] improving time periods, ratings and revenues for its daily roster of hit talk shows and weekly action-hour series," says Meidel. "He is the ideal candidate to lead the sales organization."

Angeles, joins GRB Entertainment, Los Angeles, as director, international sales.



Russo

Tom Russo, VP, long-form programming, Paramount Network Television, Hollywood, named senior VP.

Beth Klein, VP, talent and casting, Viacom Productions, Los Angeles, named senior VP.



McMahon

John McMahon, senior VP, sales planning, Columbia TriStar International Television, Culver City, Calif., named executive VP, European operations, London.

William Schmidt, script writer/producer, has signed a multi-year drama development deal with Universal Television, Universal City, Calif.

JOURNALISM

Stephanie Cornwell, weekend anchor, KAVU-TV Victoria, Tex., joins WNCT-TV Greenville, N.C., as anchor/reporter.

Tory Gates, news director, WJIB(AM) Cambridge, Mass., joins WJTO(AM) Bath, Me., as station manager/news director.

Laura St. John, weekend weathercaster, WMTW-TV Portland/Poland Spring, Me., joins KAKE-TV Wichita, Kan., as meteorologist.

Toby Cook, anchor/reporter, WSET-TV Lynchburg, Va., joins WDAF-TV Kansas City, Mo., as general assignment reporter, morning newscasts.



Knoblock

Brian Knoblock, deputy foreign editor, operations, CBS News, joins Fox News Channel, New York, as international editor.

Appointments at WOOD-TV Grand Rapids, Mich.:

Jason Terzis, weekend sports anchor, WGXA(TV) Macon, Ga., joins as weekend sports anchor/reporter; **Troy Brettson**, sports anchor/reporter, KEYC-TV Mankato, Minn., joins as sports reporter/fill-in anchor.

Amy Taylor, anchor, Chicagoland Television News, joins WTMJ-TV Milwaukee as co-anchor, *The Daybreak Report* and *Live at 11:00*.

RADIO



Herman

Appointments at WNEW(FM) New York: **Scott Herman**, VP/GM, WINS(AM) New York, and senior VP, news, CBS Radio Networks, adds VP/GM, WNEW to his responsibilities;

Garry Wall joins as operations manager.

Tye Hanna, director, financial planning, Cox Radio Inc., Atlanta, named assistant controller.

Russell Hamilton, GM, WOLO-TV Columbia, S.C., joins KHAK(FM), KDAT(FM) and Sign Pro, Cedar Rapids, Iowa, in same capacity.

Appointments at Chancellor Media stations: **Rick Mack**, VP/GM, WBIG-FM Washington, joins WGAY(FM) Washington, in same capacity; **Catherine Meloy**, VP/GM, WBIG-FM, named senior VP and adds similar responsibilities at WTEM(AM) Bethesda, Md.; **Charlie Ochs**, VP/GM, WMZQ-FM Washington, adds similar responsibilities at WWRC(AM) Washington.

Appointments at SW Networks, New York: **John Loscalzo**, director, programming, named senior director; **David Gorab** named manager, programming operations; **Barry Jeckell**, *Rock* editor, named manager, music news.

Bonnie Gomes, GM, WARA(AM) Attleboro, Mass., joins Back Bay Broadcasters Inc., Pawtucket, R.I., as director, sales.

Kimberly Gleason, sales associate, Westwood One, New York, named sales promotion manager.

CABLE

Appointments at Cablevision Systems Corp., Woodbury, N.Y.: **Thomas Pascucci**, director, finance, named VP, financial planning, cable operations; **Lou Cestra**, controller, cable division, named VP/controller.

Appointments at America's Health Network, Orlando, Fla.: **James Higgins** named executive VP, distribution and affiliate affairs; **Karen Bowling**, assistant VP, marketing, Columbia/HCA Healthcare Corp., Nashville, joins as VP, marketing.

Appointments at TCI Communications Inc., Englewood, Colo.: **Bernard Schotters**, senior VP, finance, named executive VP; **David Krone**, VP, government relations, named senior VP, government relations, Washington office.



Waite

Dan Waite, VP, sales and acquisitions, Coral Pictures Corp., joins GEMS Television, Miami, as VP, programming.

Appointments at Nickelodeon International's program sales division, New York: **Debbie Back**, director, named VP; **Jennifer Liang**, manager, named director; **Crystal James**, coordinator, named manager.

Thomas Pascucci, director, finance, financial planning and budget division, Cablevision Systems Corp., Woodbury, N.Y., named VP, financial planning and cable operations.

William Barry, regional VP, sales, Turner International, Brazil, moves to Turner Broadcasting System International, Atlanta, as VP, business development, Latin America.



Fogarty

Bill Fogarty, Western division director, affiliate sales, The Travel Channel, Atlanta, joins The Weather Channel there as VP, new distribution.

Christopher Czarkowski, account manager, international and Latin American advertising sales, Discovery Communications Inc., joins ESPN, New York, as manager, international advertising sales.

Appointments at Sci-Fi Channel Europe: **Mark Bradford**, European advertising sales controller, London, named director, international advertising

Asbury Communications and Edie Robb merge talents and clients

Asbury Communications Inc., a public relations firm specializing in entertainment and new media clients and projects, and Edie Robb Talent Management Inc. have entered into a joint venture in which both companies will handle public relations services for their combined roster of clients on both coasts. **Mitch Zamarin**, director, marketing, based in the New York office of the talent management group, adds senior VP, public relations, Asbury Communications/East, to his responsibilities; **Angela Deegan**, executive assistant to Edie Robb, has been named associate manager/head of West Coast operations. Deegan will be based in the Los Angeles office.

Promoting Liberty in the colonies

Tony Ball is the first to concede that it's odd for a Brit to be running a national cable TV sports programming network in the U.S. But unusual or not, he'd be reluctant to trade places with just about anyone.

"I never thought I'd be an Englishman running an American network," he muses.

Named president and chief operating officer of Fox/Liberty Networks in March 1997, the London native guided Fox Sports Net through its first—and perhaps pivotal—year.

On Jan. 28, Ball and other Fox/Liberty executives will celebrate one of the tastier fruits of their labor when Fox Sports Net claims as its own the former SportsChannel networks and Rainbow's New York properties as Fox Sports New York.

"Now we've achieved what other broadcasters had looked at doing for the last six years," Ball says.

Last June, when Fox/Liberty announced plans to buy Rainbow Media's sports ventures—namely its regional SportsChannel networks, Madison Square Garden arena, MSG Network, the NBA's Knicks and the NHL's Rangers—Ball set out to bring those entities together under the Fox Sports Net banner. It was a job others had considered, but had never tackled. Ball has found the biggest challenge to be overseeing a staff of 1,700 and encouraging them to act as a national network franchise.

"A large part of my job is making sure everybody marches to the same beat," he says. "That's particularly difficult because we centralized a lot of this business over the last year, and it's a business that historically has been run as separate fiefdoms."

With the framework in place for Fox Sports Net's growth, Ball is focused on competing for advertising dollars, broadcast rights contracts and programming talent with cable's stalwart sports network ESPN. And he is bullish about the future.

