CHANCELLOR'S JEFFREY MARCUS

Creating the 500 Channel Universe

...with radio

Clear Channel gobbles up Jacor in $4.4B deal

Sinclair to spin off $500M worth of TV and radio
Mills **Knocks Out the competition!**

Week of Sept. 21 HH ratings  
New 1998 first-run, non-access strips

<table>
<thead>
<tr>
<th><strong>JUDGE MILLS LANE</strong></th>
<th>3.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Judge Joe Brown</td>
<td>2.6</td>
</tr>
<tr>
<td>The Roseanne Show</td>
<td>1.9*</td>
</tr>
<tr>
<td>Forgive or Forget</td>
<td>1.5</td>
</tr>
<tr>
<td>Donny &amp; Marie</td>
<td>1.5*</td>
</tr>
<tr>
<td>Howie Mandel</td>
<td>1.3*</td>
</tr>
<tr>
<td>Change of Heart</td>
<td>1.0</td>
</tr>
<tr>
<td>Love Connection</td>
<td>1.0</td>
</tr>
<tr>
<td>Match Game</td>
<td>0.9</td>
</tr>
</tbody>
</table>

Executive Producers  Bob Young and John Tomlin

Source: NSS Dailies Plus GAA HH Rating. (AA ratings) ©1998 Rysher Entertainment, Inc. All rights reserved.
The big get bigger  Clear Channel Communications will become the second-largest radio station owner in the U.S. if its proposed acquisition of Jacor Communications is approved. The $4.4 billion deal will give Clear Channel 453 stations and annual revenue of $1.2 billion. / 6

Where’s the HDTV?  Forty-two DTV stations will be on the air in November, but they’ll be offering little, if any, high-def programming. / 10

Networks seek November boost  All but CBS have seen erosion from last year; they look to the sweeps to pick up steam. / 14

Deciding on digital public interest  The FCC is expected to propose long-delayed public interest obligations for DBS services on Oct. 22. / 19

For more late-breaking news, see ‘In Brief’ on pages 96-97

SPECIAL REPORT
B&C’s Top 25 Radio Groups
Consolidation continued to be radio’s watchword over the past year. Our annual ranking finds Chancellor in first place with revenue of $1.7 billion and 488 stations. / 33

Top 25 Radio Groups

B&c mending fences with CBS  “Under the right circumstances, I would work for anybody,” says producer Steven Bochco, who seems to be over his pique at the network cancellation of his Brooklyn South. / 46

Twentieth Television looks into ‘Divorce’  The syndicator announces two new first-run projects, including a remake of Divorce Court. / 50

Bochco

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Groups

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Nielsen signs basic agreements  The ratings firm is offering basic and pay cable services new contracts that include implementation of a new active/passive peoplemeter system. / 58

Wireless on the wane  The industry’s problems continue, with Heartland filing for Chapter 11 and Cellularvision missing an interest payment. / 60

GL racks up HD encoder sales  CBS and HBO have signed a contract with the equipment manufacturer for high-definition encoding and decoding gear. / 69

OnRadio links with Jacor  The Web company formerly known as Electric Village will provide content and other online services to Jacor’s 200 radio stations. / 73

TECHNOLOGY / 89

INTERNET / 78
"We'd like to thank the Academy..."

Discovery Channel and TLC were honored with a total of 7 News and Documentary Awards, 3 Primetime Awards and the prestigious Governors Award. Discovery Channel won more News and Documentary Emmy® Awards than any other cable network, and joined the elite group of Primetime Emmy winners with 3 Primetime Awards. Thanks, NATAS and ATAS, for the recognition.
Some so-so on sign-ergy

Ad buyers cautious of Clear Channel/Jacor’s claims of radio/billboard opportunities

By Elizabeth A. Rathbun

Radio ad buyers say the merger of Jacor Communications Inc. into Clear Channel Communications Inc. may not be “made in heaven,” as Clear Channel President L. Lowry Mays puts it.

The $4.4 billion stock-for-stock deal, announced last Thursday, gives Clear Channel radio stations in eight markets where it previously owned only billboards. Significantly, those include seven of the top 19 markets. Radio and billboards will provide a potent combination for advertisers, Clear Channel executives say. It’s a strategy also being embarked upon by Chancellor Media Corp. (see “Cover Story,” page 28).

“They’re off-target,” says Aaron Cohen, executive vice president/director of national broadcast for marketing and media service company Horizon Media Inc. “If it’s not part of a designed fit, nothing in the world would convince me to do it [recommend advertising on a radio/billboard combination].”

But Clear Channel is counting on the strategy to work. The tax-free merger would more than double Clear Channel’s radio holdings, from 223 to 453 in 101 markets. Forty percent of Jacor’s radio stations are in markets where Clear Channel has billboards, says Mark Mays, Clear Channel’s senior VP of operations.

The merger unites the nation’s number-three (Jacor) and number-five (Clear Channel) radio groups, as defined by revenue. But the new Clear Channel still can’t beat Chancellor and CBS Corp., numbers one and two, respectively, on Broadcasting & Cable’s annual ranking of the top 25 radio groups (see chart, this page, and the complete list on pages 33-45). Both Chancellor and CBS were said to be bidding for Jacor, which reportedly has been on the market for a year.

“We would love to have had the Jacor assets within the company,” Chancellor President Jeffrey A. Marcus says. “However, we have a high level of respect for the Clear Channel management and are pleased that they are adding radio assets to their multimedia platform like Chancellor [is doing].” A CBS spokesperson declined comment.

“There certainly is a lot of synergy where it relates to outdoor and radio overlap,” Lowry Mays says. “This transaction ... was made in heaven.”

But even heaven may not be so easy to sell to radio advertisers who are not accustomed to dealing with multiple platforms, says media buyer Laura Kroll, vice president of network negotiations for SFM Media Corp.: “If I had to get into it [outdoor], fine, but it’s for them to prove to us that there’s synergy there.”

She also has noted “a feeling of definite concern” about the reduction of competition in certain markets. “You should be able to have a choice about where you spend your money.”

While there are no limits on radio/billboard holdings, a broadcaster can own no more than eight stations in a market. With 15 stations in Tampa/St. Petersburg, it’s obvious the new Clear Channel will have to spin off some stations. Clear Channel and Jacor together also own 12 stations in Louisville; 11 in Jacksonville, Fla., and 10 in Houston.

The Justice Department likely will examine the combined companies’ share of radio revenue in certain markets. Clear Channel’s share in

---

**AT A GLANCE**

The $4.4 billion Clear Channel Communications Inc./Jacor Communications Inc. merger is the second-largest radio deal ever, after then-CBS Inc.’s $4.9 billion purchase of Infinity Broadcasting Corp.’s 44 radio stations in June 1996. The following chart shows the new group’s top 20 market holdings:

<table>
<thead>
<tr>
<th>Market (Arbitron rank)</th>
<th>Clear Channel Radio</th>
<th>Jacor Radio</th>
<th>Clear Channel Billboards</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York (1)</td>
<td>None</td>
<td>None</td>
<td>1,026</td>
<td>None</td>
</tr>
<tr>
<td>Los Angeles (2)</td>
<td>None</td>
<td>2 FM, 2 AM</td>
<td>7,127</td>
<td>None</td>
</tr>
<tr>
<td>Chicago (3)</td>
<td>None</td>
<td>None</td>
<td>10,658</td>
<td>None</td>
</tr>
<tr>
<td>San Francisco (4)</td>
<td>None</td>
<td>2 FM</td>
<td>9,506</td>
<td>None</td>
</tr>
<tr>
<td>Philadelphia (5)</td>
<td>None</td>
<td>None</td>
<td>2,627</td>
<td>None</td>
</tr>
<tr>
<td>Dallas (6)</td>
<td>None</td>
<td>2 FM</td>
<td>4,529</td>
<td>None</td>
</tr>
<tr>
<td>Washington (8)</td>
<td>None</td>
<td>None</td>
<td>672</td>
<td>None</td>
</tr>
<tr>
<td>Houston (9)</td>
<td>4 FM, 3 AM</td>
<td>3 FM</td>
<td>5,359</td>
<td>None</td>
</tr>
<tr>
<td>Miami (11)</td>
<td>5 FM, 2 AM</td>
<td>None</td>
<td>2,088</td>
<td>None</td>
</tr>
<tr>
<td>Atlanta (12)</td>
<td>None</td>
<td>4 FM, 1 AM</td>
<td>1,525</td>
<td>None</td>
</tr>
<tr>
<td>Minneapolis (14)</td>
<td>None</td>
<td>None</td>
<td>1,788 (1 CC)</td>
<td>None</td>
</tr>
<tr>
<td>San Diego (15)</td>
<td>None</td>
<td>7 FM, 4 AM</td>
<td>812</td>
<td>None</td>
</tr>
<tr>
<td>Phoenix (17)</td>
<td>None</td>
<td>2 FM</td>
<td>365</td>
<td>None</td>
</tr>
<tr>
<td>St. Louis (18)</td>
<td>None</td>
<td>5 FM, 1 AM</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Baltimore (19)</td>
<td>None</td>
<td>2 FM, 1 AM</td>
<td>3,360</td>
<td>None</td>
</tr>
<tr>
<td>Pittsburgh (20)</td>
<td>None</td>
<td>1 AM</td>
<td>None</td>
<td>None</td>
</tr>
</tbody>
</table>

For a complete list of the companies’ other media holdings, see “Top 25 Radio Groups,” page 33.
Radio’s Biggest

As Broadcasting & Cable’s ranking (by revenue) of the nation’s largest radio groups was being compiled last week, Clear Channel and Jacor announced plans to merge. A snapshot of the latest version of radio’s leaders follows. The complete list, featuring each company’s station portfolio, appears on pages 33-45.

1. Chancellor Media Corp. (1)
2. CBS Corp. (2)
3. Clear Channel Comm. (3)
4. ABC Inc. (4)
5. Cox Broadcasting (9)
6. Entercom (16)
7. Heftel Broadcasting (NA)
8. Emmis Comm. (8)
9. Cumulus Media (NA)
10. Susquehanna Radio (14)
11. Sinclair Broadcast Group (17)
12. Citadel Comm. (12)
13. Bonneville International (11)

Louisville would amount to 83.5% without spin-offs, according to BIA Research Inc.; 60.4% in Tampa; 57.6% in Dayton, Ohio, and 52.7% in Cleveland. The deal is subject to both FCC and Justice Department approval.

Clear Channel had been “courting these guys for two years,” but the deal came together only in the week before the announcement, Mark Mays says.

Why now? Observers speculate that Jacor’s largest stockholder, the Sam Zell-controlled Zell/Chilmark Fund LP, was influenced by a fund closing date of 2000 and a stock market roiled by ups and downs. Jacor, after hitting a 52-week high of $65.25 on July 14, fell as low as $36.875 last Wednesday. Clear Channel hit a high for the year of $62.3125 and plunged to $35.625, also last Wednesday.

A stock deal is good for both companies in the current environment, Mark Mays says. “It’s important that we don’t leverage our balance sheet and that the deal doesn’t put our company at risk.”

As for Jacor shareholders, they can ride Clear Channel’s historically higher-priced stock until their shares are converted into Clear Channel stock two days before the deal closes. That is expected by Sept. 30, 1999. Based on Clear Channel’s closing price of $37 last Wednesday and a conversion number of 1.4, Jacor shareholders would win a 29% premium.

“We rather enthusiastically sought this out,” Jacor Chief Executive Randy Michaels says. While Zell’s fund “didn’t have to do a transaction ... the significant premium we’re getting ... is good for everybody.”

Although Clear Channel now is about $2.8 billion in debt, and Jacor carries about $1.26 billion, by the time of the closing the new Clear Channel will have about $1 billion for more acquisitions, says Clear Channel Executive Vice President/Chief Financial Officer Randall Mays.

Jacor will operate as a separate subsidiary of Clear Channel, with Jacor’s Michaels continuing as CEO and Bobby Lawrence staying on as president. Jacor shareholders will own about 25% of the combined company, which will keep the Clear Channel name.

Sinclair: Reverse consolidation?

For the past couple of years, Sinclair Broadcast Group Chairman David Smith has talked about becoming the largest TV operator in the country by acquiring 100 stations. But last week, those plans ran smack into a weakening advertising economy and Wall Street’s bear market—a market that grows more bearish by the day.

Sinclair has been particularly hard-hit—its stock traded as low as $8 last week, down from a high of $30 in July—and it has put on hold, at least temporarily, its 100-station goal and has announced plans to sell some of its 56 owned TV stations and some of its 51 radio stations to raise up to $500 million.

Sinclair didn’t identify which stations it would sell, but the company did say that they would be “nonstrategic assets.” Analysts took that to mean they would try to sell stations in markets where the company does not have LMAs or co-owned TV and radio stations. Sinclair said it’s had some offers for properties as high as 13 times cash flow.

The reason for the sale? The company has overextended itself with the pending purchase of the Guy Gannett stations. With the softer ad market, Sinclair’s debt-to-pretax-earnings ratio has risen above the maximum 6.5 times specified in some of its loan agreements.

The national spot market, which continues to slide, is a major contributor to Sinclair’s woes. In the fourth quarter, the company told analysts last week, its national spot business will be down several percentage points compared with fourth quarter 1997. The good news is that the local advertising market is so far, holding its own, so that fourth-quarter sales will be up slightly, 2% to 3%. Broadcast cash flow will be flat, however. The company said that next year’s outlook is modest and should end up at the low end of analysts’ earnings projections, which would mean earnings in the range of $1.75 to $1.80 per share.

Analysts said last week that they believed Sinclair was being “overly punished” by the market, as Donaldson Lufkin Jenrette’s Geoff Jones put it. “It’s trading like an emerging-market stock,” adds Credit Suisse First Boston’s Harry DeMott. “It’s not rational.” Highly leveraged stocks like Sinclair’s are getting pounded, they said—although long term, both analysts said that Sinclair’s outlook is positive. “Viewers are still going to watch The Simpsons in Pittsburgh,” said DeMott.

—Steve McClellan
BIG Time Period Ratings GROWTH In Oct.'98!

<table>
<thead>
<tr>
<th>MARKET</th>
<th>STATION</th>
<th>AFFIL</th>
<th>% INCREASE VS. YEAR AGO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>KTTV</td>
<td>FOX</td>
<td>+ 55%</td>
</tr>
<tr>
<td>Chicago</td>
<td>WFLD</td>
<td>FOX</td>
<td>+ 80%</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KTVU</td>
<td>FOX</td>
<td>+150%</td>
</tr>
<tr>
<td>Boston</td>
<td>WFXT</td>
<td>FOX</td>
<td>+150%</td>
</tr>
<tr>
<td>Dallas - Ft. Worth</td>
<td>KTVT</td>
<td>CBS</td>
<td>+ 86%</td>
</tr>
<tr>
<td>Tampa</td>
<td>WFLA</td>
<td>NBC</td>
<td>+150%</td>
</tr>
<tr>
<td>Denver</td>
<td>KTVD</td>
<td>UPN</td>
<td>+120%</td>
</tr>
<tr>
<td>Sacramento</td>
<td>KTXL</td>
<td>FOX</td>
<td>+120%</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KTVI</td>
<td>FOX</td>
<td>+ 10%</td>
</tr>
<tr>
<td>San Diego</td>
<td>KGTV</td>
<td>ABC</td>
<td>+ 40%</td>
</tr>
<tr>
<td>Hartford</td>
<td>WTIC</td>
<td>FOX</td>
<td>+ 75%</td>
</tr>
<tr>
<td>Charlotte</td>
<td>WCCB</td>
<td>FOX</td>
<td>+ 67%</td>
</tr>
<tr>
<td>San Antonio</td>
<td>KENS</td>
<td>CBS</td>
<td>+ 91%</td>
</tr>
</tbody>
</table>
Where's the HDTV?

Forty-two DTV stations will be on the air in November, but they'll be offering little, if any, high-def programming.

By Glen Dickson and Paige Albinia

They may not have much HDTV programming and they may not be on the air by exactly Nov. 1, but sometime next month 42 broadcasters expect to throw the digital switch.

In the top 10 markets, 26 stations will begin airing digital signals next month. Then, 16 other stations in markets as small as Honolulu (71) and Madison, Wis. (84), also will beam DTV.

The message is as clear as an HDTV picture itself. Broadcasters are delivering on their digital pledge—and, in fact, exceeding it,” National Association of Broadcasters President Eddie Fritts said last week at a Washington press conference.

What’s less clear is how much HDTV programming actually will be delivered by the networks to affiliated DTV stations.

So far, only ABC and PBS have confirmed that they will offer a national feed of HDTV in November. Using the 720-line progressive format (720P), ABC will air “101 Dalmatians” on Nov. 1. Using the 1080-line interface (1080I) format, PBS will broadcast "Chitty Chitty Bang Bang" on Nov. 26.

Thereafter, ABC is expected to show "The Kranks," "I Spy," and "Will and Grace," while PBS will air "The Great Gatsby," "Fireman, Save My Life," and "My So-Called Life." CBS, NBC, and FOX are planning to use digital switch time to air their usual programming, or "filler." As of press time, there were no plans for local programming on any of the major networks.

Regardless of how much HDTV is broadcast this fall and winter, there will be something to watch on it. Panasonic made that point vividly last Thursday at what it billed as the first public demonstration of HDTV in New York. The consumer electronics giant showed off its line of DTV gear and said it would support it with the "most aggressive" TV product promotion and advertising campaign in its history. (The company declined to say how much it would spend on the November-January campaign.)

Panasonic displayed HDTV programming (taped scenes of New York) broadcast by CBS’s New York DTV station on five monitors, including a 56-inch projection monitor/TV (available since August for $6,000). It also showed an all-format set-top DTV decoder (available in late October/early November for $1,800) and an all-format DTV VCR (available in January for $1,000). Bill Mannion, general manager, TV and network systems, said Panasonic expects to sell "thousands" of monitors and set-tops by the end of 1998. He backed off earlier predictions that industrywide DTV sales would hit 30,000 units in the first year of service, saying he is unsure how hard other manufacturers will push their products. However, he still believes that sales will reach a million by 2001 and 3 million by 2005.