Fox Sports Net landed rights to local Detroit teams last October, taking business away from that area's SportsChannel network. Fox Sports has locked in long-term deals—typically seven years—with teams, and it launched a national news show, *The Last Word*, that airs one hour before ESPN's long-standing *SportsCenter*.

"Regional sports channels historically have made pretty good advertising dollars out of their prime time



"FX should be more daring than Fox, and controversial—but not simply for controversy's sake."

Anthony Frank Elliott Ball

President/CEO, Fox/Liberty Networks, Los Angeles; b. Dec. 18, 1955, London; bachelor's degree, engineering, London University, 1975; MBA, Kingston University, London, 1989; training program, Thames Television, London, 1977-88; manager of production and operations, British Satellite Broadcasting sports channel, London, 1988-90; senior VP/manager, European productions, TransWorld International, London, 1990-92; manager, production and operations, British Sky Broadcasting, London, 1992-95; GM, broadcasting, British Sky Broadcasting, 1995-96; president, Fox Sports International, Sydney, Australia, 1996-97; current position since March 1997; married, 2 children

for local teams," says Ball. "Our strategy is to sell local advertising within the regions [and] to offer advertisers a cohesive national product."

When he's not thinking about sports, Ball takes over as head of Fox's 10-month-old FX network and its programming mix of sports, off-net sitcoms, dramas and movies. Original pilots are on deck for FX, Ball

says, and he's considering adding occasional boxing events and other programs with special appeal to men.

"I want to do 'Fox unleashed,'" he says of his plans for FX. "It should be more daring than Fox, and controversial—but not simply for controversy's sake."

Ball would like FX to add 6 million additional subscribers by the end of 1998 to bring its full penetration to 40 million homes. FX scored solid ratings in prime time late last year with off-net strips *X-Files* and *NYPD Blue*, to which FX has rights for several years. Later this year, Ball says he'll use those series as "nesting positions" around which to debut original programs.

Although the job seems daunting to some, it fits well with Ball's ambition to take a central role in running a network. He brings nearly 12 years of experience in overseeing production and operations at various sports networks internationally to his work.

After earning an MBA at Kingston University in London, Ball landed a trainee position at Thames Television in London. There, he recalls, he learned every aspect of TV, from shooting to selling spots.

From Thames he moved to Champion TV, London's first 24-hour all-sports network, operated by British Satellite Broadcasting (BSB). Ball quickly ascended to manager of production and operations. When BSB merged with Sky Television to form BSkyB, Ball left briefly to lead the European production arm of TransWorld International, another London-based all-sports outlet.

Ball's friend David Hill—then head of Sky Sports—convinced him to return to BSkyB in 1992. Ball stayed four years, eventually becoming BSkyB's general manager of broadcasting. In 1996, Hill—now chairman and chief executive of Fox Broadcasting, president of Fox Sports and chairman of Fox/Liberty Networks—tapped Ball to join Fox as its president of Fox Sports International.

Ball still marvels that he's enjoyed his work for so long. "I think at one point my ambition was to be a successful TV producer," he says. "But as the idea of 24-hour niche channels evolved, I wanted to run a channel. And once you run a channel or two, you want to run lots of them. I could have told you five years ago what I wanted to do, and I'm very fortunate to have gotten there." —Donna Petrozello

sales; **James Wildman** joins as agency sales controller; **Jason Blain** joins as account manager; **Miranda Maguire** named head of research.

John Stolz, GM, KAAA(FM)/KZZZ(FM) Kingman, Ariz., joins Coaxial Communications, Amelia, Ohio, as advertising sales manager, Southern Ohio.

Lyn Familant, VP, marketing, DMB&B Daytime Programming Services, joins Discovery Networks U.S. advertising sales marketing division, New York, as divisional director.

ADVERTISING/MARKETING PUBLIC RELATIONS

Janice Garjian has been named VP, corporate planning, The Television Bureau of Advertising, New York.

TECHNOLOGY

Jeffrey Gannon, corporate VP, international business development, General Electric Co., joins Zenith Electronics Corp., Glenview, Ill., as president/CEO.

DEATHS

Bob Dore, 44, producer, died Jan. 7 of a heart attack at Holy Cross Hospital in

Silver Spring, Md. Dore began his career as an intern at NBC Television and shifted into radio in the early '70s, joining NBC's Washington bureau. He had worked for National Public Radio since the 1980s, first as an editor on the national desk. Subsequently he worked

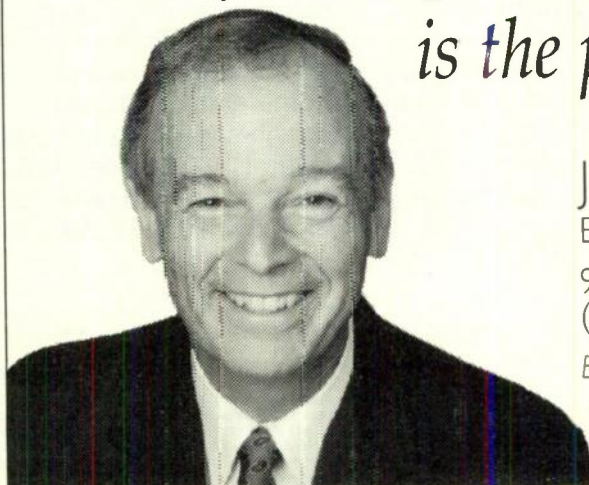
in the newscast unit as an editor and, most recently, a producer. Dore is survived by his mother and father, two sisters and a brother.

Art Schwent, 62, news director, died Jan. 9 of cancer in St. Genevieve, Mo.

Schwent had been news director at KBDZ(FM) Perryville, Mo., and its sister station, KSGM(AM). He is survived by his wife, Dolores, and five children.

—Compiled by Denise Smith
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The 50th annual prime time Emmy Awards are moving to L.A.'s Shrine Auditorium, having outgrown the Pasadena Civic Auditorium. The move will double the seating for the ceremonies Sept. 13.

ABC programming news: ABC plans for summer include the premiere of four series: a comedy, a game show, a reality series with Cindy Crawford and the drama *Maximum Bob*, starring Beau Bridges. *Maximum Bob*, about a judge in a backwater Florida town, will debut in late summer. [box] ABC will delay the start of four of its five midseason shows until after the Olympics. All but *Prey*, which debuted last Thursday, will be held until March. The four other shows are the comedies *Something So Right*, *These Are the Days* and *Two Guys, a Girl and a Pizza Place* and the drama *Push*. [box] ABC's February sweeps programming will include a two-hour tribute to Christopher Reeve and a four-hour, two-night 40th anniversary tribute

to Motown.

Donald Gips is leaving his post as Vice President Gore's domestic policy adviser. Gips joined the White House last March from the FCC, where he was International Bureau chief. Gips's White House tenure has been brief but intense. During 1997 he advised the White House on nominating a package of four new FCC commissioners; he also worked on naming Gore's advisory committee on broadcast public interest obligations in the digital age. Gips says he is leaving the post to spend more time with his family. He will depart when the White House finds a replacement, a process that was just beginning last week.