Getting set(s) for HDTV

Following are the 42 stations that plan to flip the digital switch in November, if they haven't already. ABC has the most affiliates going digital, with 12 on the list, while FOX has the fewest, with four. CBS and NBC both have nine affiliates planning to offer digital service. PBS has seven stations listed. ABC, CBS and NBC all plan initially to offer some movies and/or sports in high-definition; FOX is the only network with no HDTV programming plans. Broadcasters promised the FCC that 26 stations in top 10 markets would offer digital signals by Nov. 1. Missing are the two volunteers in the third market, Chicago, and one volunteer in Detroit; those stations are having problems mounting their towers. But 19 other broadcasters have stepped in to fill their shoes, and 26 stations will be on the air in the top 10 markets in November. The 42 stations (preceded by their Nielsen market rank) are:

1 New York—WABC, WCMF
2 Los Angeles—KABC, KCBS, KNBC, KTLA
3 Philadelphia—WPVI, KYW, WTXF, WCAU
4 San Francisco—KGO, KPIX, KRON, KTVU
5 Boston—WCVB, WJAR
6 Chicago—WBBM, WLS
7 Washington—WJLA, WUSA, WRC, WETA
8 Dallas—WFAA, KDFW, KXAS
9 Detroit—WWJ, WXYZ
10 Atlanta—WSB, WXIA
11 Houston—KHOU
12 Seattle—KOMO, KCTS, KING
13 Miami—WLSM
14 Portland, Ore.—KOPB
15 Indianapolis—WTHR
16 Charlotte, N.C.—WBTV
17 Raleigh, N.C.—WRAI
18 Minneapolis—WCCO
19 Milwaukee—WMVS
20 Columbus, Ohio—WBSN
21 Kansas City—KCTV
22 St. Louis—KMOV
23 Chicago—WBBM
24 Boston—WCVB, WJAR
25 Indianapolis—WTHR
26 Charlotte, N.C.—WBTV
27 Raleigh, N.C.—WRAI
28 Minneapolis—WCCO
29 Milwaukee—WMVS
30 Columbus, Ohio—WBSN
31 Kansas City—KCTV
32 St. Louis—KMOV

Source: National Association of Broadcasters
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Representation of Christopher Lowell by Daniel J. Levin
four hours of 720P HDTV per week—the Wonderful World of Disney and a theatrical movie—while PBS will offer one HDTV program per month.

CBS has announced that it will air three football games nationally in 1080i through December and January, in addition to a local New York broadcast on Nov. 8. But the network has backed away from its initial pledge to broadcast five hours of HDTV in prime time starting next month.

NBC’s high-def broadcasts are not expected to start until next year, with The Late Show with Jay Leno, although some network sources say the schedule may be moved up.

Fox remains noncommittal on HDTV, but the network is on track to offer its entire prime time schedule in a standard-definition format—480-line interface with a conventional 4:3 aspect ratio.

Fox Television Network President Larry Jacobson says the network has “no hard time frame” for offering either 480-line progressive, a superior standard-definition format, or 720P HDTV. He knocked down rumors that Fox would air the Super Bowl in HDTV.

The dearth of HDTV programming has some CBS and NBC affiliates worried, since they’ve spent millions of dollars to broadcast HDTV and may now have to settle for upconverting their regular NTSC programming in prime time. Upconverting improves the picture, but retains the 4:3 aspect ratio.

Capitol Broadcasting’s WRAL-HD, the CBS affiliate in Raleigh, N.C., that was the first to air DTV back in 1996, has complained to CBS Chairman Michael Jordan. “We’re disappointed with it [the scanty HDTV programming], and we have reacted to it,” says Capitol’s John Greene. “We would like to have seen a regular program commitment to prime time, which was what Michael Jordan committed to last spring.”

But WRAL-HD isn’t going to wait for CBS. “We’re going after any and all HDTV programming we can,” says Greene. That includes negotiating with PBS to carry their national HDTV feed and prime time airing of locally produced HDTV material and some movies to which WRAL-HD has procured rights.

“Frankly, if I could get it from NBC or ABC I would do it, but they probably wouldn’t let us,” Greene says. WRAL-HD already has tried to get the rights to air an NHK production of a 1998 World Cup soccer game in HDTV, but the station was stopped by U.S. rightsholder ABC.

Chronicle Broadcasting’s KRON-TV in San Francisco is waiting for HDTV satellite receivers and programming from NBC. If it doesn’t get both, says Craig Porter, chief engineer, HDTV will “be slim pickings.”

Right now, the only HDTV programming that KRON-TV has is some concert footage it produced last summer, “which by the 300th running gets a little weary,” says Porter.

KRON-TV can do upconverted NTSC, Porter says. “But consumers recognize 16:9—that’s what they look in on,” he says. Since the first HDTV sets won’t be able to show the full benefit of HDTV resolution, aspect ratio will be the key to driving set sales. “We’re hoping consumers say, ‘Wider is better.’”

---

**Nets seek a November boost**

All but CBS have seen erosion from last year: look to sweeps to pick up steam

By Michael Stroud

After an early season marked by hyped premieres and baseball, November sweeps are looming as the first big test of who will be the mightiest network of 1998-99.

CBS is hoping a mix of miniseries (like Alex Haley’s Mama Flora’s Family), movies and prime time series stunts will lengthen its early-season households wins. NBC is planning a Garth Brooks special, minis and a Halloween-night ER to demonstrate that it can still dominate 18-49-year-olds. ABC has a miniseries from Oprah Winfrey and a nail-biting NYPD Blue story arc to convince viewers that its comeback is for real. And Fox, the weakest starter of the four, will have a chance to regroup with the launch of X-Files and reality specials.

The networks are also expected to begin pruning their fall schedules during sweeps. Among the candidates for cuts in November: CBS’s The Brian Benben Show, which some industry executives think could be replaced by Ted Danson vehicle Becker, and NBC’s Conrad Bloom, which has yet to find an audience. Fox’s Costello series got a pink slip last week after helping to drag down the network’s Tuesday night ratings.

All four networks could use a November boost. After a summer of viewer erosion, the networks are off to one of their weakest starts ever. Two weeks into the 1998-99 season, only CBS had higher numbers in households and 18-49-year-olds than in the same two-week period in the season last year. All the other networks are down, victims of uncompelling shows and viewer flight to cable.

“There are no breakout hits this year, like Ally McBeal or Dharma & Greg,” says Paul Schulman, president of Schulman/Advanswers NY, a media planning and buying firm. “The shows are well-crafted, but nothing stands out as super-special.” Still, CBS had reason to be satisfied after the second week: it won households for the second week in a row, the first time it has won the first two weeks of the season in five years. The network’s win was more convincing without the Country Music Awards on Wednesday night that greased its win the...
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A mix of series and specials will power the networks in November (l-r): soon-to-be-stabbed Simone on ABC; 'Maggie Winters' on CBS; a Garth Brooks special on NBC; 'Voyager' turns 100 on UPN, and WB valedictorian 'Felicity.'

previous week. Instead, its Wednesday shows, Maggie Winters and To Have and to Hold, got off to an unexpectedly strong start. For the week ending Oct. 4, CBS had a 9.5 rating/16 share, a 4% rise from the year before. In adults 18-49, the network was ranked fourth.

NBC had fewer causes for celebration, as household numbers for the second week dropped 4% and it faced a fierce fight on Tuesday and Wednesday nights. Still, the network managed to win handily among 18-49-year-olds as it dominated Thursday night with old standards like Friends and its successful freshman show, Jesse. Among 18-49-year-olds, the network had a 5.5 rating/16 share.

ABC, battling to prove that it’s in a turnaround mode after several years of disappointing results, hit some initial pay dirt with The Hughleys on Tuesday night and a convincing final-season premiere for Home Improvement. For the second week of the new season, ABC was second among adults 18-49 and third in households.

Fox ratings have been hit on two fronts: baseball preemptions that have resulted in lower ratings than its normal entertainment lineup and poorer-than-expected ratings on Tuesday night, where Costello and newly moved King of the Hill had performed below expectations. The network was third among adults 18-49 and fourth in households.

By the end of next month's sweeps—which span Oct. 29 to Nov. 25—the season's leaders and laggards should be easier to discern, television officials say.

"November can be a shaking-out period," says CBS spokesman Chris Ender. "Shows can open big, and shows can get hurt by baseball. But you're out of that period by November."

Among the highlights:

■ NBC: Besides Garth Brooks, NBC's sweeps period will include a two-part miniseries biography of The Temptations rock group and specials, such as a National Geographic presentation on mummies and a Thanksgiving episode of Friends.

■ CBS: In addition to Mama Flora's Family, CBS plans a number of movies, including the story of the Sam Shepherd murder case.

■ ABC: The network hopes to hook viewers with NYPD Blue, which features the stabbing and departure of Detective Bobby Simone (see story, page 46).

■ Fox: Fox has plenty of programs to recharge its batteries. X-Files relaunches on Nov. 8 in one of the latest fall launches in memory. It also has specials, such as the latest version of its controversial but popular Breaking the Magician's Code: Magic's Biggest Secrets Revealed and the television premiere of Steven Spielberg's "The Lost World: Jurassic Park."

■ UPN will be promoting the 100th episode of Star Trek: Voyager on Nov. 18 and a special entitled America's Greatest Pets on Nov. 24. It also plans a Halloween week for some of its shows, including Guys Like Us and Desmond Pefier.

■ The WB plans an "Elektra Night" on Thursday, Nov. 5, with guest appearances by artists from the parent Warner Bros. record company of that name. Appearances include M.C. Lyte on For Your Love; Busta Rhymes on The Steve Harvey Show; Gerald Lavert on The Jamie Foxx Show, and Missy "Misdemeanor" Elliott on the Xanxus Bros. In addition, on 7th Heaven, lead character Rev. Camden gets shot. And on Buffy, the Vampire Slayer, look for the return of popular vampires Spike and Drusilla.

CBS rewrites news division
Reorganization designed to save $40 million

By Steve McClellan

CBS News last week announced a sweeping reorganization of its news-gathering process that includes elimination of about 125 jobs and consolidation of its New York-based national and foreign desks and Northeast bureau.

Corporate sources say the reorganization could save as much as $40 million off the news division's annual operating budget of about $400 million. Those numbers take into consideration the recent transfer of almost 300 technical staffers from CBS operations and engineering to the news division. As news staffers, their work flow will be managed more efficiently, according to the company, and the news division will save a boatload on overhead fees.

In addition, many producers who had been assigned to specific broadcasts now will work for all the division's newscasts. In a memo to staffers last week, CBS News President Andrew Heyward said there would be no
Volatile market beats up on TV, radio, cable

MSOs get hit for first time in recent unpleasantness

By John M. Higgins

Cable operators’ immunity to the stock market mayhem ended last week as major MSO stocks got hammered, but it was advertising-related TV and radio station groups that suffered the worst damage.

TV station stocks showed the most damage, followed closely by radio stations. But even cable systems, whose business is generally recession-resistant, showed significant drops for the first time in this market slump as anticipation of further takeovers in the sector started to dissipate.

Hardly any stock was up for the week, with only Seagram Co., Cable Michigan, Tribune Co. and King World posting gains of more than 1%. Even Jacor, which agreed to sell out to Clear Channel Communications Inc. for $4.2 billion (see page 6), traded down 8%.

By mid-Friday, Paxson Communications Inc.—perhaps the single TV stock most dependent on an up advertising cycle to fuel its new Pax TV network—was the week’s worst performer among stocks tracked by B&C. off 30%. Granite Broadcasting was next, off 29%. Sinclair Broadcasting was trading off 27%, after being as much as 40% off. Young Broadcasting Corp., which is up for sale, dropped 25%.

Century Communications Inc., a thinly traded stock that had been buoyed by sale talks with Microsoft Corp. billionaire Paul Allen, dropped 20%. TCA Cable TV Inc. and Cablevision Systems Corp. fell 14%, while Cox dropped 12%.

Tele-Communications Inc. fared well, off just 3%, because its planned stock-swap sale to AT&T Corp. makes the MSO part of a flight to high-quality stocks.

The country’s largest radio operator, Chancellor Media Corp., was the worst radio performer. off 23%. Emmis Communications Corp. dropped 20%. Clear Channel, for its bidding efforts on Jacor, fell 14%.

Digital to have its day in Washington: Nov. 16

The beginning of the digital TV era will be celebrated in Washington on Nov. 16 at “The Dawn of Digital,” an event sponsored by networks, programmers, consumer electronics manufacturers and equipment suppliers.

The program will begin with a digital summit of industry executives and government leaders, move on to a demonstration of the medium’s state-of-the-art receivers and conclude with a dinner that will display digital’s pioneer programming.

The nonprofit event is being produced by the Broadcasting & Cable Publishing Group, which includes Broadcasting & Cable, Digital Television and TWICE (This Week in Consumer Electronics).

Vice President Al Gore has been invited to welcome the event, which will be chaired by Richard E. Wiley, whose Advisory Committee on Advanced Television Service made digital and high-definition TV possible.

Charter sponsors include ABC, DirecTV, Harris, NBC, Panasonic, PBS, Sarnoff and Sony. All the day’s events will take place in Washington’s new Ronald Reagan International Trade Center on Pennsylvania Avenue.

The schedule:

- A digital summit from 2 to 4 p.m., presided over by Wiley and drawing as many as 60 chief executives and government officials. Executives from broadcast, cable and satellite television organizations will sit down with their counterparts in government and the set manufacturing and hardware industries to discuss new initiatives and project the pace of the digital transition.

- Product demonstrations from 4 to 6 p.m., showcasing the types of digital sets that will be in the nation’s showrooms for the Christmas selling season. The trade and consumer press will be invited to inspect these state-of-the-art devices and question company representatives about them.

- A reception and dinner (business attire) beginning at 6 p.m. and scheduled until 10. Demonstrations of first-generation digital programming will continue during this final “Dawn of Digital” event.

Registration for the full-day event, including the dinner, is $400 per person. Registration for just the digital summit and demonstrations is $200 per person. For information (in New York) call Estrella Diaz at (212) 337-7053 or (in Washington) call Doris Kelly at (202) 463-3700.
Avid sees 3Q decline

By Karen Anderson

Avid took a financial nosedive last week after it warned that third-quarter revenue would be lower than expected. By Thursday (Oct. 1), Avid shares had fallen more than 45% to hit a year low of 11-3/8.

The company announced that it expects third-quarter revenue of $112 million–$114 million, down from $116.5 million in 1997’s third quarter. Avid says it expects to generate a “modest profit,” excluding the charge for its acquisition of SoftImage announced in July.

This latest blow comes just when Avid seemed to have regained stability with the SoftImage buy and last month’s distribution agreement with Tektronix. But financial sources say that these factors may actually be working against the company for the short term.

“Although the acquisition will probably prove to be sensible in the long term, it’s a major distraction to management,” says Volpe Brown Whelan & Co. analyst Charles Finnie.

Avid blames the disappointing numbers on the assimilation of the SoftImage product line and the Tektronix agreement.

“Avid’s got a slew of new products that are shipping in the quarter, and they believe some of their customers are delaying orders because of these new products,” explains Hany Nadu, a Piper Jaffray senior technology analyst.

“Over the long term [six to 12 months] Avid’s going to be fine,” Finnie says. “Avid is certainly the company to beat in the digital broadcast and post-production industries. I have a high degree of confidence in Avid’s management.”

Avid plans to release its final third-quarter results next Thursday.

HOLLYWOOD

New spin on Marty

Sources say Rysher Entertainment is set to distribute the PBS series Marty Stouffer’s Wild America in syndication for fall 1999. The half-hour weekly nature series aired on public television for 11 years, ending its run in December 1996. In all, 110 episodes of Wild America were produced during the 11 seasons. The show features Stouffer in the habitat of a different North American species in each episode. Sources say Rysher will be distributing 52 episodes a year. Rysher executives were unavailable for comment.

NEW YORK

All eyes on cable

The recent decline in cable stocks may be no surprise, but the fact that their two-day nose dive coincided with last week’s Goldman Sachs conference in New York made for some interesting conversations there. One money manager who attended the conference says the tone was realistic, but hardly downbeat. The cable guys are generally predicting modest increases in revenue and cash-flow growth but little free cash flow, which is what’s left after capital expenditures and payment of dividends on preferred stock. Although cable executives have been forthright about capital-intensive plant upgrades continuing for a couple more years, institutional investors apparently were hoping for a quicker tapering off that would lead to increasing free cash flow.

WASHINGTON

Busy times at 1919M

FCC commissioners soon will complete a host of cable regulations that have been under review since interim rules were issued in April 1996. Leading the list will be creating a permanent definition for “effective competition,” the point at which a local market has enough multichannel providers to take cable companies off the rate regulation hook. The panel also will consider revising the qualifications for small cable systems, which have less stringent rate and programming requirements. Several FCC staffers say that no major changes to the interim rules are expected. Currently, competition is deemed effective if one of four conditions exists: a franchise area is served by two or more unaffiliated cable systems and the largest provider holds less than 85% of the market; fewer than 30% of the households in a franchise area subscribe to cable services; the franchising authority for a local area offers programming to 50% of households, or the local telephone company offers video programming comparable to that offered by the cable operator.

DENVER

Ewe are there

In one of the more unusual Internet-related promotions, MediaOne Express says it will Webcast the live birth of a lamb to boost awareness of the upcoming MediaOne Express launch in Fresno, Calif., later this fall. The Webcast is scheduled for 9 a.m. (PDT) Wednesday (Oct. 14) from the Big Fresno Fair in Fresno. Internet users will be able to view the event at http://lambwatch.webmediaone.net. MediaOne Express says “dozens of sheep are now at the fair, ready to give birth.” MediaOne Express, which is merging with Time Warner’s Road Runner, expects to launch cable modem service to the Fresno area in November.