The Federal Trade Commission is forcing Cablevision Systems Corp. to sell two New Jersey systems in order to complete its plan to acquire Tele-Communications Inc.'s metro New York City operation. The FTC found that the two companies overlapped and

completed in Paramus and Hillsdale and would not allow Cablevision to own both. Cablevision said the TCI systems being sold serve just 5,200 subscribers out of 820,000 TCI subs being acquired. TCI will own 40% of Cablevision when the \$1.6 billion deal is completed.

Tribune Broadcasting last Friday lost its bid at the U.S. Court of Appeals in Washington to overturn an FCC requirement that it sell WQZL-TV Miami by March 22. The FCC requires Tribune to sell the station because the company also owns the Fort Lauderdale *Sun-Sentinel*. The company plans to take its case next to the Supreme Court.

Complying with a court order, the **FCC last Friday reinstated Zebulon Lee's permit to operate WZL(FM) Biltmore Forest, N.C.** Lee's plight at the commission last year threatened to stall the confirmation of FCC Chairman William Kennard when Sen. Jesse Helms (R-N.C.) took an interest in

the broadcaster's quest for a license.

Tribune Media Services is heading to NATPE with a new online research tool for tracking viewership.

ResearchTV provides "cost-effective access to competitive information" on all 211 TV markets, according to the company, which provides ad opportunities for programmers through its newspaper TV supplements and interactive program guides *TV Week*, *TV Log*, *Premium Grid*, *Picture This* and *TV Week Interactive*.

Noncommercial **WGBH-TV Boston has formed a new division to promote and distribute its programs to international broadcasters.** WGBH International is responsible for the direct sale and promotion of the station's shows outside the U.S. Beginning this month it will have available *Nova*, *The American Experience*, *This Old House*, *The New Yankee Workshop*, *Julia Child*, *Woof! A*

TCI beats 4th-quarter expectations

Subscriber count said to increase by more than 125,000

Tele-Communications Inc.'s year-long attempt to turn operations around seems on track, with a surprise surge in basic subscribers likely to push the MSO's fourth-quarter results past expectations.

After losing about 300,000 subs during the previous year, TCI executives have been promising that a revival would hit in the fourth quarter. In November, the company estimated that its systems would add some 65,000-70,000 basic subscribers during the fourth quarter. By mid-December TCI had bumped that prediction to 90,000.

But at Salomon Smith Barney's annual media investment conference in Palm Springs, Calif. last week, TCI president Leo Hindery disclosed that the company would post gains "in excess of 125,000 subscribers" when final results are tallied at the end of March.

That should put subscriber growth at an annualized rate of about 4%, double the pace of the rest of the industry. Further, while Hindery was hoping to boost the cable unit's cash flow from \$712 million in the third quarter to \$730 million in the fourth, analysts now believe the company will beat that figure, hitting some \$740 million in cash flow, a 23% increase from the same period in 1996. Revenue is expected to hit approximately \$1.7 billion, up about 7%.



"We said if we had enough time here, we would turn it," Hindery said in an interview. COO Marvin Jones "deserves a lot of accolades because he's doing it even better than we had hoped." Jones, a longtime cable executive and former operations chief for United Artists Entertainment, was tapped by Hindery and Malone to revive TCI's systems.

Delivering on the operations side of the business is critical. The company started getting into trouble in October 1996 when it became clear that TCI's sharp 13% basic rate hikes were driving pay and basic customers away and that the company had become bloated with bureaucracy. Hindery was brought in from InterMedia

Partners in February to clean up the mess. But until the fourth quarter, his successes lay largely in financial engineering, cutting a series of deals to lay much of TCI's system portfolio off onto joint ventures with other MSOs that had nearby clusters and superior management. Wall Street has also become enthusiastic about TCI's aggressive plans to roll out digital TV and high-speed Internet services.

Linda Dill, TCI vice president of investor relations, acknowledges that marketing costs will ramp up, but would not say how much the company will spend or when it will start hitting TCI's income statement. —John M. Higgins

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Incorporating The Fifth Estate TELEVISION Broadcasting

Guide to Dog Training as well as specials including *Africans in America* and *Challenging Art*. WGBH International staff so far includes Tom Koch, director, international; Ian Bodenham, co-productions consultant, and Betsy Kane, international marketing coordinator.

The Sundance Channel has named a new executive slate, aimed at sparking growth in the sluggish network. The venture among Showtime Networks, PolyGram Filmed Entertainment and Robert Redford named Larry Aidem president, a position that has been open since the departure of ex-chief Nora Ryan in 1996. Aidem has been acting president for the past six months, but sources familiar with the network say the owners looked outside for a permanent CEO before selecting Aidem. The programming function is essentially split between Tom Harbeck, Nickelodeon senior marketing VP who was named executive VP, programming, and creative director, and Liz Manne, former Fine Line Features executive marketing VP, who was named senior VP of programming. Both will report to Redford. The network, available on systems serving 10 million basic homes, has about 3 million actual subscribers—almost half of them on DBS rather than cable.

Education experts last week discussed the potential of digital television as the Gore commission met for its third meeting. "There's no question that television educates," said educational programming advocate Peggy Charren. Gordon Ambach of the Council of Chief State School Officers suggested that some of the revenue derived from digital TV spectrum be used to fund educational programming. During the day-long session, members of the group also heard from a series of technology experts who discussed the service options that digital technology will provide broadcasters.

The Radio-Television News Directors Association will present its highest honor, the Paul White Award, to NBC's Jane Pauley. She will receive the award at a Sept. 23 banquet during the association's annual convention in San Antonio, Tex. The award recognizes Pauley's "lifetime contribution to electronic journalism."

Intel Corp. reported last week that the Federal Trade Commission won't seek a preliminary injunction to impede its planned acquisition of Chips and Technologies. The expiration date for Intel's purchase of Chips and Technologies' shares

through its Intel Enterprise Corp. subsidiary is still scheduled for mid-week.

N2K Inc., the online music marketer and programmer, **reported revenue of \$4.7 million for the fourth quarter** ended Dec. 31, a significant gain from \$679,000 for the same period last year. The company's newly launched N2K Encoded Music label realized revenue of \$700,000 for the quarter. A spokesperson for N2K said quarterly earnings for the company would be released at a later date.

BKN Kids Network has acquired animated series *Mummies Alive* from DIC Entertainment. *Mummies Alive* will be stripped five days a week for the 1998-99 season.

James Avery, best known as the judge and father on NBC's *Fresh Prince of Bel-Air*, will be the new host of *Going Places*, the PBS travel series. The eight-part series will run on Mondays, starting May 11.

Former Continental Cablevision Inc. chairman **Amos Hostetter has been named chairman of the Amherst College Board of Trustees.** Hostetter, a 1958 Amherst graduate, has been a trustee of the school since 1989.

PolyGram Domestic Television continues to round out its executive team with the naming of Matt Cooperstein as senior VP of distribution. Cooperstein is the former head of domestic syndication at ITC Entertainment Group. PolyGram also named Marc Grayson VP of Western regional sales and Beth Kelley VP of Eastern regional sales. Kristin Torgen has been named executive director of marketing and creative services.

In a state-of-the-mouse annual report to shareholders, **Disney Chairman Michael Eisner** said that one of the main reasons the

company bought ABC two years ago was to guarantee that Disney shows could get on a network. "Imagine that your livelihood depends on commuting to work on a major highway," he wrote. "The tolls start going up. Finally, one day, the guy in the toll booth won't raise the gate at any price. But, meanwhile, you watch him let other cars zip by you onto the highway. It never quite got to that, but that was what we feared as we tried to get access for our shows on various television outlets. ... We decided that the only way not to be at the mercy of these institutions was to ensure our own access if it came to that."

As long as he has anything to do with it, **on-air broadcasts of PBS will stay commercial-free**, says Ervin S. Duggan, PBS president. Off the air, though, Duggan is finding new ways to add revenue to the PBS budget. He announced a five-year deal with Warner Bros. Records to create a new record label, PBS Records. Robert G. Ottenhoff, PBS executive VP, says the goal is to produce six titles a year with recordings of musical performances and soundtracks from PBS shows. Under the agreement, PBS will commission performances for broadcast, and Warner Bros. Records will fund two music specials and companion CDs each year for five years, as well as additional recordings. Distribution will be handled by WEA Inc., Warner Bros. Records' distribution arm, and PBS.

The Television Syndication Company has acquired rights to a new game show and four educational series. *Culture Quest* (for distribution outside the U.S.) is a game show where winners compete for dream vacations in a game testing their knowledge of world customs and lifestyles. The educational series are all from

California-based Intelicom: *Earth Revealed* links geology and human activity; *The Mechanical Universe* comprises 52 animated half hours making the abstract easier to understand; *Preserving the Legacy* deals with waste management and pollution, and *The Universe: An Infinite Frontier* is for would-be astronomers or anyone curious about black holes, asteroids and the like.

Toronto-based Nelvana Enterprises will be pitching new animated series Ned's Newt at the NATPE convention in New Orleans. The show, about Ned's 500-pound super hero/secret pal is debuting on Fox Kids Network in February.

John Wells, executive producer of *ER*, told an audience of TV critics last week that his assumption is that *ER* star **George Clooney will leave the show** after the 1998-99 season. Clooney is expected to reach a decision before the end of April.

Tele-Communications Inc. faces a number of shareholder lawsuits stemming from the settlement of the Magness estate lawsuit. Delaware Chancery Court says a number of suits have been filed there, beginning on Jan. 7, two days after the settlement was announced, with the latest coming in the last week. The key issues: TCI Chairman John Malone's \$150 million call-option payment and increased control over TCI as a result of the settlement and the Magness estate's \$124 million call-option payment. The suits, in general, ask that the court void the settlement and that Malone and the estate return the payments.

Veteran NFL quarterback **Norman "Boomer" Esiason will be hanging up his cleats and picking up a microphone for ABC's Monday Night Football**. Esiason was offered a five-year contract after the network and Fox football analyst failed to reach an agreement, Bloomberg News reported Friday. During football season, *Monday Night Football* is the network's highest rated program. Esiason, 36, would have been the Cincinnati Bengals's starting quarterback had he returned for next season, according to coach Bruce Coslet, but "we understand how attractive the ABC offer is," Bengals President Mike Brown said. "It's a chance that doesn't come along very often."

Errata: A story on page 88 in this week's Cable section should say that Primestar is launching a \$150 million marketing campaign. The story incorrectly puts the amount at \$50 million.



Drawn for BROADCASTING & CABLE by Jack Schmidt
 "...And this is the set-top box that controls your other set-top boxes..."

COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

The sky-high price of success

Warner Bros. has found the answer to the age-old question of how to make money on the back end with network hour dramas: Make it on the front end. NBC's deal to pay nearly \$900 million for the privilege of airing three seasons of *ER* (maybe it passed on the NFL to make sure it had enough in the coffers) on top of its apparent willingness to pay Jerry Seinfeld something like \$200 million to stick around for another season (he didn't) clearly says something about the value of programming. We think that "something" is that great programs, with great ratings and shares, are what brand a network or a station. The much-vaunted "branding" is much-vaunted for a reason. It is the only thing that stands between a network and the swelling sea of choices for its viewing audience.

Let's face it (more like, let's face it for the umpteenth time): NBC is Thursday night, no matter how many other days it gives the must-see moniker or how many news magazines it adds (we understand they're changing the name of the network to Dateline NBC). And Thursday, at least for the moment, is *ER*, *Seinfeld* and whatever they sandwich in between—*Veronica's Closet* today, perhaps the *New York Times* classifieds section tomorrow; it hardly seems to matter. The night has been a cash cow to dwarf all cash cows (a sort of Macy's parade float of cash cows), but the network appears willing to turn it into a cash calf to keep *ER* and Thursday night's ability to launch successful new shows.

The same branding strategy was behind the scramble for the NFL. Who's got the ball? NBC had it, CBS got it, Fox kept it, ABC got it, TNT lost it. Why is football worth \$18 billion? The cachet, the brand, the lead-in? All of the above. Facing the inevitable audience slice-and-dice of digital, the winning bidders are fighting to preserve their prime real estate by securing some high-class anchor tenants. They sure aren't looking for big profits. "I don't know if we can make a lot of money," says CBS's Mel Karmazin about his network's football deal. "But if we can make a dollar, we'll still be better off."

The networks could be throwing too many of those dollars at the problem of declining viewership or maybe just paying the new price of a ticket to the winner's circle—or, more frightening, just to stay in the game. But huge investments have been known to pay off. Just ask the Chicago Bulls.

Keep that salt cellar handy

According to the latest UCLA Center for Communication Policy study of TV violence, there is only one network TV series that raises serious concerns about TV violence (it is *Walker, Texas Ranger*). That's down from five such shows a year ago and nine in 1994-95. In fact, every area of television programming showed improvement except the reality specials category—with its world's worst this and scariest that. It was a good report card as such things go, but to be fair we must take this study with as many grains of salt as we would have taken had it concluded that television was rife with violence.

It is a study based on a committee's decision on whether violence in a particular program, as first identified by a group of college students, is "integral to the story," whether the violence is "glorified," whether it is used to "hook" viewers and how "realistic" it is. The result is no more than a collective opinion about thousands of judgment calls. No matter how reasoned that opinion may be—and we have no way of determining that—we would be hesitant to base any conclusions, good or bad, on such judgments.

A pair of Bills coming due

It's quid pro quo time again. FCC Chairman Bill Kennard, in his first major address to broadcasters, will tell a NATPE audience today that broadcasters "need to give something back to their communities." Next week, during his State of the Union address, President Bill Clinton may once again call for a law requiring TV stations to give political candidates free airtime (how about free airline miles as well, since those also are regulated airways used frequently by candidates). The Congressional Budget Office, meanwhile, is calculating how much the government could earn by charging broadcasters (and others) for the use of spectrum.

The common element in the thinking of Kennard, Clinton and the CBO is the assumption that TV and radio are doing precious little in the way of public service to justify their admittedly lucrative broadcast licenses. The assumption is dead wrong. Broadcasters do plenty. They track tornadoes and hurricanes, they investigate corruption in public office, they air PSAs, they raise money for disaster relief, they produce telethons for local charities. The NAB is documenting this public service, recognizing that a ream or two of paper is necessary to make a point in Washington. But we wish that Kennard, Clinton and others who believe broadcasters are getting a free spectrum ride would simply pay more attention to what broadcasters do—on and off the air.