SAN FRANCISCO

DTV delay

Because of equipment delays and a late start on construction after a lengthy legal battle with local residents, broadcasters in San Francisco won’t be launching digital signals on their original target date of Nov. 1. Instead, Sutro Tower Corp. is aiming to get KRON-TV, KG0-TV, KPIX-TV and KTVU up with DTV in the second half of November. A fifth San Francisco station, KBHK-TV, plans to launch its own DTV signal from Mt. Sutro in January 1999.

www.americanradiohistory.com
Deciding on digital public interest

FCC to recommend public service requirements for DBS broadcasters later this month

By Bill McConnell

The FCC is expected to propose long-delayed public interest obligations for digital broadcast satellite providers at its Oct. 22 meeting.

The commissioners last week were being briefed on a staff proposal that would require DBS companies to set aside 4% of channel capacity for public interest programming.

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William Kennard last week refused to say which way he was leaning. The other commissioners are still weighing the issue, their staffers say.

Paul says that the industry cannot fulfill its obligation without relying on commercial programming because almost all nonprofit public interest shows today are locally produced.

"We need high-quality programs that appeal to a national audience—what probably eliminates a large block of what is available now."

Commissioners also have pledged to keep the access fees low, sources say. The 1992 law prohibits DBS companies from charging more than 50% of their direct costs, but the fees could be pushed sky-high if they include satellite construction and launch costs.

The panel also must decide whether DBS companies will be able to pick which public interest programming they will run or be required to make community access available.

While the proposal will apply only to DBS providers, it could have far-reaching implications for broadcasters. With clear obligations imposed upon DBS providers, policymakers would have more rationale to follow suit with digital TV broadcasters.

"This is the first time the FCC has set public interest obligations for a national service, and [it] might be a precedent for digital," Paul says.

The Gore commission, which is preparing recommendations on digital broadcasters’ public service obligations, is expected to issue its report in December. National Association of Broadcasters officials would not comment on the Gore commission, but the NAB has long opposed any expansion of broadcasters’ public service obligations.

"Some broadcasters are saying ‘don’t impose new rules on our digital service’ because other new technologies don’t face the same types of obligations,” Sohn says. “This proposal will show that is obviously not the case.”

The FCC proposed DBS public interest rules in 1993 but halted the effort to await the outcome of a court challenge to the 1992 law. The law was upheld in 1996. Cable industry officials, who have their own public interest obligations, have been clamoring for similar rules for DBS providers.

Pirates storm Washington

A marauding band of pirate radio broadcasters laid siege to the headquarters of the FCC and the National Association of Broadcasters last week, protesting the government’s campaign to shut down unlicensed operators.

During the raucous protest in Washington, two marchers were arrested for trying to steal the NAB’s flag. Charges were later dropped.

FCC Chairman William Kennard, talking about the incident later, seemed amused by three large puppets lugged by the marchers that depicted Corporate Radio pulling the strings of the NAB, which in turn controlled “Kennardio,” a Pinocchio look-alike with a giant nose. The marchers complained that the FCC’s anti-pirate campaign shows that Kennard is a tool of the broadcasting industry.

But Kennard insisted that he sympathized with the protesters and noted he has been criticized by the NAB for his plan to allow licensed low-power radio broadcasts. “If they only knew,” he told the Minority Media & Telecommunications Council last week. “There are fewer opportunities for people to get broadcast licenses, but we’re going to find a way to use the spectrum more efficiently to create more.”

—Bill McConnell
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2.  DATELINE	NBC	10:00PM	9.8
3.  KING OF QUEENS	CBS	8:30PM	9.1
4.  COSBY	CBS	8:00PM	8.9
5.  ALLY McBEAL	FOX	9:00PM	8.7

EVERYBODY LOVES RAYMOND

Source: Nielsen 9/21-10/5/98 HH Rtg. all regularly scheduled series, excludes sports.
News groups lose at Supreme Court

High court refuses to hear request for material from Starr grand jury

By Paige Albinia

The Supreme Court's decision last week not to hear a case that would have granted news organizations greater access to grand jury investigations continues the trend of restricting press access to courthouses that has followed the O.J. Simpson trial, observers say.

The high court's action came after a U.S. Court of Appeals ruling in May. The appeals ruling said that the news media do not have a constitutional right to all the auxiliary proceedings in independent prosecutor Kenneth Starr's investigation of President Clinton's relationship with former White House intern Monica Lewinsky.

Observes were not surprised that the Supreme Court declined to hear the case. Courts have become increasingly shy about granting media access to court proceedings in the wake of Simpson trial. "I think that ever since O.J. there's been a kind of sense among some elements of the judiciary that publicity is not a good thing," says David Schulz, a partner at the law firm of Roger & Wells who represented the Associated Press.

Lawyers in the case say they understand why the high court might be reluctant to open grand jury proceedings, which typically are held in secret. But they also say the proceedings that the news outlets wanted to open were "more a matter of law than a matter of fact," says Jane Kirtley, executive director for the Reporters Committee for Freedom of the Press.

News organizations wanted the court to give it access to proceedings in which President Clinton argued that he, some of his aides and Secret Service agents could claim executive privilege and thus not testify before Starr's grand jury. Filing in the case against President Clinton were the Dow Jones News Service, the Associated Press, the Los Angeles Times, the New York Times, the Washington Post, ABC, NBC, CBS, Fox News Channel, CNN, Time Inc. and USA Today.

Besides turning down the case on the grounds of a need for secrecy, the U.S. Court of Appeals also wrote that it would be too difficult procedurally to stop and start activities every time an issue came up that the news media were not supposed to hear.

"The D.C. Circuit was clearly concerned about not burdening judges and prosecutors in normal cases," Schulz says. "They were just clearly troubled by that specter."

Still, Schulz feels that the court of appeals' reasoning was wrong. The court should have based its decision on whether the press has a legal right to access material of such great public interest as Starr's case against Clinton, not on whether it would be a hassle to provide information to the press, he says.

In addition, grand jury proceedings are held in secret because they investigate whether someone should be indicted for criminal behavior. Prosecutors can throw any kind of evidence at a grand jury, true or false, and let the grand jury decide what it believes.

"Essentially, it's the old cliché. Any prosecutor who is worth his salt can get a grand jury to indict a ham sandwich," Kirtley says. "The whole notion of grand juries is that all kinds of crazy information comes to them, and some of it is complete lies and fabrications."

Because grand jury proceedings expose a defendant to defamation and invasion of privacy before he or she has been indicted, Kirtley says, judges are hesitant to let grand jury proceedings be held in the public eye.

FCC ponders power boost for digital U's

Commission considering Fox request to raise 200 kw limit

By Bill McConnell

At the urging of Fox Television, the FCC may be willing to let some UHF stations roll out digital signals at the same strength allowed for VHF outlets.

Fox has complained that a Feb. 23 order limiting the initial power of UHF stations' digital broadcasts to 200 kw (versus the 1,000 kw permitted VHF competitors) would force the company into an expensive "double buildout" that would add as much as $750,000 to the cost of outfitting a station for digital service. Fox affiliates in 16 of the top 30 markets would have to build facilities at the lower power by Nov. 1, 1999, to comply with the FCC's rollout schedule—and then rebuild them when power limits increase, the company has complained. The FCC said it plans to lift the restriction when "substantial progress" has been made in the roll-out of digital service, but it has no set date for the upgrade.

"Fox will have [a greater share of] lower-powered digital stations than the other networks," says Andrew G. Setos, who heads the news technology group at News Corp., Fox's parent. "A double buildout would be very disruptive to a station, requiring us to change the antenna, maybe replace transmission line and add to the transmitter."

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Public broadcasters don’t want to sell

PBS objects to possibility that Tauzin funding bill would force licensees of multiple stations in a market to divest

By Paige Albiniak

The public broadcasting community appreciates congressional efforts to give it more money, but it doesn't think it should have to sell TV stations in markets where PBS signals overlap.

Public broadcasters last week told House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) that for the most part they like his bill, which would create a commission to evaluate how PBS could secure long-term and stable funding, give public broadcasting more operating money for next year and provide cash for public broadcasting’s transition to digital.

"[We believe] the bill represents a very good start toward repositioning public broadcasting for the next century," said Corporation for Public Broadcasting President Robert Coonrod.

Coonrod was put in a difficult position: Besides discussing the possibility of leaving only one PBS station in a market, the bill also recommends eliminating CPB by creating a money pool that would permanently fund public broadcasting.

Tauzin’s bill authorizes not more than $475 million per year for CPB. This year CPB received an appropriation of $325 million. The bill also would give public broadcasting $95 million per year through 2002 to make the transition to digital TV, $25 million more than the Clinton administration's five-year request.

Not all members of Congress support funneling more money into public broadcasting. "It cannot be sustained under the current funding mechanisms and levels," says House Commerce Committee Chairman Tom Bliley (R-Va.). "The federal government's role in funding public broadcasting must be lessened."

Bliley went on to say that the funding provisions included in Tauzin’s bill needed work.

Public broadcasters are not enthusiastic about Tauzin’s proposal that they sell off stations in markets where two PBS signals overlap. John Hollar, PBS executive vice president, says that PBS is studying the feasibility of creating a second programming service for member stations in markets with multiple stations.

Politicians take issues to the people

Over on the Hill, both sides of the aisle launched issue advertising campaigns last week, neither of which say anything about President Clinton’s imbroglio with former White House intern Monica Lewinsky. The National Republican Congressional Committee started a series of ads that focus on the GOP’s accomplishments. The ads discuss the $500 per-child tax credit, health care portability and the budget surplus. Republicans plan to spend as much as $25 million this political season on advertising. The liberal People for the American Way is running a 30-second spot that reminds Americans to vote and urges them to tell politicians that they want them to get back to the business of running the country. "Americans have been saying, loud and clear, that they want Washington to get back to the nation’s work, but the congressional leadership has turned a deaf ear," says Carole Shields, president of People for the American Way. The organization plans to spend $1 million on its media buy in the first week.
THE BOX Music Network helps you make your mark, indelibly and indisputably in the hearts and minds of your 12-34-year-old customers. Here's something to sink your teeth into: BOX viewers are incredibly loyal, calling to request videos day in and day out. Top-of-the-hour IDs have your name on them.

You're branded on local radio. You're bringing home the local music skinny on BOX Calendar.

No one brands your system on your turf like THE BOX Music Network. And this is your turf.
Going, going, gone

Liking a villain who refused to die at the end of a bad movie, a bill that would have allowed satellite TV companies to offer local signals kept sputtering back to life last week. But finally, Wednesday, a key Senate Commerce Committee staffer put out the word that the bill was officially dead. Broadcasters made a last-ditch effort to revive it by offering the satellite TV industry a 3% cap on the number of subscribers to whom they could transmit distant signals in the Grade B contour—the outer portion of a TV station’s signal.

The satellite TV industry declined the offer, causing the bill’s sponsor, Senate Commerce Committee Chairman John McCain (R-Ariz.), to give up on the bill. All the parties involved expect negotiations to pick up next year where they left off. Congress wants to legislate competition to cable; the current law, the Satellite Home Viewer Act, expires on Dec. 31, 1999.

NAB: Thumbs down on FCC plan

The National Association of Broadcasters is crying foul over an FCC plan to let radio stations negotiate interference agreements, NAB radio board members last week voted to oppose a plan to let stations strike deals that would allow them to increase their coverage areas, even if the stronger signals interfere with each other. Opening the door to signal conflicts

is a cardinal sin at the NAB, and the group said it will hold a hard line. “The cost to spectrum integrity would negate whatever benefits would be enjoyed by a few applicants seeking short-term gains in coverage area,” said Bill McElveen, the board’s vice chairman. In a proposal intended to give FM stations more flexibility, the FCC proposed in June to let stations work out interference agreements on two conditions: total service gains exceed service losses by 5 to 1, and no station loses more than 5% of its service area and population.

The NAB did endorse an attached proposal that would permit so-called contingent applications, which would require a second station to make a signal change before taking effect. Comments are due at the commission by Oct. 20.

CBS asks FCC to get moving on digital radio

CBS and U.S. Digital Radio want the FCC to start a rulemaking that would clarify the rules surrounding terrestrial digital radio. CBS Chairman Michael Jordan last week paid a visit to the FCC commissioners to discuss the plan and ask the commission to determine that in-band, on-channel digital radio is the industry standard. Gore, “I’m pleased that some of the cable companies are taking a lead in this effort. In my home state of Arizona, even an underprivileged school is being wired by one of the local cable companies to the tune of six figures,” said Senate Commerce Committee Chairman John McCain (R-Ariz.). Cable already has donated Internet access to more than 2,500 schools across the nation.

Gore commission and then some

Public advocacy groups last week launched a campaign to convince lawmakers, bureaucrats and the public that more spectrum means more public interest obligations. Leading the charge, the Center for Media Education, the Civil Rights Forum for Communications Policy and the Project for Media Ownership “plan several coordinated efforts designed to foster broad public debate on the issue and to encourage public participation in several key federal government proceedings that will determine the future shape and direction of digital TV in the U.S.”

The groups plan to call for more educational programming, political participation and free airtime, public affairs programming and safeguards to protect children from sex and violence on TV. The groups’ efforts come while the Gore commission (the presidential advisory committee on the public interest obligations for digital television) is debating what to put in its final report, which is due out at the end of December. An FCC rulemaking on the topic is expected to begin early next year.
1-to-a-market: FCC dissension

By Bill McConnell

The FCC last week voted again to waive its "one-to-a-market" rule prohibiting TV-radio combinations in the same market, but the panel's three Democrats are not happy with the decision.

Chairman William Kennard, along with commissioners Gloria Tristani and Susan Ness, said that the ruling points out the need for an overhaul of all the agency's ownership rules. "The waiver standards, as applied, are so discretionary that grant of waivers has become a foregone conclusion," Kennard said in a statement issued following the commission's decision to let Emmis Broadcasting buy a TV and three radio stations in Terre Haute, Ind.

Kennard says he will revamp the ownership rules before year's end.

Ness said she wants the commission to issue new ownership rules "in the very near future" and urged her colleagues to set up means for verifying whether companies that win waivers deliver promised public benefits, such as technical improvements and expanded news and public affairs programming.

Kennard and Ness both voted in favor of the waiver. For his part, Kennard argued there was no choice: "It would be inappropriate to deny, given the body of commission precedent supporting the waiver."

The remarks were prompted by the decision to let Emmis buy WTHI-AM-FM-TV from Wabash Valley Broadcasting and to acquire WYOU(FM) from United Broadcasting Co. Wabash's WTHI-AM-FM-TV combination was "grandfathered" because it predates the commission's 1970 ban on radio-TV combinations in the same market. Four commissioners argued that the sales should go forward because the WTHI-AM-FM-TV combination has existed for 25 years without stifling competition in the Terre Haute market, and the addition of WYOU(FM) will bring less than half a percentage point of market share to the four-station group.

Tristani, the only commissioner to vote against the waiver, had harsh words for her colleagues: "Our willingness to chum out waiver after waiver... simply invites cynicism and disrespect."
More than just radio

Chancellor seeks to dominate markets by adding television, billboards

By Elizabeth A. Rathbun

Multimedia takes on a whole new meaning as Jeffrey A. Marcus and Chancellor Media Corp. define it.

Under the new leadership of former cable magnate Marcus, the nation’s largest radio group intends to dominate media markets across the country, not just by owning all the radio stations it can, but by adding a local TV, managing another and selling space on the local billboards it also owns.

“Our mission is to be ... the leading multimedia platform in the United States,” Marcus says. “So when advertisers think, ‘How do we reach our audience?’ they think of Chancellor Media.”

While other media companies own radio, TV and billboards, none yet has Chancellor’s reach. However, Clear Channel Communications Inc. upped the ante last Thursday, announcing its plan to merge with Jacor Communications Inc. From Jacor, Clear Channel gets radio stations in eight markets where it previously owned only billboards. Significantly, seven of the eight markets are in the top 19 (see story, page 6).

Marcus could not be reached for comment on the Clear Channel/Jacor deal. However, in a recent interview with Broadcasting & Cable, Marcus said that Chancellor was “very interested” in Jacor. “We think it’s a wonderful company and a great platform.”

Aggressive buyer

An aggressive radio-station buyer since the Telecommunications Act of 1996 loosened the rules on the number of radio stations a broadcaster may own in a market, Chancellor has grown from 19 stations then to 488 now. In August, it sent a shock wave through the industry when it agreed to merge with sister company Capstar Broadcasting Corp., topping CBS Corp. from its long-held perch as the nation’s number-one radio group, both in number of owned stations and in revenue (see “Top 25 Radio Groups,” page 33). That deal is expected to close by next July—but for the purposes of this article, Chancellor refers to the combined Chancellor/Capstar entity.

Radio is the base on which Chancellor intends to construct its broad-reaching company. “We’re trying to be a radio company that has complements, including outdoor and television, so we can have all these media in a market, and we can be one-stop shopping for all the advertisers,” says Marcus, who was brought in as Chancellor’s president and chief executive officer in May.

To that end, in June Chancellor bought its first outdoor company, Martin Media L.P., for $610 million, giving it 13,000 billboards in 12 states. LIN Television Corp., with its eight owned TV stations and four local marketing agreements, came next in July. Chancellor paid $1.5 billion for the TV group—which, like Chancellor and Capstar, is controlled by private investment firm Hicks, Muse, Tate & Furst Inc. (Hicks Muse will own about 25% of the combined Chancellor, and Hicks Muse Chairman Thomas O. Hicks will retain that title at Chancellor.)

In August, Chancellor paid $930 million for Whiteco Outdoor Advertising’s 21,800 displays in 34 states. That deal made Chancellor the nation’s fifth-largest outdoor company.

But more important, Chancellor so far has achieved full overlap of radio, TV and outdoor holdings in five markets: New Haven/Hartford, Conn.; Decatur/Springfield, Ill.; Indianapolis; Grand Rapids, Mich., and Austin, Tex. It has TV and outdoor overlaps in three markets—Fort Wayne, Ind.; Buffalo, N.Y.; and Norfolk/Portsmouth, Va.—and radio and outdoor overlaps in 52 markets (see map, page 32). “We now have reach that rivals newspapers,” Marcus says.