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New study states networks finding significantly untapped niches are most likely to get carriage on cable systems.

Special Report: *New Cable Networks*

Today, there are approximately 200 new networks in search of an audience. And despite high costs and competition, cable programming's payoff can be huge — with niche networks most likely to succeed.

With a new crop of contenders poised on the television horizon, **Broadcasting & Cable** will present a must-read report on **New Cable Networks**. This January 26 issue will span the spectrum, featuring an A-to-Z list of planned and

new cable networks. Our in-depth coverage will also provide insider's perspective on what cable system operators and viewers are looking for.

If you're looking to launch a cable network, you'll want to be included in this report. Your message will reach 35,000 key players — including MSO and cable system operators. To be programmed for success, call your **Broadcasting & Cable** sales representative to reserve your advertising space today. **B&C**

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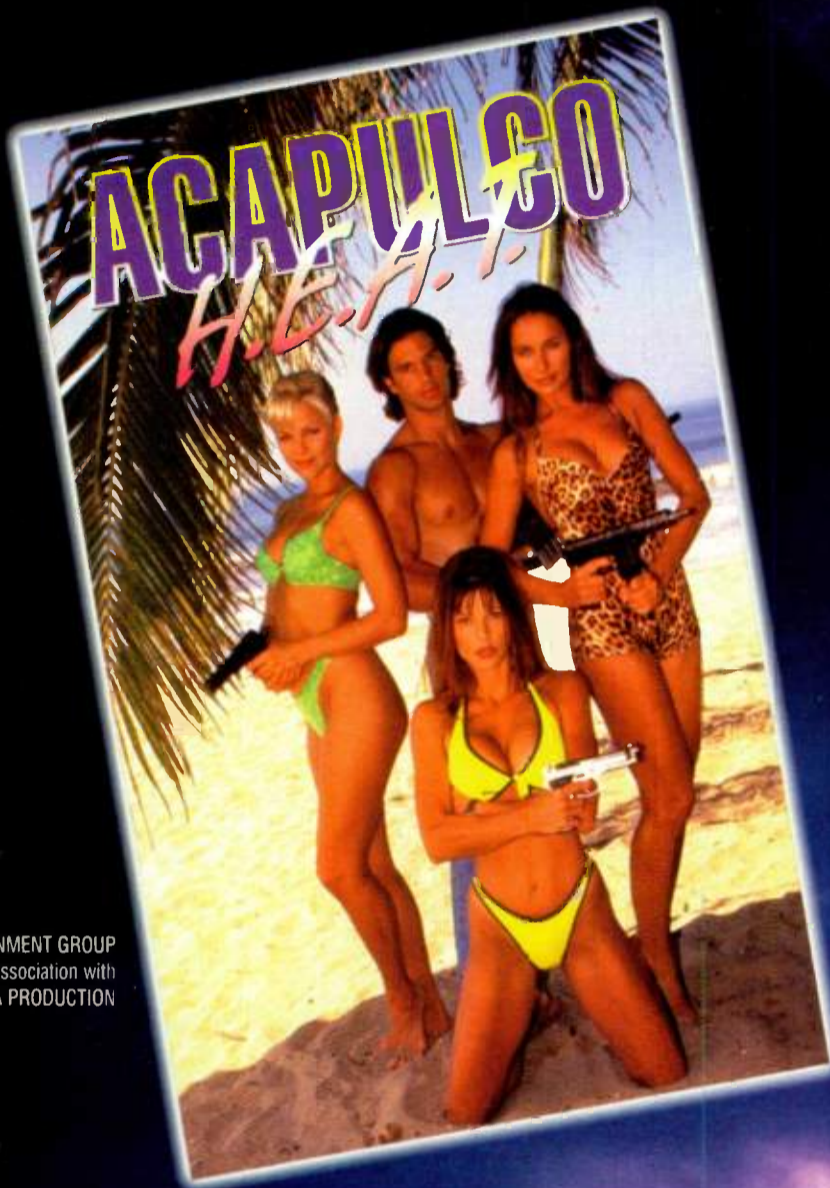
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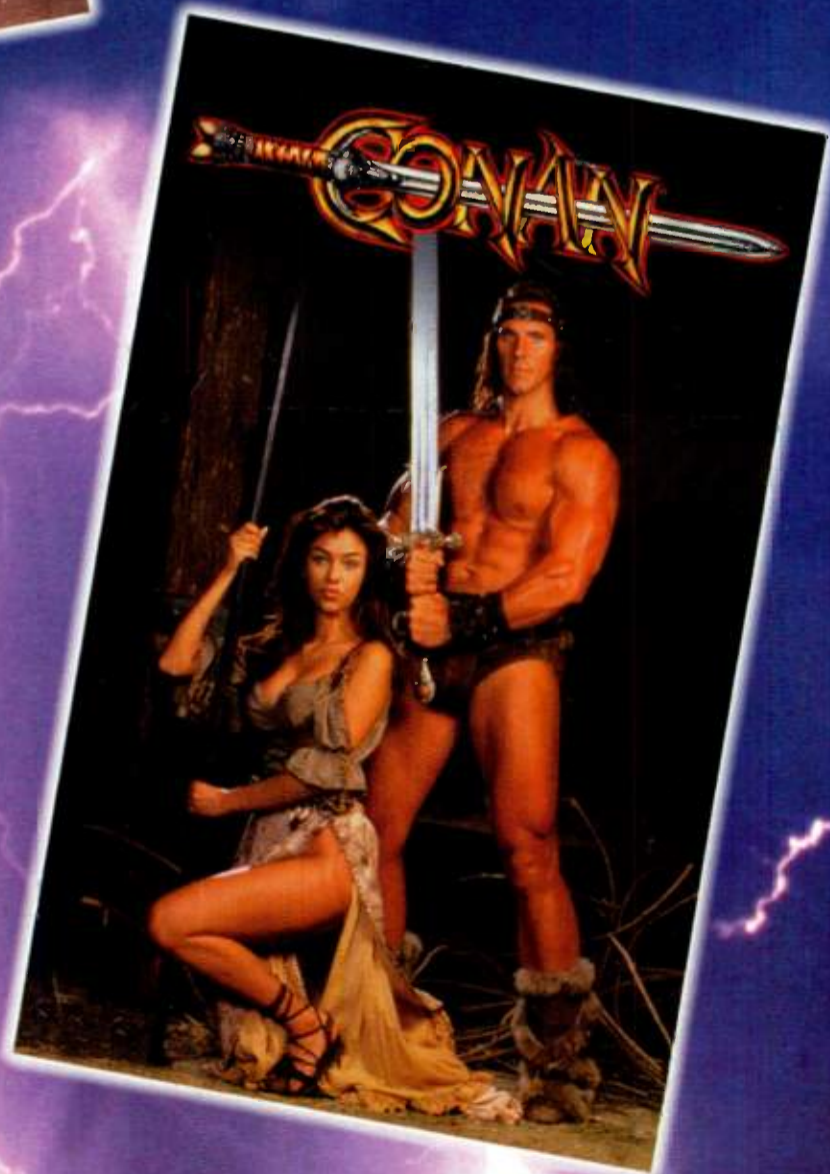
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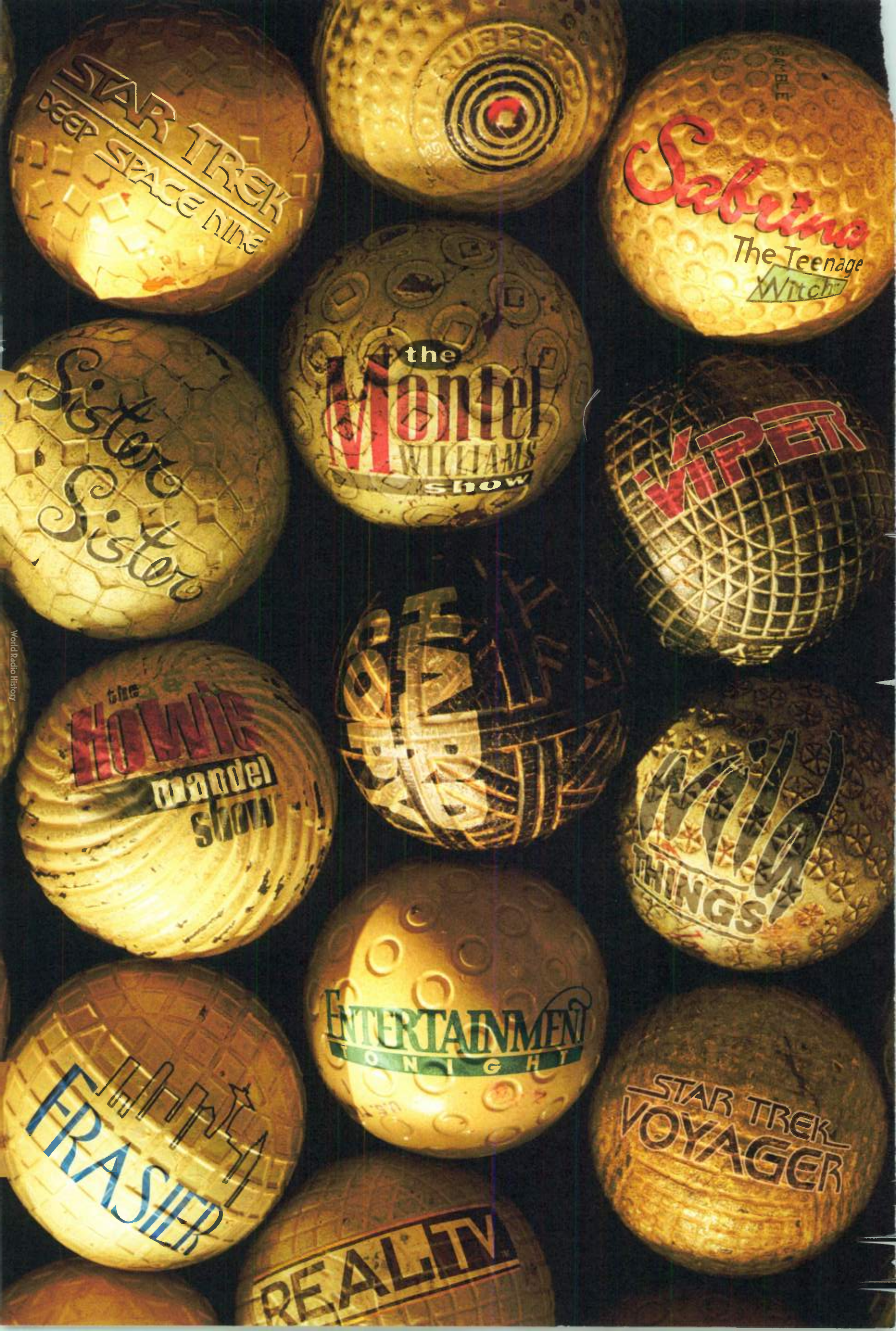


From **Showtime at the Apollo**, where dreams are born and legends are made, to **Acapulco H.E.A.T.** and the legendary world of **Conan**, Western International Syndication has the hours to fill your programming needs!



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ENTERTAINMENT
TODAY
TONIGHT

FRASIER

STAR TREK
VOYAGER

REALTY



Your opponent's situation dictates your tactics on every shot. If he's in the trees, you may want to play a less aggressive and safer shot.



If it's in the trees or in the seas, you'll see it on **Wild Things.** It's the wilder side of wildlife.



Watch your opponent. If he plays fast, play slow. If he plays slow, play fast. It's a power trip that always trips them up.

POSSIBLY THE WILDEST HOLE EVER PLAYED WAS IN 1963 AT RANCHO PARK DURING THE LOS ANGELES OPEN. ON THE 18TH FAIRWAY, ARNOLD PALMER HOOKED TWO SHOTS ONTO THE ROAD NEXT TO THE COURSE, THEN SLICED TWO MORE ONTO THE DRIVING RANGE. WITH PENALTIES, HE SCORED A 12 ON THE PAR FIVE HOLE.

For the ultimate power trip, try ten cylinders, 400 horsepower...and a rocket launcher. It's the power that comes only from **Viper.**



THE ODDS AGAINST MAKING A HOLE-IN-ONE ON A HOLE REACHABLE IN ONE SHOT ARE APPROXIMATELY 15,000 TO 1.

KEEP A HAND WARMER FOR YOUR HANDS AND BALL. YOU'LL LOSE YARDS IN COLD WEATHER, EVEN MORE IF YOUR BALL IS COLD, TOO.



Try more space above your hands on the club grip when chipping. The lower your hands on the shaft, the greater your "touch" and control will be.

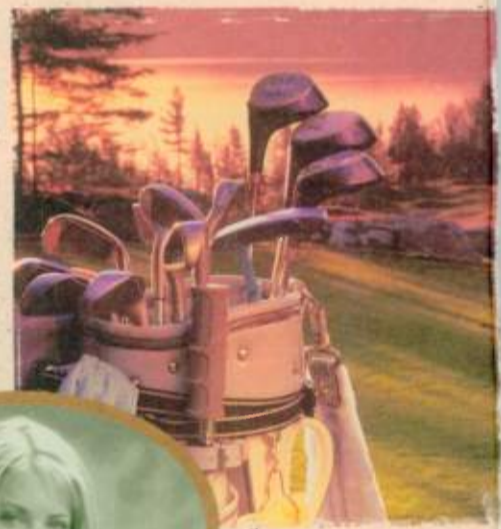


Touch the future with **Star Trek: Deep Space 9**. You'll stay light years ahead of your competition.



When faced with an incline which positions the ball above the feet, stick with short and mid irons.

When the ball is below the feet, use a longer club and widen your stance to lower your center of gravity.



Of course, gravity isn't an issue if you're a teenage witch like **Sabrina**. It's classic style comedy with family appeal that's sure to please the entire gallery.



Always putt to end up 12 to 18 inches past the hole. The only putts that never go in are the ones that come up short.