Capstar creates overlaps

The overlaps were greatly assisted by the $4.1 billion purchase of Capstar, which owns 355 radio stations in markets smaller than Chancellor’s. In fact, according to a Sept. 8 report by Paul T. Sweeney of Salomon Smith Barney, it appears that “Chancellor’s television and outdoor assets represent a better fit with Capstar’s radio station group than Chancellor’s own radio station group.”

The combined radio group, which reaches 66 million listeners a week, has allowed the company “to create something akin to a franchise,” Marcus says.

For example, Chancellor’s radio stations in New York City unite to make the company number one among women ages 12 and older. “If you want to buy a spot on radio to reach women [in New York City], you have to buy Chancellor,” Marcus says.

The company also boasts more country- and urban-formatted stations than any other radio group, giving Chancellor plenty of national advertising appeal. Those ads are being sold by
"When the principal consolidation is done ... the leading companies, the companies that will thrive into the next century, will be the ones that have multimedia in a market."

—Jeffrey A. Marcus, president, Chancellor Media Corp.
Can Chancellor withstand recession?

$60
50
40
30
20
10
0

NASDAQ: AMFM

10/10/97
$26.50
10/7/98
$23.93

7/17/98
$57.25

Can they digest it all? And can they handle the debt? And most importantly, what happens if there's a recession?

Those are the questions behind the freefall in Chancellor Media Corp.'s stock price, including one horrible trading day last Wednesday.

As Chancellor seeks both to expand and to consolidate in certain markets, the company has bought 24 separate radio, billboard, TV and advertising rep groups during 1997 and 1998, according to filings with the Securities & Exchange Commission. The deals range from acquiring two or three stations at a time to $1 billion outdoor company buys.

After completing recent deals for billboard group Whiteco Outdoor Advertising and fellow Hick, Muse, Tate & Furst radio group Capstar, the company will be loaded with $6.6 billion in debt and preferred stock obligations. Morgan Stanley Dean Witter media analyst Frank Bodenchak pegs that leverage at 6.9 times 1999 cash flow.

The company's stock has been hammered in the recent market slump, plunging as much as 69%, from $57 in July to as low as $18 last week.

That puts the company on the low side of all advertising-related stocks as investors worry that the worldwide economic turmoil will trigger a recession in short order.

"At this price, people are anticipating a 20% revenue decline," says Ron Sachs, an analyst at mutual fund company and major Chancellor shareholder Janus Capital. "Certain stocks are showing an ownership base that assumes there's going to be a recession, and they just want to get out." Sachs contends that the market has overreacted.

Bodenchak agrees, saying that he tinkered with his model to anticipate how Chancellor might be hurt in a recession, assuming that the 13%-16% annual cash flow growth he expects over the next two years is five percent points too high.

"It's not nearly as bad as the stock is reflecting," Bodenchak says. "There's no risk of debt default. They're well-positioned from a business model standpoint."

That's not to say there aren't other challenges. One Wall Street executive working with Chancellor says that the company has a big task in integrating all the companies that Hicks has been buying. Also, it's not clear that bringing radio, outdoor and TV ad sales together in the same market will truly accelerate ad sales and cash flow.

"About 50% to 60% of their cash flow will come from business acquired this year or next," the executive says.

Gauging Chancellor's operations from the outside is difficult because the acquisition pace distorts the performance of existing operations. But adjusting for all the takeovers, Bodenchak expects the company to post an 11% increase in revenue, to $2.5 billion, with cash flow rising at double that rate, 22%, to $1 billion.

A lot of that is coming from much higher ad rates. By owning such a dominant audience share in certain markets, Chancellor has been able to substantially increase the cost-per-thousand-listeners—and hence, overall prices. Sachs estimates that Chancellor's commercial spots are rising 20% in Minneapolis and up to 50% in Chicago.

"They've been able to raise them a lot," he says. But "they're cheap relative to other media." --John M. Higgins
A network waiting to happen

True to its corporate parent’s grand style, AMFM Radio Networks leaped onto the syndication scene in January by signing one of radio’s best-known personalities, Casey Kasem.

Besides American Top 40 with Casey Kasem, AMFM’s roster now includes The Guitar Show with Kevin Bacon, in which the actor interviews stars of the guitar; RuPaul Radio’s dance music; The Bob & Tom (comedy) Show, 1970s album show Reelin’ in the Years, and the alternative offering Modern Rock Live.

AMFM came into being as Chancellor Media Corp. blanketed the country with its radio stations. Chancellor’s 488 stations (including those of Capstar Broadcasting Corp.) were a built-in network waiting to happen, company officials say.

“When you have the largest radio platform in the industry, you can create a network out of whole cloth. Boom. Day One. There’s your network. You have instant access,” says Chancellor President Jeffrey A. Marcus.

Chancellor’s stations, which are strongly encouraged to buy AMFM’s syndicated shows “where it makes sense programming-wise,” must turn over one minute per hour of ad time to Chancellor whether they use an AMFM show or not, network spokesman Martin Raab says. That time is “taken back” between 5 a.m. and midnight, seven days a week.

Including syndicated sales to non-Chancellor stations, the network will generate $60 million in revenue this year, with growth of 30% or more expected next year, Kantor says. Look for AMFM to expand with urban and country shows, he adds.

AMFM’s growth has come at someone else’s expense. Westwood One Inc., for one, has cited its new competitor in as the reason for declining profits (B&C, Aug. 17). But Westwood One isn’t taking it lying down. It has sued Kasem for moving to AMFM and breaking his seven-year contract two years early (B&C, March 9). That suit is still unresolved.

—Elizabeth A. Rathbun
Whiteco deal that the company's financial risk had grown in recent months. Standard & Poor's said it is "concerned about the increased leverage and decreased interest coverage resulting from the company's recent acquisitions. Further concerns relate to the significant amount of internal consolidation that must take place given this and other recently announced multimedia asset and company combinations."

Chancellor needs to "focus on improving its balance sheet," Sweeney of Salomon Smith Barney said. "With the specter of a recession clearly lingering in investors' minds, we believe investors are clearly concerned about high debt levels of companies they own."

Being "the premier multimedia platform" in each of its markets may not make Chancellor recession-proof, but "we would be the last ones affected," Marcus says. "In previous recessions and previous economic slowdowns, people pulled away from radio, [which] didn't reach the whole market. But we now reach the whole market. ... Our competitors are the newspapers."

Results are coming

Give Chancellor some time, Marcus urges. "We're just now ... beginning to see results [of radio consolidation] that are blowing everybody away." In the second quarter, on a pro forma basis, radio revenue rose 19.1%, to $285.8 million, and broadcast cash flow grew 27.1%, to $140 million, compared with the second quarter of 1997. It will take another two years for Chancellor's multimedia approach to pay off, Marcus says.

While results like these are not sustained, Marcus says, adding TV and billboards to the mix "gives us propulsion that would otherwise not be available to us." In other words, "we would sustain a higher rate of growth than anybody else in the market. And we will continually take share away from our competitors, both in our industry and others. Who knows? We might even take some from the cable guys."

Hicks and Marcus agreed to embark on a multimedia approach after Clear Channel President L. Lowry Mays approached them about merging his company and Chancellor.

"We said to each other, 'This has the makings of something very, very significant. And rather than talking about merging with Clear Channel, we should be doing it ourselves,'" Marcus recalls.

Hicks and Marcus realized that "when the principal consolidation is done ... the leading companies, the companies that will thrive into the next century, will be the ones that have multimedia in a market."

Chancellor's new approach could generate about $40 million in new business, Sweeney estimates. BT Alex. Brown Inc. on Aug. 31 said Chancellor is "well-positioned" for 25% long-term yearly share growth.

More deals planned

Chancellor will keep building its multimedia holdings, filling in TV and radio stations and billboard buys where it can. "We have many markets in which we haven't pulled out the platform, meaning we don't have the full complement" possible in a market, Marcus says. "And we'd love to try and do that."

But there are limits to what Chancellor will spend for an overlap. "It has to be fairly priced in terms of multiples ... and it has to be accretive immediately to our after-tax cash flow per share."

Marcus hopes to ensure Chancellor's future by exploring yet more media, like the Internet. "When you think of the power that we have to direct people to an Internet site, it's pretty compelling," Marcus says. "There's one more platform that we can put our advertisers on."

The company also is seeing what it can squeeze out of leasing or subleasing tower space. That's "an enormous revenue source," Marcus says. "They [towers] have a real value that's not been recognized by the market."

Radio contributes over 70%

Whatever media end up being added to the mix, radio for now is expected to continue as Chancellor's fastest-growing division, contributing 71% of 1999 cash flow. TV and outdoor each will contribute 9%, with the rep firms making up the rest.

Marcus says branding is key, and Chancellor soon will begin aggressively marketing its stations and billboards. The first marketwide rollout is being planned for Hartford, Conn., but Marcus declined to outline the plans."

But this is the idea: "When you're listening to your favorite station in Washington, you know it's a Chancellor station, because we tell you. And when you're driving on the road and you see an outdoor display, it will say 'Chancellor.' ... And when you are watching television at home at night and you see that's a Chancellor TV station, and you're the product manager for a company, you say, 'You know, maybe we ought to be advertising on Chancellor, because they're everywhere.'"
Bigger buys big

Consolidation continues in a big way, as dramatically evidenced last week by the merger of Clear Channel Communications Inc. and Jacor Communications Inc. (see "Top of the Week," page 6). But for the first year since the Telecommunications Act of 1996 unleashed the continuing tsunami of radio-company mergers, Broadcasting & Cable is listing its Top 25 Radio Groups by revenue (estimated for 1998) instead of Arbitron’s average number of listeners per quarter hour. Chancellor Media Corp. still leads the pack, although it only surpassed CBS Corp. in revenue this past August when it agreed to merge with sister company Capstar Broadcasting Partners Inc.

Some major companies on the 1997 list themselves were gobbled up by companies that also dominated that list. American Radio Systems Corp. (number four last year) was bought last October by CBS Corp.; SFX Broadcasting Inc. (number seven last year) was subsumed last August by then-CapStar Broadcasting Partners LP; Nationwide Communications Inc. (number 15) was bought by Jacor last October, and Paxson Communications Corp.’s radio stations (number 19) went to Clear Channel last June.

Stations on the list are grouped by metro area as defined by Arbitron (number in parentheses). The list includes stations that are being purchased and those with which the company has a local marketing agreement or joint sales agreement (see key). It was compiled by Duncan’s American Radio and B&C Editorial Assistant Allison Frey.

—Elizabeth A. Rathbun

**KEY**—Last year’s rank in parenthesis after company name (or NA if not on list last year).  *LMA = Joint Service Agreement (Arbitron spring 1998 market)*

**Los Angeles (2)**
- KKBT(FM), KYSR(FM), KBIG(FM), KLAC(AM), KCMG-FM

**Chicago (3)**
- WGCI(FM), WNUA(AM), WLIT-FM, WVAZ(FM), WRCH(FM), WGCN(AM)

**San Francisco (4)**
- KYLD(AM), KMET(AM), KSF(AM), KABL(AM), KISO(AM), KOJI(AM), KNEW(AM)

**Philadelphia (5)**
- WDAS-FM, WUSL(AM), WJZU(AM), WIOI(AM), WYXR(AM), WADS(AM)

**Dallas/Fort Worth (3)**
- KHKS(FM), K2PS(FM), KDFE(FM), KSKY(AM), KFBF(AM)*,KTQX(AM)*

**Detroit (7)**
- WLJB(AM), WNRC(AM), WKQI(AM), WXDX(AM), WWWW-FM, WDQX(AM), WYUR(AM)

**Washington (8)**
- WMZO-FM, WASH(FM), WBIG-FM, WGGY(FM), WTAM(AM), WWRC(AM), WWDC-FM, WWDQ(AM)

**Houston (9)**
- KKBO-FM, KQDE(FM), KLOL(AM), KTRH(AM), KBME(AM), KODA(AM), KKKR-FM*, KOUE(AM)*

**Boston (10)**
- WJMN(AM), WJKS-FM, WXXS(AM)

**Miami (11)**
- WEDR(AM), WVCQ(AM)

**Atlanta (12)**
- WFOX(AM)

**Minneapolis/St. Paul (14)**
- KEEY(AM), KDWB-FM, KQQL(AM), KTCL-FM, WROQ(AM), KFAN(AM), KXBR(AM)

**San Diego (15)**
- KXYY(AM)*, KPUN(AM)*

**Nassau/Suffolk, NY (Long Island) (16)**
- WALK-FM, WALK(AM)

**Phoenix (17)**
- KQY(AM), KMEL(AM), KOOI-FM, KYOT-FM, KZON(AM), KISO(AM), KFNY(AM)*, KKFR(AM)*

**Pittsburgh (20)**
- WWSW-FM, WWSW(AM), WDVE(AM)*, WJX(AM)*, WJUJ(AM)*, WDRV(AM)*

**Denver (22)**
- KKKL-FM, KALC(AM), KMM(AM), KKFX(AM), KVOD(AM), KRFR(AM)

**Cleveland (23)**
- WZAK(AM)*, WDKO(AM)*, WJMR(AM)*, WZLA(AM)*, WJLQ(AM)*, WJMO(AM)*, WKMR(AM)

**Cincinnati (25)**
- WUBB-FM, WJGY(AM), WBOD(AM), WJUB(AM)

**Sacramento, Calif. (27)**
- KFBK(AM), KHHL(AM), KGBY(AM), KSIT(AM)

**Riverside/San Bernardino (29)**
- KGKG(AM), KMZ(AM)

**Milwaukee (30)**
- WISO(AM), VLTQ(AM)

**Providence, R.I. (31)**
- WHJW(AM), WHJY(AM), WSN(AM)*

**Charlotte, N.C. (36)**
- WKT(AM), WLYT(AM), WRFX(AM)

**Indianapolis (37)**
- WNDE(AM)*, WRXZ(AM)*, WBOQ(AM)*

**Orlando, Fla. (38)**
- WHHM(AM), WOCL(AM), WXLL(AM), WOXM-AM

**Greensboro/Winston-Salem/High Point, N.C. (40)**
- WSS(AM), WMS(AM), WTCK(AM), WFXM(AM)

**Hampton Roads-Concord, N.C. (43)**
- WHCN(AM), WSSS(AM), WMCO(AM), WTOP(AM), WFXM(AM)

**Nashville (44)**
- WRNW(AM), WSIX(AM),
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<td><a href="http://www.americanradiohistory.com">www.americanradiohistory.com</a></td>
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THE NEXT BIG THING.

WENS-FM / WIBC-AM / WNAP-FM / WTL-CFM & AM / WWWR-FM / AGRIAMERICA / NETWORK INDANA
WTHI-FM & AM / SLAGER RADIO / WVUE-TV / KHON-TV / WLUK-TV / WALA-TV / WFTX-TV
WTHI-TV / INDIANAPOLIS MONTHLY / ATLANTA / CINCINNATI MAGAZINE / TEXAS MONTHLY
SPECIAL REPORT

Statesville, N.C. (NR) WSCF(AM)
Lawton, Okla. (NR) KLAW(FM), KZCD(FM)
Puerto Rico (NR) WZNT(FM), WOYE-FM, WLDI(FM), WOAI(FM), WRPC(FM), WIOA(FM), WIOB(FM), WIOC(FM)
Kileen/Temple, Tex. (NR) KIZ-FM, KLFX(FM)
Lufkin/Nacogdoches, Tex. (NR) KTBQ(FM), KSFA(AM), KYKS(FM), KAFX-FM
Victoria, Tex. (NR) KXKS(FM)*, KLBW(FM)*
Other media holdings: 9 TV stations and 4 LMBs; 35,000 billboards; media reps Katz Media Group Inc. and Petry Media Corp.; AMFM Radio Networks; 12 radio stations in Mexico. Hicks, Muse, Tate & Furst Inc. owns 25% of Chancellor

CBS Corp. (2)
New York Chairman Michael Jordan Radio President Dan Mason

Revenue: $1,687,457,000
No. of stations: 164
New York (1) WCBS-FM, WCBS(AM), W4FM(AM), WINS(AM), WNEW(FM), WXFK-FM
Los Angeles (2) KCBS-FM, KFWB(AM), KL3X(AM), KNX(AM), KRLA(AM), KKOQ(AM), KRTH(AM), KTWW(FM)
Chicago (3) WBBM-FM, WBBM(AM), WCKG(FM), WJMK-FM, WMAQ(AM), WSCR(AM), WUSN-FM, WXRT-FM
San Francisco (4) KCBS(AM), KFRC-FM, KFRC(AM), KJTS(AM), KLCC(FM), KYCY(AM), KYCY-FM
Philadelphia (5) KYW(AM), WPAP-FM, WGCL-FM, WPHT(AM), WSPS-FM
Dallas/Fort Worth (6) KKNV(AM), KLUV-FM, KLUV(AM), KOAI(FM), KBTV-FM, KRLD(AM), KVIL(FM), KTVN(AM)
Detroit (7) WRFR(FM), WOCM-FM, WWMV(FM), WWAM(AM), WXYT(AM), WYCD(FM)
Washington (8) WARW-FM, WHFS(FM), WKJF(FM), WPGC-FM, WPUG(AM)
Houston (9) KKKX-FM, KKKX(AM), KILT-FM, KILT(AM), KYXY(AM)
Boston (10) WBON-FM, WBIXM(FM), WBZ(AM), WODS(FM), WZLX-FM, WNFT(AM)
Atlantic (12) WACK-FM, WVEE(FM), WZGC-FM
Seattle/Tacoma (13) KJBS(AM), KMPS-FM, KMPS(AM), KYCQ(FM), KZQK(FM)
Minneapolis/St. Paul (14) WCCO(AM), WLTE(FM), KMJZ(AM), KSGS(AM)*
St. Louis (18) KEZ-FM, KMOX(AM), KYK(AM)
Baltimore (19) WBGR(AM) and WBM(AM) in trust with CBS as sold beneficiary, WJAF(AM), WJBF-FM, WQRS(FM), WWMX-FM, WXYR(FM)
Pittsburgh (20) KDKA(AM), WBZZ(FM), WDSY(FM), WZPF(FM)
Tampa/St. Petersburg/Clearwater, Fla. (21) WRLD(FM), WQKY-FM, WYU(FM)
Portland, Ore. (24) KAMX(FM), KJOE(AM), KKMI-FM, KQBT(FM)