You'll never come up short with a legacy that has lived long and prospered.

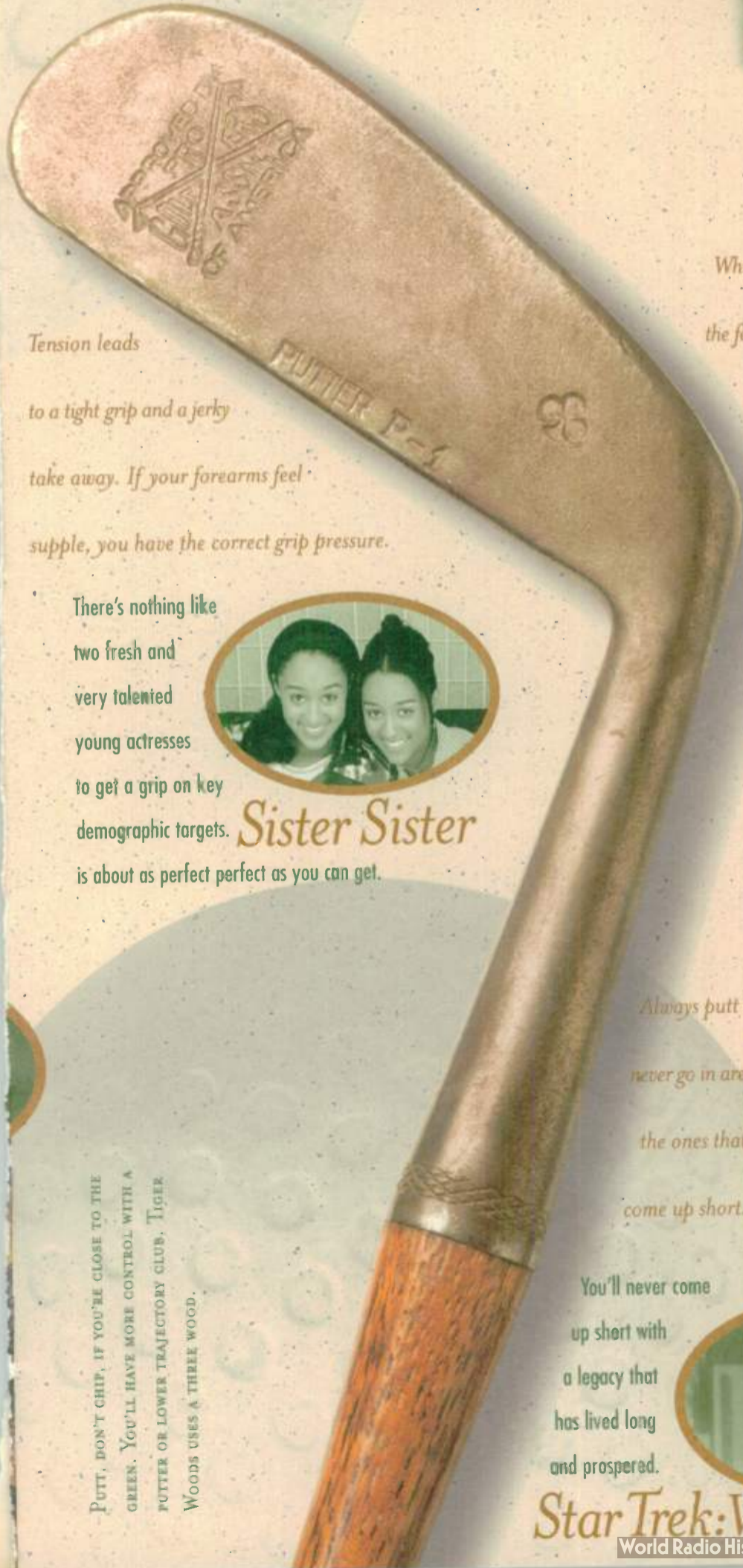


Star Trek: Voyager.



Tension leads to a tight grip and a jerky take away. If your forearms feel supple, you have the correct grip pressure.

There's nothing like two fresh and very talented young actresses to get a grip on key demographic targets. **Sister Sister** is about as perfect perfect as you can get.



PUTT, DON'T CHIP, IF YOU'RE CLOSE TO THE GREEN. YOU'LL HAVE MORE CONTROL WITH A PUTTER OR LOWER TRAJECTORY CLUB. TIGER WOODS USES A THREE WOOD.