KBBT-FM, KINK-FM, KOKJ(AM), KUFO(FM), KUPL-FM, KURL(AM)

Cincinnati (25) WRRM(AM), WKRO(AM), WLYX(FM)

Kansas City (26) KBEG-FM, KFKE-FM, KMVX(FM), KOZW(AM), KZMG(AM)
Sacramento (27) KHTK(AM), KNCB(AM), KRAM(AM), KRM(AM), KYMM(AM), KZNO(AM)
San Jose, Calif. (28) KBAY(AM), KEZ(AM)

Riverside/San Bernardino (29) KFRG(AM), KXFG(AM)

Columbus, Ohio (32) WAZU-FM, WHOK(AM), WLYC(AM)

Charlotte, N.C. (36) WBAY-FM, WFNZ(AM), WGIV(AM), WPGI(AM), WSSC-FM, WSSS(AM)

Buffalo, N.Y. (41) WBLK(AM)*, WECK(AM), WJYE(AM), WLCI(FM), WYRK(FM)

Hartford, Conn. (42) WRCH(AM), WTRC-FM, WTRC(AM), WZFX(AM)

Las Vegas (43) KLUC-FM, KMXB(FM), KMZQ-FM, KSFM(AM), KXNT(AM), KXTE(FM)

Rochester, N.Y. (47) WCMF(AM), WPXY-FM, WMRFM(FM), WZNE(FM)

West Palm Beach, Fla. (49) WEAT(AM), WIRK-FM, WMBX(AM), WPBZ(AM)

Austin, Tex. (50) KAMX(AM), KJOE(AM), KMCM-FM, KQBT(FM)

Fresno, Calif. (64) KMU(AM), KNAX(AM), KOEI(AM), KOGO-FM, KRCN(AM), KSRS(AM), Kean FM, KVSR(FM)

Palm Springs, Calif. (149) KEZ(AM)

Other media holdings: CBS Television Network; 14 TV stations; Eyemark Entertainment; CBS Cable: Country Music Television, The Nashville Network, Eye on People (owned with Discovery Communications); Midwest Sports Channel: Home Team Sports; Spanish news cable network CBS TeleNoticias (owned with Grupo Medcom); Group W Network Services; outdoor advertising company TDI

Clear Channel Comm. (3)
(includes pending buy of Jacor Communications Inc.; markets or stations involved in that deal are designated J)
San Antonio, Texas President L. Lowry Mays

Revenue: $1,240,644,000
No. of stations: 453

Los Angeles (2) KISS-FM, KXTR(AM), KBET(AM)*, KEZY(AM), KORC(AM), KADC(AM), KBCD(AM)

San Francisco (4) KZSF(AM)

Dallas/Fort Worth (6) KELO(AM), KDFM(AM), KDFM(AM)

Houston (9) KPRC(AM), KSEV(AM), KMCO(AM), KBXX(AM), KHYT(AM)*, KJOU(AM), KJQO-FM, KHMX(AM)*, KTBZ(AM)*, KXKL(AM)*

Miami (11) WINZ(AM), WIOD(AM), WPLF(AM), WLVE(FM), WZTA(AM), WYFI-FM, WBBG-FM, WFTL(AM)

Atlanta (12) WGST(AM), WKLFS-FM, WPCF(AM), WGST-FM*

San Diego (15) KHTS-AM, KSD(AM), KGO(AM), K102(AM), KG9-FM, KP0P(AM), XTRA(AM)*, XTRA-FM*, KJY(Y)FM, XHRM-FM, KMSX(AM)

Phoenix (17) KMPX(FM), KZBP(AM)

St. Louis (18) KMJ(AM), KATZ-FM, KSLZ(AM), KATZ(AM), KSD(AM)*, KLOU(AM)*

Baltimore (19) WOPO(FM), WCAO(AM)*, WQCT(FM)*

Pittsburgh (20) WEA(AM)

Tampa/St. Petersburg/Clearwater, Fla. (21) WILV-FM, WHNZ(AM)*, WZTM(AM), WJS(AM), WWTI(AM), WSS(AM), WBBX(AM), WBBX(AM), WZLF(AM)*, WFLA(AM)*, WLOU(FM), WXFB(FM), WTBF(AM)*, WANS-FM*, WADE(AM)*

Denver (22) KHOW(AM), KOA(AM), KTLK(AM), KBCO-FM, KRFX(AM), KBPI(AM), KHHI(AM), KTCI-AM

Cleveland (23) WNEX(AM), WERE(AM), WMZ(AM), WMVF(AM), WTAM(AM)*, WMMS(AM)*, WGR(AM), WMJH(AM)

Portland, Ore. (24) KEZ(AM), KKCW(FM), KKR(AM), KEWS(AM)

Cincinnati (25) WCKY(AM)*, WLW(AM), WBKN(FM), WOFX(FM), WMMX(AM), WAIS(AM)*, WKF(AM)*, WKRK(AM)

San Jose, Calif. (28) KJSO(FM), KUFX(AM)*

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No one COVERS a wider SPECTRUM.

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<th>CHANCELLOR MEDIA CORPORATION</th>
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<th>CHARTER COMMUNICATIONS</th>
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Comprehensive industry expertise, superior responsiveness, and long-term commitment. Union Bank of California's Communications/Media Division continues to provide innovative capital markets solutions for the complete spectrum of communications and media companies.
Idaho
Falls/Pocatello, Idaho (NR)
KID(AM), KID-FM, KPXY(FM), KWK(AM), KRSS(FM)
Twin Falls, Idaho (NR)
KEZJ-FM, KLIX-FM, KLIX(AM)
Burlington, Iowa (NR)
KBKB-FM, KBKB(AM)
Chillicothe, Ohio (NR)
WBEX(AM)*, WFCB(FM), WCHI(AM)
Findlay, Ohio (NR)
WOLT(FM), WHMQ(FM)
Marion, Ohio (NR)
WMRN(AM), WMRN-FM, WDIF(FM)
Sandusky, Ohio (NR)
WLEC(AM), WMTX(FM), WCPZ(FM)
Washington Courthouse, Ohio (NR)
WUBB(AM), WCHO-FM
Albany/Corvallis, Ore. (NR)
KRKT(AM), KRKT-FM, KLOO(AM), KLOO-FM
Centralia, Wash. (NR)
KELA(AM)*, KMNT(FM)*
Vancouver, Wash. (NR)
KKLO(FM)(CP-not on air yet)
J = Jacor station

Other media holdings: 18 TVs; 29.1% of Heftel Broadcasting Corp.; 220,000 billboards; 50% of Australia Radio Network; 33% of Total Radio Network, New Zealand; 40% of Hispanic radio company Grupo Aor. Jacor's other media holdings include 1 TV; Premiere Radio Networks; syndicator RadioActive; NSN Network Services; helicopter traffic news service AirWatch; research company Critical Mass Media; Nova Marketing.

ABC Inc. (6)
New York
President Robert A. Iger
ABC Radio President
Robert F. Callahan
Revenue: $339,822,000
No. of stations: 55
New York (1)
WABC(AM), WPLJ(FM)
Los Angeles (2)
KABC(AM), KDIS(AM), KLOS(FM)
San Francisco (4)
KGO(AM), KMKY(AM), KSFO(AM)
Dallas/Fort Worth (6)
KAAM(AM), KINK(FM), KSCS(FM), WBAP(AM)
Detroit (7)
WDRO(FM), WJR(AM), WPLT(FM)
Washington (8)
WJZ(FM), WMAL(AM), WBOX(FM)
Atlanta (12)
WDWD(AM), WKKX-FM, WYAY(FM)
Seattle/Tacoma (13)
KKZD(AM)
Minneapolis/St. Paul (14)
KDKZ(AM), KQRS-FM, KXTR(FM), KZNR(FM), KZNT(FM), KZNS(FM)
Phoenix (17)
KCWW(AM)
St. Louis (18)
WIBV(AM)
Cleveland (23)
WMMH(AM)

Other media holdings: ABC Inc. (divi-

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10 OCTOBER 1998 / BROADCASTING & CABLE 39

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Cox Broadcasting Inc. (9)
Atlanta
President Nicholas D. Trigony
Cox Radio Inc.
President Robert F. Neil

Revenue: $279,279,000
No. of stations: 59

Los Angeles (2)
KFI(AM), KOST(FM), KACE-FM, KRTD-FM
Miami (11)
WFLC-FM, WHOA-FM
Atlanta (12)
WSB(AM), WSB-FM, W2JZ-FM, WCNM(AM)
Nassau/Suffolk
(Long Island), N.Y. (16)
WBLI(AM), WBOB-FM, WHFM(FM)

Revenue: $193,564,000
No. of stations: 41

Boston (10)
WEEI(AM), WAKS(AM),

Robert J. Tichenor
President Mac Tichenor Jr.

Revenue: $184,748,000
No. of stations: 39

New York (1)
WADO(AM), WCAZ(AM)

Los Angeles (2)
KVL(AM), KTOO(AM), KSKC(AM)

Chicago (3)
WHI(AM), WJUO(AM), WLLX(AM)

San Francisco (4)
KCSB(AM), KSOL(FM)

Dallas/Fort Worth (6)
KESY(AM), KCH(AM), KDKX(AM), KDXT(AM)

Miami (11)
WAMR-AM, WRTA(AM), WAOI(AM)

San Diego (15)
KLQV(AM), KEBN(AM)

San Antonio (33)
KXTN(FM), KORD(AM), KROM(AM)

Las Vegas (43)
KLSQ(AM)

McAllen/Brownsville, Tex. (62)
KBIG(AM), KGBT(AM)

El Paso (69)
KBN(AM), KBA(AM)

Other media holdings: Clear Channel Communications Inc. owns 29% of Heftel

Heftel Broadcasting Corp. (NA)

Revenue: $171,536,000
No. of stations: 16

New York (1)
WRKS-FM, WGHT-FM, WOC(AM)

Los Angeles (2)
KPRX-FM

Chicago (3)
WKQX-FM

St. Louis (18)
KSF-E(AM), WXTM(AM), WKKX-FM

Indianapolis (37)
WENS-FM, WNAP-FM, WBOC(AM), WTL(AM), WLT(AM)

Terre Haute, Ind. (186)
WTHI(AM)(1), WTHI-FM(1), WWRR-AM(1)

Other media holdings: 4 TVs; buying 2 TVs; 4 regional magazines; Slager Radio

Revenue Development Systems

Chairman Jeffrey H. Smulyan
Emmis Radio
President/COO

Chairman Lewis W. Dickey Jr.

Emmis Communications Corp. (8)

Indianapolis
Revenue: $167,209,000
No. of stations: 207
Toledo, Ohio (76) WKKO-FM, WLQR(AM), WRQN-FM, WQOD(AM), WWWM-FM, WXKR-FM, WXIM-FM, WTWR(FM)
Greenville/New Bern/Jacksonville, N.C. (80) WOSL(FM), WXQR(FM)
Chattanooga (101) WUSW
Augusta, Ga. (108) WUSW, WRKR-FM, WJUS-FM, WGUS(AM), WBBO-FM, WBBO(AM), W2NY-FM(1)
Beaumont/Port Arthur, Tex. (127) KADY-FM, KAYD(AM), KQXY-FM, KCHN(AM), KTCX-FM
Appleton/Oshkosh, Wis. (137) WNAM(AM), WOSH(AM), WUSW-FM, WBBO-FM
Montgomery, Ala. (142) WXFX-FM(1), WJCC-FM(1), WHTY(AM)(1), WMSP(AM), WNZZ(AM), WMX-FM, WLV-FM
Ann Arbor, Mich. (145) WIDB-FM, WOKL-FM, WTCA(AM), WDIO(AM)
Salisbury/Ocean City, Md. (152) WLVW-FM, WLBW-FM, WQO-FM, WTGM(AM), WOSC-FM, WWFG-FM, WSBP-FM, WJDI(AM), WRXS(AM)
Tallahassee (165) WHBI-FM, WBEZ-FM, WHBT(AM), WWLD-FM, WGLF-FM(1)
Columbus, Ga. (166) WVFR-FM, WGSY-FM, WMLF(AM), WPNX(AM), WAGH-FM
Kalamazoo, Mich. (172) WKFR-FM, WRKR-FM, WMM(AM), WCM-FM, WKM(AM)
Odess/Midland, Tex. (174) KBAT-FM, KOMD-FM, KNFM-FM, KGEE-FM, KMND(AM)
Myrtle Beach, S.C. (175) WSY-FM, WDAI-FM, WJXY-FM, WSEA-FM, WJXY-FM(1)
Tupelo, Miss. (176) WES-FM(1), WTOP(AM)(1), WWZD-FM(1), WNRX(AM)(1)
Wilmington, N.C. (178) WWOQ-FM, WAFF-FM, WAAV(AM)
Topeka, Kan. (180) KDVV-FM, KMJJ-FM, KMJJ(AM), KTOP(AM)
Green Bay, Wis. (182) WEZR-FM(1), WJLW-FM, WOGB-FM(1)
Amarillo, Tex. (188) KZRT-FM, KZRT(AM), KARK-FM, KPUR-FM, KPUR(AM), KGIZ-FM
Lake Charles, La. (203) KGBF-FM, KIBG-FM, KYKX-FM, KXXZ(AM)
Laurel/Hattiesburg, Miss. (205) WHER-FM(1), WFOR(AM)(1), WEEZ-FM(1)
Fargo, N.D. (208) KPPX(AM), KOJJ-FM, KQWB(AM)
Marion/Carbondale, Ill. (209) WDD(AM), WDD-FM, WFX(AM), WTAQ-FM, WIZA-FM, WQTL-FM
Dubuque, Iowa (217) KIRK-FM, KLYV-FM(1), KXGE-FM(1), WJOD-FM(1), WDBO(FM)(1)
Abilene, Tex. (224) KCDD-FM, KBCY-FM, KHSX-FM, KFOX-FM
Wichita Falls, Tex. (236) KLUR-FM, KQXC-FM, KYXY-FM, KOLI-FM
Augusta/Waterville, Me. (245) WABK-FM(1), WKG-FM(1), WGGY-FM(1), WCMF-FM(1), WFAU(AM)(1), WTOS-FM(1)
Bismarck, N.D. (259) KACL-FM, KBMZ-FM, KKCT-FM, KLXX(AM)
Bangor, Me. (263)

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SPECIAL REPORT

Richard Kott, BIA Chief Economist

- All commercial radio & TV stations? Yes.
- Ownership information? Yes.
- Revenue information? Yes.
- Comparable sales & market reports? Yes.
- Contacts information? Yes.
- Demographics information? Yes.
- Daily updates? Yes.
SPECIAL REPORT

WOCB-FM, WBZN-FM
Washington, Ga. (NR)
WLOV-FM, WLOV(AM)

Charles City, Iowa (NR)
KCHA(AM), KCHA-FM

Clear Lake, Iowa (NR)
KLKK-FM

Mason City, Iowa (NR)
KGO(AM), KIA-FM, KLKK-FM, KWMF-FM

New Hampton, Iowa (NR)
KCZE-FM

Albert Lea, Minn. (NR)
KQPR(AM)

Austin, Minn. (NR)
KNFX(AM)

Faribault, Minn. (NR)
KXDL(AM), KCOL-FM, KQPR(AM), KRCF-AM, KSFQ-FM, KURU-FM

Mankato, Minn. (NR)
KXSM-AM, KYSM-FM

New Ulm, Minn. (NR)
KNLJ(AM), KN LJ-FM, KKLX-FM, KKFQ-AM, KQRF-FM

Rochester, Minn. (NR)
KMFX-FM, KMKX-FM, KMCH-FM, KWEB-AM

Springfield, Minn. (NR)
KNSG-FM

Waseca, Minn. (NR)
KWO(AM), KJUE-FM

Columbus/Starkville, Miss. (NR)
WMXU-FM(1), WSNM-AM(1), WKOR(AM)-FM, WSSO(AM), WMBC-FM, WWEB(AM)

Keene, N.H. (NR)
WKNE(AM), WKE-FM

Manning, S.C. (NR)
WMBY(AM)

Other media holdings: None

Susquehanna Radio Corp. (14)
York, Pa.
President David E. Kennedy
Revenue: $152,475,000

Savings:
San Francisco (4)
KGB(AM), KTCT(AM), KFOG-FM, KSAN-FM

Dallas/Fort Worth (6)
KPLX-FM, KZNN(AM), KTCK(AM), KLIF(AM), KXIL(AM)

Houston (9)
KRB-E-FM

Atlanta (12)
WNX-FM

Cincinnati (25)
WWRM-FM, WVV-A(AM)

San Jose (28)
KFGG(AM)

Indianapolis (37)
WFMS-FM, WGLR-FM, WGLD-FM

York, Pa. (102)
WSBA(AM), WARM-FM

Aniston, Ala. (NR)
WHMA(AM), WHMA-FM

Albermarle, N.C. (NR)
WABZ-FM

Other media holdings: Susquehanna Cable Co.; Internet access company

BlazeNet: 50% interest in a competitive local-exchange carrier

Sinclair Broadcast Group Inc. (17)
Baltimore
President David D. Smith
CEO Designate

Revenue:

No. of stations: 22

San Francisco (4)
KGB(AM), KTCT(AM), KFOG-FM, KSAN-FM

Revenue:

No. of stations: 53

St. Louis (18)
KPLX-FM, KKZNN(AM), KTCK(AM), KLIF(AM), KXIL(AM)

Kansas City (26)
KCFX-FM, KQRC-FM, KCIY(AM), KXTH(AM)

Milwaukee (30)
WEM(AM), WMYX(AM), WAMS(AM)

Norfolk, Va. (34)
WVKL-FM, WPTF(AM), WWDC-FM, WNUZ(AM)

New Orleans (39)
WLLG-FM, WVL(AM), WSM(AM), WZEB(AM), WLLT-FM, WTLS-FM

Greensboro/Winston-Salem/High Point, N.C. (40)
WMJX-FM, WJXH(AM), WQMG(AM)

Buffalo/Niagara Falls, N.Y. (41)
WMUQ-FM, WKBSE(AM), WBEN(AM), WKB(AM), WGR(AM), WWAS(AM)

Memphis (45)
WRV-FM, WJCE(AM), WOGY(AM)

Greenville/Spartanburg, S.C. (58)
WFBC-FM, WORD(AM), WYRD(AM), WSPA(AM), WSPA-FM, WOLI(FM), WOLF(AM)

Wilkes-Barre/Scranton, Pa. (63)
WGGL(FM), WIL(AM), WQX(AM), WRFZ-FM, WRGB-FM, WVRZ-FM, WVRZ-FM, WYX(AM), WBGH(AM), WWSH(FM), WLS(FM), WLYR(AM), WOLI-FM, WOLF(AM)

Wilkes-Barre/Scranton, Pa. (63)
WGGL(FM), WIL(AM), WQX(AM), WRFZ-FM, WRGB-FM, WVRZ-FM, WYX(AM), WBGH(AM), WWSH(FM), WLS(FM), WLYR(AM), WOLI-FM, WOLF(AM)

Other media holdings: Owns, program or is buying 64 TVs

Citadel Communications Corp. (12)
Bigfork, Mont.
President Lawrence R. Wilson

Revenue:

No. of stations: 102

Providence, R.I. (31)
WPRO(AM), WPBN(AM), WBRM(AM), WBSX(AM), WBSX(AM), WBRM(AM), WBSX(AM), WBRM(AM), WBSX(AM), WBSX(AM), WBSX(AM)

Salt Lake City/Ogden/Provo, Utah (35)
WUBB-FM, KBEE(AM), KBE(AM), KBEE(AM), KBEE(AM), KBEE(AM), KBEE(AM)

Wilkes-Barre/Scranton, Pa. (63)
WGDI(AM), WQMS(AM), WAMR(AM), WAMR(AM), WAMR(AM), WAMR(AM), WAMR(AM), WAMR(AM), WAMR(AM), WAMR(AM)

WCTO(AM), WLE(AM)

Albuquerque (70)
KKOB-FM, KOB(AM), KNML(AM), KMG(AM), KRST(AM), KTBL(AM), KHF(AM), KTL(AM)

Harrisburg/Lebanon, Pa. (73)
WRKZ(AM), WRKZ(AM)

Baton Rouge (81)
KXLL-FM, WXMH(FM), WJHR(AM), WJNK-FM, WJNG(FM)

Little Rock, Ark. (82)
KARN(AM), KARN-AM, KCRN(AM), KKRO(AM), KERY(AM), KKB(AM), KKB(AM), KKB(AM), KKB(AM), KKB(AM)

Other media holdings: None

Bonneville International Corp. (11)
Salt Lake City
President Bruce T. Reese
Executive VP/COO
Robert A. Johnson
Revenue: $120,912,000
No. of stations: 15

Spokane, Wash. (86)
KDRK-FM, KGA(AM), KAE(AM), KJRB(AM)

Colorado Springs (93)
KKFM-FM, KKM(AM), KKL(AM)

Lafayette, La. (97)
KFZK(AM), KNEK-AM, KNEK-FM, K.Pod(AM)

York, Pa. (102)
WIXA(AM), WQX-FM

Modesto, Calif. (120)
KATM-FM, BUL(AM), KHP(AM), KHKK(AM), KDK(AM), KAN(AM)

Boise, Idaho (125)
KBO(AM), KGF(AM), KGL(AM), KIZN(AM), KZMG(AM)

Reno (129)
KBUL-FM, KDOH(AM), KNEV(AM), KKH(AM)

Eugene/Springfield, Ore. (143)
KUGM(AM), KTT(AM), KEHK(AM)

Johnstown, Pa. (168)
WGUL-FM, WQK-FM

Tri-Cities, Wash. (202)
KFHD(AM), KORD(AM), KXBR(AM), KXBR-FM, KXBR-FM, KXBR-FM, KXBR-FM

Medford/Asland, Ore. (204)
KBOY-FM, KAKT-FM, KCMX(AM), KCMX-FM, KTMT(AM), KTMT-FM

State College, Pa. (235)
WQX-FM, WWS(AM), WBBF(AM), WBBF-FM

Billings, Mont. (242)
KBUL(AM), KCTR(AM), KKBR(AM), KKH(AM), KKB(AM)

Other media holdings: None
Los Angeles (2)
KZLA-FM
Chicago (3)
WLUP-FM, WNNO-FM, WTMX-FM
San Francisco (4)
KOIT(AM), KDFC-FM, KOIT-FM, K2QZ-FM
Washington (8)
WTOP(AM), WXTR(AM), WGMS-FM, WTOP-FM, WWZ-FM
Salt Lake City (35)
KSL(AM)
Frederick, Md. (200)
WWVZ-FM
Other media holdings: 2 TV's; ad agency Bonneville Communications; Bonneville LDS Radio Network; Bonneville Satellite Co.; video distribution service Bonneville Worldwide Entertainment; Videc West Productions; Washington news bureau

Greater Media Inc. (13)
E. Brunswick, N.J.
Chairman Peter A. Bordes
Greater Media Radio President Thomas J. Milewski

Revenue:
$116,420,000
No. of stations: 16
Philadelphia (5)
WPEN(AM), WIMK-FM, WMMR-FM, WXPM-FM, WPLY(FM)
Detroit (7)
WXDG-FM, WRIF-FM, WCSX-FM
Boston (10)
WJJX-FM, WKLH-FM, WROR-FM, WBOS-FM, WSJZ-FM
New Brunswick, N.J. (NR)
WCTCA(AM), WMMQ-FM
Other media holdings: Cable systems in Pennsylvania and Massachusetts; newspapers in New Jersey

Miami (11)
WLYF-FM, WXY(AI), WMXJ-FM
Atlanta (12)
WSTR-FM, WOXL-AM
San Diego (15)
KSON(FM), KSON-FM, KFMD-FM, KCRZ-FM
Denver (22)
KYGO(AM), KYGO-FM, KKFN(AM), KCKK-FM
Charlotte, N.C. (36)
WB(AM), WBT, WLKN-FM

Jefferson-Pilot Communications Co. (20)
Greensboro, N.C.
President Theresa M. Stone
Radio President
Clarke Browne
Revenue:
$101,664,000
No. of stations: 17

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OCTOBER 12, 1998 / BROADCASTING & CABLE 43
SPECIAL REPORT

Other media holdings: 3 TVs

Beasley Broadcast Group (18)
Naples, Fla.
Chairman George G. Beasley

President Raul Alarcon Jr.

Revenue: $85,715,000
No. of stations: 30
Philadelphia (5)
WXLT-FM, WWDJ(AM), WWDB-FM, WTMJ(AM)
Miami (11)
WPOW-FM, WQAM(AM), WKIS-FM
Fl. Myers/Naples, Fla. (75)
WRXX-FM, WWCN(AM), WXKB-FM, WJBX-FM, WJST-FM
Greenville/New Bern/Jacksonville, N.C. (90)
WKIS-FM, WMGV-FM, WSFL-FM, WNNR-FM, WNCT(AM), WNCT-FM
Little Rock, Ark. (82)
KAAV(AM)
Augusta, Ga. (108)
WGOR-FM, WGAC(AM), WCHZ-FM, WAJY-FM
Fayetteville, N.C. (124)
WKML-FM, WFLB-FM, WAZZ(AM), WZFX-FM, WUKS-FM, WYRU(AM), WEWO(AM)
Aiken, S.C. (NR)
WAWY-FM
Other media holdings: None

Spanish Broadcasting System (10)
Coral Gables, Fla.

Executive VP-Radio
Carl Gardner

Revenue: $87,785,000
No. of stations: 11
New York (1)
WSKG-FM, WPAT-FM
Los Angeles (2)
KLAX-FM
Chicago (3)
WLEY-FM
Miami/ Ft. Lauderdale (11)
WCMO(AM)*, WCMO-FM, WRMA-FM, WKOJ-FM
San Antonio, Tex. (33)
KLEY-FM
Key Largo, Fla. (NR)
WZMO-FM
Key West, Fla. (NR)
WMMO-FM
Puerto Rico (NR)
WDOC-FM
Other media holdings: None

Saga Communications Inc. (21)
President Edward K. Christian

Columbus, Ohio (32)
WSNY(FM), WVKO(AM)
Norfolk, Va. (34)
WNOR-FM, WAFX(FM), WNOH(AM)
Springfield, Mass. (77)
WAQY-FM, WAGY(AM)
Des Moines, Iowa (87)
KSTZ-FM, KIQA-FM, KAZR-FM, KRTN(AM), KLTI-FM, KXTR(AM)
Portland, Me. (162)
WPOR-FM, WMGX(FM), WNAN(AM), WYZZ(FM), WZAN(AM), WPOR(AM)
Springfield, Ill. (190)
WYXY(FM), WYAX(FM), WDBR(FM), WTXA(AM), WGGL(FM), WYMG(FM)
Manchester, N.H. (194)
WGLL(FM), WZID(AM), WFEA(AM)
Champaign, Ill. (206)
WXYF(FM), WLWR(FM)
Springfield, Mo. (144)
KLTO(AM), KTTSM(AM), KTTSS-FM
Other media holdings: 3 TVs; parent Journal Communications Inc. owns 1 newspaper and shoppers and weekly newspapers across the country

Revenue: $77,132,000
No. of stations: 41
Milwaukee (30)
WLZB-FM, WKLH(FM), WFMF(AM), WPNT(AM), WYI(AM)

Journal Broadcast (NA)
Milwaukee
President Douglas G. Kiel

Revenue: $67,378,000
No. of stations: 36
Milwaukee (30)
WKTI-FM, WTMJ(AM)
Tulsa, Okla. (60)
KCIK(FM), KVOC(AM), KVCO-FM
Tucson, Ariz. (61)
KMZ-T(FM), KZPT-FM, KXID(AM), KFFN(AM)
Knoxville, Tenn. (68)
WMYU-FM, WWST-FM, WDIX-FM, WOB(AM)
Omaha (72)
KEZO-FM, KKC-FM, KSRA-FM, KEMY-FM, KOS(AM), KBXX(AM), WOW(AM), WOW-AM
Wichita, Kan. (88)
KFDI(AM), KFDI-FM, KCTI(AM), KLLS(AM), KYOO(AM)
Boise, Idaho (125)
KJOT-FM, KCID-FM, KCID(AM), KQXR-FM, KGEM(AM), KSRV-FM, KSRV(AM)
Springfield, Mo. (145)
KLO(AM), KTTSM(AM), KTTSS-FM
Other media holdings: 18 TVs; syndicator Tribune Entertainment; Tribune Media Services; CLTV News; Chicago Cubs; 4 newspapers; Tribune Education; 50% of Central Florida News; 33% of Quest LLC; 25% of Food Network; 25% of WB network; 1% of America Online, 20% of Digital City (with AOL); numerous interactive ventures

Radio One (NA)
Baltimore
Owner/Chairwoman Catherine L. Hughes
President Alfred Liggins

Revenue: $54,901,000
No. of stations: 13
Philadelphia (5)
WPHT-FM
Detroit (7)
WDTJ-FM, WCHB(AM)
Washington (8)
WOL(AM), WMWJ-FM, WKYS-FM, WYCD(AM)
Atlanta (12)
WHTA-FM, WAMU-FM
Chicago (3)
WGN(AM)
Denver (22)
KOS(AM), KAHK(AM), KEZ(AM)

www.americanradiohistory.com
Dick Broadcasting Co. (NA)

Knoxville, Tenn.

President Allen Dick

Revenue: $45,136,000
No. of stations: 14
Greensboro/Winston-Salem/High Point, N.C. (40)
WKRR(FM), WKZL(FM)

Birmingham, Ala. (55)

WAPI(AM), WENN(FM), WJOX(FM), WSYF(FM), WZRR(FM)

Knoxville, Tenn. (68)

WIVK(FM), WNOX(AM), WXVO(FM), WGFX(FM), WKDF(FM)

Other media holdings: None

Fisher Broadcasting Inc. (NA)

(includes Sunbrook Communications Corp.) Seattle
President Patrick M. Scott

Revenue: $38,159,000
No. of stations: 24

Seattle/Tacoma (13)
KOMO(AM), KVI(AM), KPLZ-FM

Portland, Ore. (24)
KOTK(AM), KWJJ-FM

Billings, Mont. (242)
KRXX-FM, KBLG(AM), KYYA-FM

Great Falls, Mont. (264)
KAAK-FM, KGUF(AM), KQDI(AM), KQDI-FM

Butte, Mont. (NR)
KAAR-FM, KMBR-FM, KXTL(AM)

Hamilton, Mont. (NR)
KBEB(FM)(CP - not on air yet)

Missoula, Mont. (NR)
KGQL-FM, KGQZ(AM), KZOG-FM, KYLT(AM)

Wenatchee, Wash. (NR)
KYSN-FM, KXAA-FM, KWWX(AM), KWWF-FM, KZPH-FM

Other media holdings: 2 TVs; Fisher Communications Inc.
Bochco mending fences with CBS

Producer also says he would like to do more half-hours

By Michael Stroud

A fter publicly questioning whether he'd work for CBS after it canceled Brooklyn South at the end of last season, producer Steven Bochco seems ready to let bygones be bygones.

He noted in an interview last week that he has pitched some half-hour shows to the network over the past year, although they were turned down. Asked whether he'd work with CBS again, he says: "Under the right circumstances, I would work for anybody, happily. Who the hell am I?"

What the heck is happening to NYPD Blue character Bobby Simone also has been on Bochco's plate of late.

Bochco: 'Under the right circumstances I would work for anybody, happily.'

A Rose for '60 Minutes II'

Charlie Rose, host of the popular interview show on PBS, confirmed last week that he will be a contributing correspondent for 60 Minutes II. He'll also keep his interview show on PBS, Rose said. A CBS executive confirmed last week a deal is near but not signed yet. Others expected to do on-air reporting for the show include CBS News veterans Dan Rather, Vicky Mabrey—currently based in London—and Bob Simon, currently based in Tel Aviv. But no deals have been finalized with any of them yet, sources say. The network is also talking with ABC's Chris Wallace about joining the show. One hitch there: He's got another year to run on his contract. As of last week, the network was showing no signs of letting him out of it early, an executive at ABC said.

—Steve McClelland

Millions of loyal NYPD Blue viewers are waiting to hear what happens to Detective Simone in the show's first four episodes this fall. Some are willing to pay for it.

"The National Enquirer called our wardrobe designer and offered a lot of money to give the story line," says Bochco. "I think it is a terrible symptom of a very destructive impulse to spoil." A National Enquirer spokesperson couldn't be reached.

Bochco, who says there have been other offers of money from "gossip rags" for details about the show's first fall episodes, says the Simone character is stabbed, but he won't say what happens next in the four-episode story arc that leads to actor Jimmy Smits' departure from the series.

The money offers are one reflection of the most tumultuous changes in the hit drama's five seasons. Five weeks after NYPD Blue's debut on Oct. 20, Smits and his character will be replaced by former Silver Spoon actor Rick Schroder, whose character is expected to clash with the crusty older detective played by Emmy winner Dennis Franz.

Not coincidentally, the transition will take place about three weeks into the November sweeps and after the World Series and election day have played themselves out—when ABC can get the maximum ratings mileage out of the changes. For all the plot's turmoil, Smits' real-life departure from the series has been much less traumatic than actor David Caruso's famously acrimonious exit after the show's first season.

"There was so much ill will there," Bochco says. "We were so under the gun, we had to literally throw out five scripts and start over. Jimmy came in literally at the last minute. He took [the part] on faith as a function of friendship. Four years later, having fulfilled the terms of his obligation, he very respectfully and lovingly made a decision to move on. We had time to really figure out what we wanted to do."

Bochco also has had time to reflect on his own next moves. For the first time in more than 10 years, he doesn't have a new series on tap. And now that the NYPD Blue transition seems smoothly under way, he's ready to consider doing some different kinds of shows.

"I've always wanted to do half-hours," said Bochco, whose last hit half-hour show was Doogie Howser. M.D. "As a company, we'd like to do more."
Turnabout

The situation was familiar, with police and the media battling in court over a videotape that shows a possible crime in progress. But this time it was the police with the tape and the media that wanted it—perhaps a VHS look at things to come as police increase their use of videotape.

WTAE-TV Pittsburgh went to court to force Carnegie police to release a videotape of a traffic arrest believed to offer evidence of police brutality. Allegheny County District Attorney Stephen Zappala had argued against releasing the "violent" and "distasteful" video of the arrest after a high-speed chase of motorist Evan Gross last Dec. 26. In various proceedings, law enforcement attorneys argued that the tape was not evidence of certain charges, was evidence of others, was investigative in nature and therefore not a public record and was prejudicial to a jury pool for Gross's eventual trial.

The court disagreed. Judge Robert Dauer of Allegheny County Common Pleas Court "accepted our argument," says WTAE-TV attorney David Porter, "that this was an incident report and therefore a public record. ... The judge ordered it to be made publicly available for review and copying." Joining WTAE-TV were the Pittsburgh Post-Gazette and Tribune Review.

What the tape showed, according to local reports, was an unresisting suspect being beaten by several officers, and repeated showings of the video on local TV have raised questions locally over why police were not charged with excessive use of force.

Only last week, a Pittsburgh newspaper reported on citizens ready to bring complaints against police who had been dissuaded by videotapes of their own misconduct, leading a local police chief to estimate the cameras' worth at "their weight in gold." Such use of videotape by police is believed to be on the rise. The Department of Justice is expected to produce soon a report on the use of video monitoring equipment by local police. Reporters, have your writs ready.