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GOMER PYLE

GUNSMOKE

HAPPY DAYS

HAWAII FIVE-O

HOGAN'S HEROES

THE HONEYMOONERS

I LOVE LUCY

LAVERNE & SHIRLEY

MATLOCK

ODD COUPLE

PERRY MASON

TAXI

THE UNTOUCHABLES

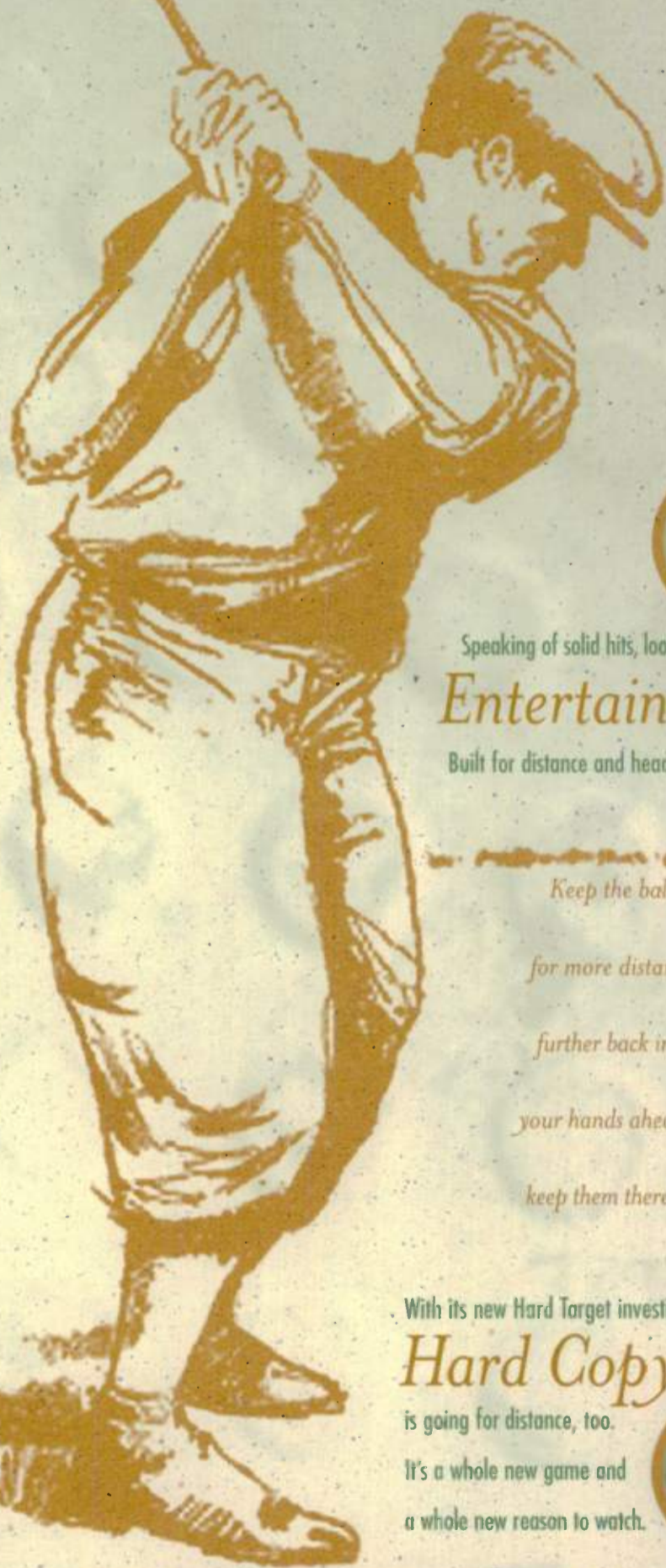
WILD WILD WEST



*Strategies for golf.
And television.*



Most people use a club that would only get them to the green if they hit the most solid shot of their lives — not very likely. Use a club you can swing with only 80% of your strength and still get there.



DON'T TRY TO OUTPLAY YOUR COMPETITORS. THIS WILL ONLY LEAD TO MORE MISTAKES. PLAY ONE STROKE AT A TIME. AND BE CONFIDENT.



Speaking of solid hits, look at

Entertainment Tonight.

Built for distance and headed straight into the new millennium.

Keep the ball low in the wind for more distance. Play the ball further back in your stance. Put your hands ahead of the ball and keep them there when you swing.

With its new Hard Target investigative team,

Hard Copy

is going for distance, too.

It's a whole new game and a whole new reason to watch.



BEST COURSE: St. Andrews. THE OLDEST GOLF COURSE IN THE WORLD



IT'S THE KING OF SPORTS

and the quintessential business game.

GOLF IS CENTURIES OLD.

Television — not quite so old.

BUT IN SOME WAYS, THEY'RE VERY MUCH

the same kind of game.

THIS YEAR, WE'D LIKE TO SEE YOU

win at both.




Work out your hole strategy from the pin backwards.

Find the approach shot you want, then figure out how you can get to that angle using a shot you are capable of.



When it comes to issue related talk, **Montel Williams** works all the angles.

And, **The Howie Mandel Show**, coming this June, is a whole new angle on talk variety.



Most pros recommend viewing a video tape of yourself to correct a faulty swing. But, you should also video tape when you're playing well. It

will give you a point of comparison.



Real TV proves that regular use of video tape can also improve your station's performance.

HOLD A LARGE TOOTHPASTE TUBE AS YOU WOULD YOUR CLUB. YOUR GRIP SHOULD BE TIGHT ENOUGH TO HOLD IT SECURELY WITHOUT SQUEEZING ANY TOOTHPASTE OUT.



Forget your sand trap phobias. Sand traps are often strategically placed.

Use them to stay out of the trees or water fouts. Hitting from a sand trap is always better than from the rough.

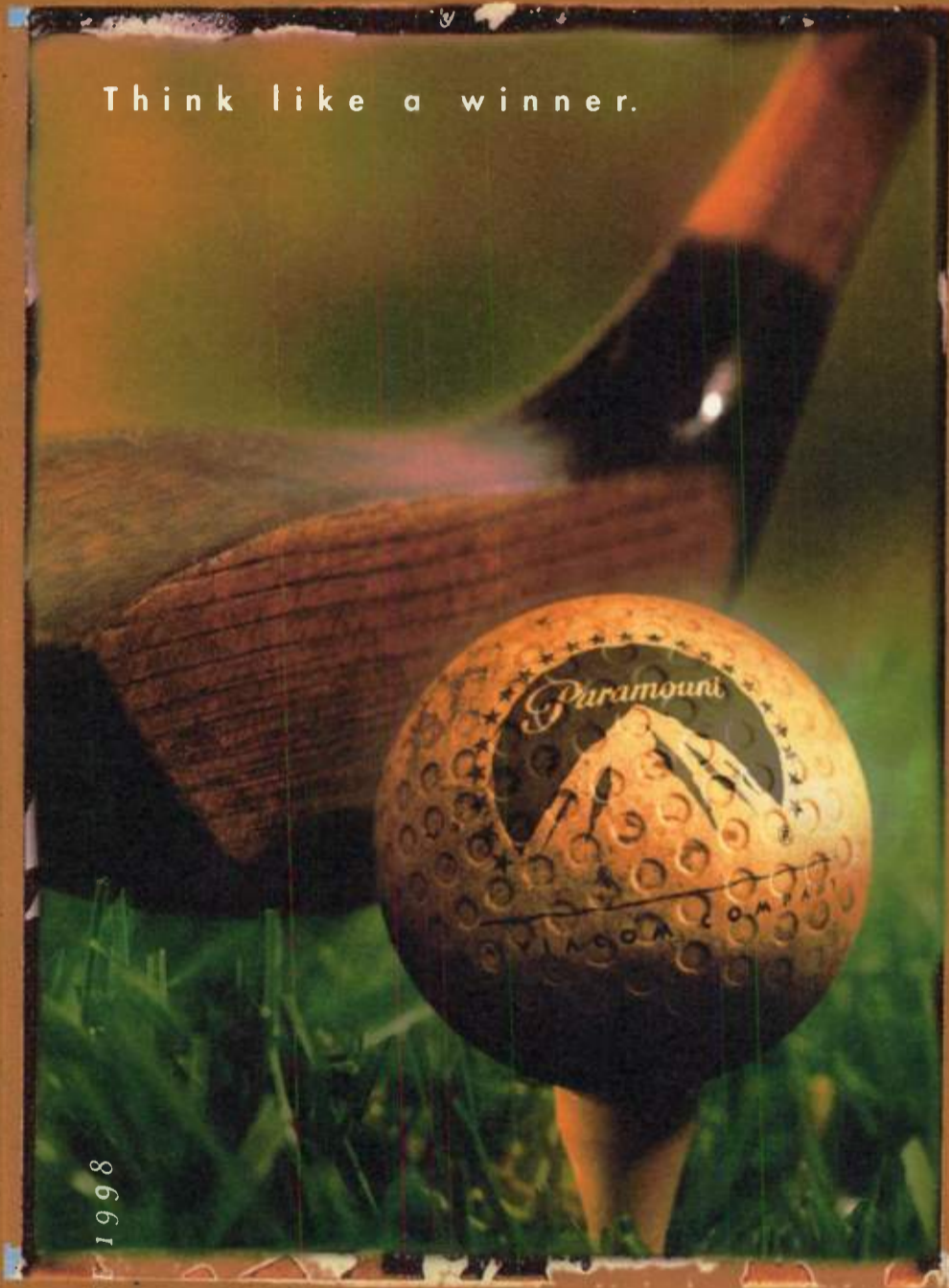
Forget your phobias over key time period performance, too. With 16 Emmys, **Frasier** is like a bunker shot onto the green.



DATING BACK TO THE 1300's. AS CHALLENGING TODAY AS IT WAS THEN.



Think like a winner.



NATPE 1998

STRATEGIES FOR GOLF
And television.