Public affairs in forefront in Philly

The National Broadcast Association for Community Affairs (NBACA) meets in Philadelphia this week (Oct. 14-17). Convention committee chair Gay Ball, public affairs director for WPSG(TV) Philadelphia and coordinator of public affairs for the Paramount Stations Group, says that one of the top topics at the gathering will be the $195 million the Office of Drug Control began spending in the third quarter on anti-substance abuse spots. The spots are essentially the same as ones already being run for free as PSAs, she says, and "when you start paying, it changes the rules of the game." For instance, she says, if the office makes a buy on a competitor's stations and not yours, do you still run essentially the same PSA for free? "If there are organizations willing to pay, where do you draw the line when they ask you to run them for free?" she asks.

Coast to coast

Ed Kosowski, who had been assistant news director at NBC O&O WRC-TV Washington, took over last week as news director at ABC's San Francisco O&O, KGO-TV. Kosowski, who will be in charge of the station's 21 hours of weekly news programming, replaces Milt Weiss, who moved to ABC O&O NEWS(TV) Cleveland.

"Becoming a news director," the 36-year old Kosowski says, "has always been my goal. We have a very proud tradition here of journalism and community service, and I want to build on that." A Chicago native and Northwestern grad, Kosowski worked 10 years in that city, starting as an intern for WLS-TV and later producing news there and at WBBM-TV. He was also an executive producer at WTV(TV) Miami.

Anchors away

Longtime New York TV newsman Jack Cafferty is being replaced as nightly news anchor at WPIX(TV). Station management had no comment on Cafferty's departure other than to say that Cafferty will be pursuing other opportunities and that his contract there was ending. Cafferty was unavailable for comment. Replacing Cafferty will be Jim Watkins, currently weekend anchor at WNBC (TV). WPIX News Director Karen Scott said that Watkins will join co-anchors Kaity Tong on the Oct. 26 10 p.m. broadcast. Watkins was nearing the end of his contract with NBC, and Scott said the station granted him an early release to move to WPIX.

Cafferty has been part of New York City's news scene since 1977, when he was a reporter and anchor at WNBC. He left that station in 1989 for WNYW(TV) and joined WPIX three years later. He had been anchor at WPIX since 1992.

Bradley coverage

Most local television in Los Angeles was preempted Monday for the funeral of longtime Los Angeles Mayor Tom Bradley. Going live for all or part of the church service, funeral and graveside service were KCBS-TV, KNBC (TV), KABC-TV, KTLA(TV), KTTL(TV), KTCP(TV), KCO(TV), and KCAL(TV).

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Twentieth looks into ‘Divorce’
Adds a reality series and first action hour to development

By Joe Schlosser

T

wentieth Television continued its push into first-run syndicated television last week, unveiling two more shows in development for fall 1999.

Twentieth has added a remake of Divorce Court and the studio’s first action hour, The Judge. Fox’s syndication unit already announced that it is developing a remake of Queen For a Day, and sources say that Twentieth has a number of other potential syndicated series up its sleeve. Last week, Twentieth executives acknowledged they have had discussions with popular South Florida radio personality Randi Rhodes but said that no show is imminent. Rhodes currently hosts a daily radio talker on WNOX(AM) West Palm Beach.

The Judge is not only Twentieth’s first action hour but also the studio’s first-ever collaboration with co-owned Fox Television Studios. The two studios are teaming with executive producer Jan De Bont for the action series, set on Mars 100 years in the future. De Bont has directed such box office hits as “Twister” and “Speed.” Mindless Entertainment’s John Auerbach and Mark Cronin are co-executive-producing the series with De Bont.

Rick Jacobson, Twentieth’s president, says that the timing is right to get into the action-hour business. “We looked at the marketplace and saw that next fall there was a place for a new hour weekly series,” he says. “If it were fall 1997 or fall 2000 or 2001, we probably wouldn’t have gone forward with a new hour. But our off-network hours NYPD Blue and X-Files are already renewed, and Buffy the Vampire Slayer and Ally McBeal don’t start for at least another year or two.”

Former Northern Exposure co-star John Corbett is set to play The Judge. Corbett’s character is a legendary gunslinger on Mars who now fights only to preserve justice on the planet. Twentieth will produce 22 episodes; sources say the studio will spend more than $1 million an episode on the series.

Twentieth’s Divorce Court will differ markedly from the last version of the series, which ran in syndication from 1984 to 1991 and used actors as litigants. Twentieth, which acquired the rights from New World, will use real-life divorced couples. Jacobson says the studio is looking for a current or former judge.

“Court shows seem to be hot right now, but that doesn’t mean that any court show will work,” Jacobson says. “This is a little different than the average court series, and we think it is something that could break through the clutter. It’s not going to be make-believe, but reality-based, and I think that is what the audience wants these days. They want closure, and Divorce Court will offer that up.”

‘ER,’ ‘Friends’ lead new syndicated shows

The first national Nielsen Media Research numbers are in for new syndicated shows, and the off-network runs of two Warner Bros. series have stolen the show. For the week ending Sept. 27, ER and Friends scored the best national ratings. The weekend runs of ER averaged a 4.2 rating, second only to The X-Files among weekend syndicated series, either first-run or off-net. Twentieth’s X-Files averaged a 5.2 national rating. Friends, not including the hour episode that kicked off the series in syndication, averaged a 5.3 rating for the final full week of September. Friends trailed only off-net vet Seinfeld among all sitcoms in syndication. Columbia TriStar’s Seinfeld averaged a 6.3 national rating. MGM’s new action hour, Stargate SG-1, came out of the blocks strong, leading among new first-run series with a 3.2 rating. Columbia TriStar’s Pamela Anderson–starring actioner, VIP, debuted with a 2.7 rating. Rysher Entertainment’s Highlander: The Raven premiered with a 2.1, while its second-year action series, Special Ops Forces, scored a 1.8 to begin the year. The New Adventures of Robin Hood from Sachs scored a 1.1 rating, and Western International’s Acapulco H.E.A.T. debuted with a 0.8 national rating. There were no national numbers available for Tribune’s Earth: Final Conflict, Pearson’s Air America and PolyGram’s two new weekend shows, The Crow: Stairway to Heaven and Motown Live.

Among the strips, King World’s access game series, Hollywood Squares, weighed in with a 3.9 rating, while the distributor’s new talker, The Roseanne Show, scored a 1.9 rating. In the hotly competitive courtroom genre, Rysher’s Judge Mills Lane started off with a 2.4 rating, while Worldvision’s new courtroom show, Judge Joe Brown, scored a 2.2 rating for the week ending Sept. 27. Worldvision’s returning court show, Judge Judy, averaged a 5.4 national number that week, while Warner Bros.’ The People’s Court generated a 2.3. Columbia TriStar’s Donny & Marie scored a 1.5, while Pearson’s Match Game got off with a 0.8 rating. The late-night duo of Change of Heart and Love Connection started with a 1.0 rating for each half-hour show. Off-network runs of The Nanny averaged a 2.4 rating, while Sister, Sister scored a 2.4 and NewsRadio pulled down a 2.1 national rating.

—Joe Schlosser
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Pfeiffer’ controversy continues

UPN’s The Secret Diaries of Desmond Pfeiffer continues to generate controversy, if not ratings. Leaders of a protest at UPN parent Paramount’s studio gates were planning to meet late last week to discuss unspecified action against the show’s sponsors, a spokesperson for protest co-organizer Brotherhood Crusade says. The group’s plans come after a week of increased anti-Pfeiffer activity that culminated in civil rights leader Jesse Jackson’s appearance at last week’s protest. The week before, the Los Angeles City Council voted unanimously to condemn the show’s alleged trivialization of slavery—sparking protests from the National Campaign for Freedom of Expression.

Despite the added publicity, Pfeiffer got off to a slow start, garnering a 1.6 household rating/share for its premiere episode Monday and a 0.8/2 among 18-49-year-olds, according to Nielsen Media Research. The household score was below that of UPN’s other new show for the evening, DiResta, which scored a 1.8/3, although the two shows tied in 18-49s. That left UPN with a 1.73 rating for the night in households, compared with a 3.0 rating for the same Monday last year. “Obviously, it’s very disappointing,” a UPN spokesperson says. “We expected this [season] to be difficult, and we expected it to be a marathon as opposed to a sprint.” Yet, the network has no plans to remove the show, “and no special interest group will ever dictate our business policy,” the spokesperson adds. —Michael Stroud

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sg138@columbia.edu
www.jrn.columbia.edu/workshops

Web feat for Big Bird

New WebTV interactive element could be part of revamped ‘Sesame Street’

By Steve McClellan

Lots of changes are coming to Sesame Street, which will kick off its 30th season on PBS Monday, Nov. 16. The changes include a new set, a new opening and some new characters. Also planned, but not yet final, is a new interactive program package that will be delivered by Microsoft-owned WebTV.

Sesame Street will be reformatted to include a show within a show called “Elmo’s World.” The new 15-minute segment will explore a single topic each day from the perspective of a three-year-old. Topics may range from music to dance to balls (of the beach or tennis variety). New characters for the segment include Elmo’s pet goldfish, Dorothy, and Mr. Noodle, played by actor Bill Irwin.

The series, produced by Children’s Television Workshop, has just been renewed on PBS for another four years and has secured its first-ever corporate sponsor, Discovery Zone.

That news didn’t sit well with consumer advocate Ralph Nader, who attacked Children’s Television Workshop for signing the $1 million sponsorship deal. Nader accused the producers of “selling out,” saying the show ought to change its name to Huckster Alley; he urged parents to protest. CTW’s Gary Knell told AP that it was “disappointing that [Nader] would smear the name of the program that is trying to bring quality to children’s television at a time when government funding and foundation funding have been declining.”

Last week Nader said, “It’s sad that even Sesame Street is turning into a delivery vehicle for advertisers to pitch to our children.”

The show has a new opening that jettisons the animation openings of recent seasons for a new live-action montage featuring Big Bird and lots of cute shots of toddlers—the program’s core audience.

The producers also are reducing the size of the set—by half—to better reflect “the intimacy” of the original Sesame Street “neighborhood,” says executive
The changes are “designed to take us into the next century and through the next 30 years.”
—CTW President David Britt

News Corp. sells less to public
Will offer only 13.4% of Fox, according to SEC filing
By Steve McClellan

News Corp. will sell less of its Fox Entertainment Group assets to the public than originally anticipated, according to the company’s amended public offering prospectus filed with the Securities & Exchange Commission last week.

Fox said it would offer 85 million shares, or 13.4%, to the public. The FEG assets include the film, TV and cable operations as well as the company’s sports franchise holdings.

Analysts initially expected the offering to raise some $3.5 billion for 20% of the spun-off operations. With the depressed stock market and a smaller piece being sold, the offering may now raise only $2.5 billion, analysts say. But they also say that there is nothing to prevent News Corp. from selling additional pieces of its Fox assets in the future.

Bishop Cheen, media analyst for First Union Capital Markets, says that News Corp. is selling a smaller piece because of the drop in the company’s stock price since the summer, when it traded as high as 33-5/16. Last Wednesday it closed at $22.50, down about 33%. “They can sell less in the initial offering and keep their powder dry for another offering in a better market,” Cheen says.

News Corp. is not under the pressure to do an IPO that CBS is, Cheen says, because, in the latter case, company president Mel Karmazin has “a very specific agenda, and that’s to get that stock moving.” For that reason, he says, News Corp. will probably wait for CBS

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BIA Knows.
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Walter Cronkite suffered a bout of stomach pains Tuesday (Oct. 6) but is fine, a spokesperson said last week. Because his doctor was making rounds at New York Hospital, Cronkite stopped by to get the pains checked out. Then he continued on a full day of shooting on a documentary and an interview with Dan Rather about the upcoming space shuttle flight of John Glenn. Meanwhile, Bill Cosby stood in for Cronkite on CBS’s This Morning after Cronkite was unable to make a scheduled appearance.

Miracle man

PAX TV has named former Waltons star Richard Thomas co-host of its new weekly one-hour series, It’s a Miracle. The series, which airs Sundays on the start-up network, focuses on “heartwarming and uplifting” real-life stories of “miraculous occurrences.” Nia Peeples (of Fame fame) also hosts.

Flockhart fine, says Fox

Rumors that 20th Century Fox Television shut down production on Ally McBeal because the star suffered from anorexia are “completely false,” a studio spokesperson says. “Production never shut down and she [Calista Flockhart] is completely fine.” Last week, WCBS-TV New York reported that the willow-thin star was in a treatment center for the condition. The station later retracted the report.

Griffith out

Melanie Griffith has left CBS’s midseason comedy Me & Henry, although co-star Jeffrey Tambor (The Larry Sanders’ Show) remains attached. Sources say Griffith reportedly was to have been paid a six-figure sum to appear on the show, and earlier this year she appeared on a panel discussing the crossover of movie talent to television. Sources say the show is still under development at CBS.

Seymour’s return

Dr. Quinn, Medicine Woman star Jane Seymour returned to CBS prime time television on Sunday in her first original production for the network since CBS’s decision at the end of last season to cancel the show. Seymour appeared in CBS’s made-for-TV movie Marriage of Convenience. Seymour had publicly chastised the network for its decision to cancel the show.

to launch its offering (for a 20% stake in the radio and outdoor advertising assets under the Infinity Broadcasting banner) before moving ahead.

CBS wants very much to get its IPO done this year. Cheen says. And with the momentum that the CBS Television Network is showing, he says, coupled with the strong radio assets, it just may happen in spite of the market turmoil.

In its amended prospectus, News Corp. said that the Fox Entertainment Group generated $7.02 billion in revenue for fiscal 1998 (ended June 30), with $3.9 billion of that from filmed entertainment; $3.1 billion from broadcasting (including both the Fox network and Fox Stations Inc.), and $72 million from cable network programming. In fiscal 1997, the comparable figures were $5.8 billion in total; $3.1 billion for film; $2.7 billion for broadcasting, and $37 million for cable.

Total operating income in fiscal ’98 from the TV and film assets was $663 million, more than double the previous year’s total of $320 million. Operating income from broadcasting was $555 million, up 54%, while operating losses at the cable division totaled $141 million, compared with losses of $148 million the previous year. Film operating income totaled $266 million, up 135%.
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Everything that matters is here.
Week 2

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<td>66. NFL Showcase</td>
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<td>33. Cosby</td>
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<tr>
<td>44. Suddenly Susan</td>
<td>8:1/13</td>
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<td>71. Melrose Place</td>
<td>6:1/9</td>
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<td>50. L.A. Doctors</td>
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<td>15. DateLine NBC</td>
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<td>10. Home Improv</td>
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<td>24. The Hughleys</td>
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<td>26. Spin City</td>
<td>9:5/15</td>
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<td>53. Sports Night</td>
<td>7:5/12</td>
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<td>72. Vengeance Unlimited</td>
<td>5:9/10</td>
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<td>44. The Nanny</td>
<td>8:1/14</td>
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<td>30. Maggie Winters*</td>
<td>9:2/15</td>
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<td>63. To Have and to Hold*</td>
<td>7:1/11</td>
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<td>29. CBS Tuesday Movie—Eye for an Eye</td>
<td>9:4/16</td>
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<td>12. DateLine NBC</td>
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<td>79. Vengeance Unlimited</td>
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<td>23. Promised Land</td>
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<td>81. ABC Thursday Night Movie—Futurer sport</td>
<td>4:7/7</td>
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<td>49. Hours</td>
<td>7:8/13</td>
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<td>5. Jesse</td>
<td>14:7/3</td>
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<td>2. Frasier</td>
<td>17:7/27</td>
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<td>4. Veronica’s Closet</td>
<td>15:7/24</td>
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<td>1. ER</td>
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<td>43. Boy Meets World</td>
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<td>40. Candid Camera</td>
<td>8:3/16</td>
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<td>35. Sabrina/Witch</td>
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<td>9.20/20</td>
<td>12:2/3</td>
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<td>36. Nash Bridges</td>
<td>8:7/17</td>
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<tr>
<td>83. Third Rock From the Sun</td>
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<td>58. Early Edition</td>
<td>7:3/14</td>
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<td>72. Fantasy Island</td>
<td>5:8/11</td>
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<td>50. Martial Law</td>
<td>7:6/14</td>
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<td>25. Cupid*</td>
<td>5:5/10</td>
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<td>18. Walker, Texas Ranger</td>
<td>10:2/19</td>
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<td>90. Working</td>
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<tr>
<td>47. Wonderful World of Disney—Sabrina Goes to Rome</td>
<td>7:9/13</td>
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<td>8.60 Minutes</td>
<td>12:4/22</td>
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<td>6. Touched by an Angel</td>
<td>13:2/20</td>
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<td>70. NBC Sunday Night Movie—Rob Roy</td>
<td>6:2/10</td>
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<td>56. NFL Sunday Post</td>
<td>7:4/14</td>
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New radio nets netting more listeners

RADAR summer survey shows overall listening up 40%

By John Merli, B&C correspondent

The proliferation of upstart radio networks in recent months may not be fragmenting current network programming audiences as much as simply bringing in new listeners. A previous RADAR 58 survey had tracked 15 networks, which pulled in about 24.6 million network listeners. The latest RADAR 58 numbers from summer 1998 tracked 19 networks with a reach of about 34.2 million network listeners—a jump of nearly 40%.

The new RADAR 58 figures—in which only four networks appear to have posted gains from the previous survey—give ABC’s Advantage Network the largest listener gain for persons 12-plus—25.5%. ABC Research says this is the fourth straight increase for Advantage, which boosted its important 18-49 demo by 31% from the previous RADAR report.

In fact, ABC’s various networks hold 19 of the top 20 network radio programs, with franchise superstar Paul Harvey continuing as the top-ranked network program personality. His average audience peaks for the day at about 4.5 million for his 8:30 a.m. news and comment segments.

However, despite ABC’s domination of the top 20 network programs, the top slot goes to Premiere Network’s AM Drive, which boast an average early-morning audience of about 5.4 million. Four of the Premiere Radio Networks were included for the first time in the latest RADAR survey.

CHR format grows up with former teens

Top 40 penetrates 30-something and older

By John Merli

Contemporary hit radio (CHR), once dismissed by some advertisers as too teen-oriented, has spread well beyond the high school years, according to a new analysis of the CHR format. A proven survivor in the radio format wars over nearly half a century, CHR was declared dead and buried by a major radio consultant only four years ago.

CHR now is “firmly” an age 18-34 format with listenerhip extending into the 35-44 demo.

CHR was declared dead and buried only four years ago. It now is “firmly” an 18-34 format with listenerhip extending into the 35-44 demo.

Slepavic says. But today most CHR stations are playing many of the same hits that get plenty of airtime on other young adult formats, such as alternative, modern AC and AAA. This crossover of playlists is seen as a big boon to CHR, according to the report. Another lucky break was the launch of MTV in 1983.

According to Simmons spring 1998 data, CHR reaches 14 million adults in the 18-34 demo weekly. In fact, the analysis points out that if CHR were a national television show, its 18-34 reach would rank third among the top-rated weekly prime time programs, (theoretically bested last season in cume numbers only by Seinfeld and Home Improvement). About 20% of CHR’s overall audience extends into the 35-44 demo, and 8% of listeners are part of the oldest boomer cell, 45-54.

Most CHR listeners are female (56%), and the CHR demographic is characterized by active consumers of alcoholic beverages, restaurants and all entertainment categories (especially movies), as well as of computers and electronic equipment. Formats that share the highest percentages of CHR audiences include Spanish, alternative/modern rock, urban and AC.
Nielsen inks basic agreements

Cable channels eventually will get new AP People Meter as part of deals

By Donna Petrozzello

Nielsen Media Research has started signing basic and premium cable networks to new contracts that include Nielsen's implementation of a more advanced AP People Meter system to measure TV audiences.

The advantage of Nielsen's AP (active/passive) People Meter system is its ability not only to detect the channel to which a set is tuned but also to discern which multiplex feed of a particular network a household is watching on a digital set-top box, says Nielsen's Jack Loftus. Loftus says the AP meter would gradually replace Nielsen's existing People Meter.

Nielsen is currently testing the AP meter, and Loftus says it may begin rolling out the service nationally as early as next year—although the time frame for the rollout depends on how quickly digital TV set-top boxes are adopted, he says.

Last week 10 cable networks signed new five-year agreements with Nielsen that provide for the ratings company to switch over to the AP meter during the course of their contract.

Eight of the 10 networks—USA, ESPN 2, Sci-Fi Channel, Showtime, TNN, Country Music Television, Fox Family Channel and Odyssey—already had contracts with Nielsen.

Two other networks—Knowledge TV and America's Health Network—signed their first contracts with Nielsen last week, according to the ratings company. Both Knowledge and AHN meet the minimum guidelines of being detected in at least 150 of Nielsen's total sample of 5,000 U.S. households, Loftus says.

These 10 networks are the first cable channels to sign contracts that incorporate provisions for Nielsen to use AP to measure audiences, Loftus says. He also says that Nielsen expects within the next year to update existing contracts with 47 basic and premium cable networks.

Meanwhile, some basic networks that have re-signed with Nielsen say they haven't ended negotiations with Statistical Research Inc., a Westfield, N.J.-based company that wants to forge agreements with cable networks to supply them ratings via SRI's alternative "SMART" TV ratings service.

USA Networks, still negotiating with SRI, has not yet agreed to provide financial support for SRI's national rollout of SMART for cable networks, according to USA officials. However, Tim Brooks, USA Networks research director, says that USA "supports the testing of SMART."

Most basic and premium cable networks say they are interested in testing the SMART system, if only to provide a benchmark measurement comparison with Nielsen's service, which cable networks consider "the national service of record," Brooks says.

"Nielsen will be the service of record for a long time no matter what happens," he says. "We want to support both and see what each can provide. The most likely scenario is that a network will sign the letter of intent with SRI and also a new contract with Nielsen."

ESPN, meanwhile, has signed the letter of intent with SRI, but that did not preclude them from also re-signing their agreement with Nielsen.

Paulus to head New York 1

Richard Aurelio leaving Time Warner cable news networks

By Donna Petrozzello

After nearly 20 years with Time Warner, Richard Aurelio, 70, is resigning as president of Time Warner's New York 1 News cable network and as senior adviser to Time Warner Chairman Gerald Levin.

Steve Paulus, 42, New York 1 News senior vice president of news and programming, will succeed Aurelio as general manager of the 24-hour cable news channel at the end of 1998, when Aurelio's contract expires. Aurelio joined Warner Communications in 1979 as senior vice president of government affairs; with Paulus, he helped to found and launch New York 1 News in 1992.

Paulus says he intends to expand New York 1's content to cover more local news, which he says is typically underreported by other New York-area TV newscasts, and "to build on the franchise that Dick [Aurelio] started and which has made us popular."

Paulus also wants to feature more investigative reports and to consider launching more long-form news shows covering specific cultures in New York, similar to the half-hour feature segment about the city's theater scene that New York 1 launched earlier this year.

"There's a lot more news channels and more news content out there, and we have to continue developing those franchises that make us most popular," says Paulus. Before joining New York 1 News, Paulus was assistant news director at WCBS-TV New York: he boasts 20 years experience in TV journalism.

Aurelio plans to retire and spend time with his family, calling his time with Time Warner "a great run." Aurelio got into cable in 1979 as senior vice president of government affairs for Warner Communications. He headed the creation of a Warner
"I grew up wanting to be the next Walter Cronkite."

James O. Robbins
President & CEO
Cox Communications, Inc.

Member
C-SPAN Executive Committee

My father was widowed at age 39, and faced that painful adversity with incredible strength, dignity and resolve. He was my hero then and still is today, at age 95 and with a spirit as bright as it ever was. He raised me to appreciate my surroundings—not only in my backyard in Mt. Kisco, New York, but also on the other side of the globe.

"I grew up wanting to be the next Walter Cronkite. The excitement and international intrigue of the news business fascinated me, and those ideals merged with my love of language, critical thinking and the visual medium to drive me toward a career as a reporter. While I never ascended to the anchor desk, I've discovered plenty of excitement and intrigue in my various career experiences—whether in Vietnam, local TV news or corporate America.

"After destroyer duty in Vietnam, I did a second tour of duty in country on a gunboat operation in the Mekong River. As deputy public affairs officer, I had a tape recorder around my neck most of the time. One day, a slug of shrapnel tore into and nearly obliterated that tape recorder, lodging in the machinery. It saved my life.

"After making it out of Vietnam in one piece, I went to Harvard Business School and then wandered into the cable television business. My first job in the industry, with the Adams-Russell company, taught me the most valuable lesson in my life: 'Work with good people.' And I've done so ever since, at Continental, Viacom and Cox.

"Although not where I once envisioned I would be, I think my job is every bit as exciting as Cronkite's. I'm fortunate to be part of a business, cable television, that captures the essence and excitement of the world—the widely divergent cultures, conflicts and crises—and makes it real to us in our own living rooms.

"C-SPAN plays an important role in that education process. I start my day with C-SPAN, as I huff and puff on the Nordic Track at 6 a.m. I watch it because it demonstrates the value of political relationships—local, national, international. By sharing with us the political structure of our nation, C-SPAN helps us better understand the politics and the people of our towns, our states and, most important, our world.

C-SPAN
Created by Cable.
Offered as a Public Service.
www.c-span.org
cable system, BQ Cable, which served the New York boroughs of Brooklyn and Queens. He parlayed that success into running the first Time Warner Cable system for New York soon after Time Inc. and Warner merged in 1989.

Aurelio’s previous careers included positions as a reporter and editor at the Long Island daily newspaper Newsday in the 1950s, as administrative assistant to former U.S. Senator Jacob Javits, as a campaign manager to former New York City Mayor John Lindsay and as first deputy mayor under Lindsay.

“As a former journalist, developing New York I was a dream come true,” Aurelio says. “After six years, it is on its way to becoming an enduring part of the New York scene.”

Wireless on the wane

The latest problems: Heartland will file for Chapter 11. Cellularvision misses interest payment

By John M. Higgins

The meltdown of the wireless cable industry continued as a major operator headed for bankruptcy court last week and a second acknowledged that it has tripped into default.

Heartland Wireless Inc. disclosed that it plans to file for Chapter 11 to straighten out its crippling financial situation. Once a high-flying stock that boasted of taking on rural cable operators in 57 different markets, Heartland is unable to service its $336 million debt. The Plano, Texas-based company is handing ownership over to holders of its junk bonds, wiping out existing stockholders.

At the same time, Cellularvision USA Inc. is unable to pay its operating expenses. The New York-based company missed an interest payment on a bank loan and can’t make lease payments on equipment and fiber network capacity.

Last week’s stumbles are just the latest in the slow collapse of the wireless industry. Just four years ago, wireless companies sending Home Box Office and MTV to homes via microwave signals rather than copper were supposed to be the hammer that would crack cable operators’ local monopolies. Big telcos, like Bell Atlantic, Nynex (since merged) and Pacific Bell, backed or bought wireless companies to mount their video attack. Wireless companies sold almost $2 billion in stock and junk bonds to fund acquisitions and build a subscriber base.

But marketing proved more difficult than promised, and expensive equipment required in each customer’s home sucked up cash. Other than BellSouth Communications, the Baby Bells pretty much retreated, crushing the value of wireless spectrum licenses that all the operators counted on as their exit strategy.

Virtually all the major players have worked all year to restructure the now-crushing junk bond debt they incurred a few years ago. Once-leading player CAT Wireless emerged from Chapter 11 two weeks ago, and People’s Choice TV is still trying convince bondholders to extinguish most of its debt. The industry line now is that they’ll jump back by delivering high-speed Internet services.

“I never thought this was much of a business. I still don’t think it’s much of a business.”

Bear Stearns & Co. media analyst Ray Katz

worth of senior notes that don’t start coming due for five years will exchange their paper for 97% of the company’s stock. Investors holding $57 million worth of subordinated notes will get the bulk of the remaining 3%. Current shareholders get next to nothing, but the company intends to stay in business by reselling programming from DirecTV.

The company expects to file the plan by Nov. 13.

Heartland said in a statement that the reorganization should leave it “with the strongest capital structure in the wireless cable industry,” which isn’t much of a boast these days. But the company will only have $15 million in debt, all owed to the FCC.

Cellularvision is in equally bad shape operationally, but its financial position is better. Employing higher-frequency LMDS technology, the company had planned to offer wireless cable and telephone services in New York City. At its peak last December, the company had just 18,500 customers. That has since dropped to just 12,000 customers.

On Sept. 30, Cellularvision missed a $271,000 interest payment on $6 million worth of notes owed to Morgan Guaranty Trust Co., which plans to press the company for repayment. The company also hasn’t been making lease payments on equipment owned by Boston Financial & Equity Corp. and an optical-fiber trunks controlled by Metromedia Fiber Network.

Cellularvision is waiting for a bailout from Winstar Communications Inc. That alternate access telephone carrier, which traffics phone calls over the air rather than through copper and fiber, has agreed to buy about two-thirds of Cellularvision’s core asset—LMDS spectrum in metro New York—for $32 million.

That would pretty much cover all of Cellularvision’s debts but would force the company to take its only operating business, subscription video, off the air.
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Lifetime Movie Network is the #1 choice among women over all other new channels that could be offered with their cable service.*

It's easy to understand why LMN is the first choice with women. Women already have an emotional connection with Lifetime - we hold their interest because we capture their hearts. With LMN, you can own the female demo with your customers and advertisers - something no other network can deliver. Give women what they want - LMN.

*Based on research data compiled by MMV Research.
CABLE

Geographic extends international arm

National Geographic Television, Washington, has formed a program development arm, Program Enterprise Group. The group’s charter is to create original programming to fill National Geographic Channels Worldwide, a co-venture of NGT and NBC that launched its first channels in September 1997 and now serves 27 million subs in 45 countries. Nick Durrie, president, ABC/Kane Productions, Washington, has been named senior VP of the group. Christine Weber, senior producer, named senior producer of the group.

@Home in the Dakotas

@Home Network and Midcontinent Cable Co. have signed an affiliation agreement for Midcontinent to deliver @Home’s high-speed Internet-via-cable service to Midcontinent subscribers in North and South Dakota. Financial terms weren’t disclosed. The companies intend to begin deploying the service, called Midcontinent@Home, early next year. Terms also call for Midcontinent and Tele-Communications Inc. systems to provide high-speed Internet service to schools in South Dakota. The companies intend to provide the service to all K-12 schools in their cabled communities in North Dakota by the end of 1999. Midcontinent, including its partnerships with TCI, has about 134,000 subscribers in the two states.

Next up for Zone

ESPN and Disney Regional Entertainment have announced plans to open ESPN Zone sports-themed restaurants/entertainment facilities in Chicago and in New York City’s Times Square next summer. The first ESPN Zone opened in Baltimore’s Inner Harbor this summer.

WWF taking on all prime time comers

The World Wrestling Federation is managing to take down all its opponents. Last Monday, USA Network’s prime-time block of WWF Raw and WWF War Zone drew more male teenagers than ESPN’s special Spring Play-off coverage and ABC’s Monday Night Football combined. The wrestling block netted 966,000 males 12-17, compared with ESPN’s Chicago Cubs/San Francisco Giants game (196,000) and MNF’s Tampa Bay/Detroit matchup (683,000). USA attracted 3,492,000 total households during its WWF block last Monday.

Western swing for Nashville

The Nashville Network plans to launch a second U.S. satellite feed to serve the Pacific and Mountain time zones as well as Alaska and Hawaii. The satellite will allow the network to run its prime time schedule in prime time on the West Coast as well. The new Western feed launches Dec. 28 on Galaxy 1R, transponder 6.

CABLE'S TOP 25

MAJOR LEAGUE BASEBALL

Monday's ESPN's coverage of the contest between Major League Baseball's San Francisco Giants and the Chicago Cubs drove home basic cable's top ratings, earning an 8.1 rating/6.1 million homes.

Following are the top 25 basic cable programs for the week of Sept. 28-Oct. 4, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 96 million TV households.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Network</th>
<th>Day</th>
<th>Time</th>
<th>Duration</th>
<th>Cable</th>
<th>U.S.</th>
<th>Hhs</th>
<th>Cable Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>MLB: San Francisco vs. Chicago</td>
<td>ESPN</td>
<td>Mon</td>
<td>8:00P</td>
<td>238 8:1</td>
<td>61</td>
<td>5,112</td>
<td>12.8</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>NFL: Seattle vs. Kansas City</td>
<td>ESPN</td>
<td>Sun</td>
<td>6:15P</td>
<td>67 8:1</td>
<td>61</td>
<td>6,061</td>
<td>12.3</td>
<td></td>
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<tr>
<td>3</td>
<td>NFL: Seattle vs. Kansas City</td>
<td>ESPN</td>
<td>Sun</td>
<td>10:05P</td>
<td>127 8:0</td>
<td>60</td>
<td>6,012</td>
<td>14.1</td>
<td></td>
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<td>4</td>
<td>NFL Studio Show</td>
<td>ESPN</td>
<td>Sun</td>
<td>9:22P</td>
<td>43 7:3</td>
<td>55</td>
<td>5,458</td>
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<td></td>
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<tr>
<td>5</td>
<td>WWF Raw</td>
<td>USA</td>
<td>Mon</td>
<td>10:00P</td>
<td>66</td>
<td>4.9 37</td>
<td>3,669</td>
<td>7.7</td>
<td></td>
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<tr>
<td>6</td>
<td>WWF Raw</td>
<td>COM</td>
<td>Wed</td>
<td>10:00P</td>
<td>30</td>
<td>4.8 26</td>
<td>2,591</td>
<td>7.6</td>
<td></td>
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<tr>
<td>7</td>
<td>MLB: Chicago vs. Atlanta</td>
<td>ESPN</td>
<td>Wed</td>
<td>4:35P</td>
<td>128 4.7</td>
<td>35</td>
<td>3,525</td>
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<td>8</td>
<td>NBA: UAW-GM 500</td>
<td>TBS</td>
<td>Sun</td>
<td>10:05P</td>
<td>313 4.4</td>
<td>33</td>
<td>3,141</td>
<td>9.4</td>
<td></td>
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<tr>
<td>9</td>
<td>NFL: New York vs. Dallas</td>
<td>USA</td>
<td>Mon</td>
<td>9:00P</td>
<td>60</td>
<td>4.4 33</td>
<td>3,275</td>
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<tr>
<td>10</td>
<td>WWF Monday Nitro</td>
<td>TNT</td>
<td>Mon</td>
<td>8:00P</td>
<td>60</td>
<td>4.2 31</td>
<td>3,125</td>
<td>6.2</td>
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<tr>
<td>11</td>
<td>WCW Thunder</td>
<td>TNT</td>
<td>Thu</td>
<td>9:06P</td>
<td>61</td>
<td>4.0 30</td>
<td>3,031</td>
<td>6.1</td>
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<tr>
<td>12</td>
<td>NFL Primetime</td>
<td>ESPN</td>
<td>Sun</td>
<td>7:30P</td>
<td>45</td>
<td>4.0 30</td>
<td>2,985</td>
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<td>13</td>
<td>WCW Monday Nitro</td>
<td>TNT</td>
<td>Mon</td>
<td>9:00P</td>
<td>60</td>
<td>3.9 29</td>
<td>2,899</td>
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<tr>
<td>14</td>
<td>WCW Monday Nitro</td>
<td>TNT</td>
<td>Mon</td>
<td>10:00P</td>
<td>57</td>
<td>3.9 29</td>
<td>2,891</td>
<td>5.9</td>
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<td>15</td>
<td>WWF Sunday Heat</td>
<td>USA</td>
<td>Sun</td>
<td>7:00P</td>
<td>60</td>
<td>3.8 29</td>
<td>2,866</td>
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<tr>
<td>16</td>
<td>Rugrats</td>
<td>Nick</td>
<td>Wed</td>
<td>7:30P</td>
<td>30</td>
<td>3.8 28</td>
<td>2,823</td>
<td>6.7</td>
<td></td>
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<tr>
<td>17</td>
<td>Rugrats</td>
<td>Nick</td>
<td>Mon</td>
<td>7:30P</td>
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<td>3.8 28</td>
<td>2,757</td>
<td>6.2</td>
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<tr>
<td>18</td>
<td>MLB: Cleveland vs. Boston</td>
<td>ESPN</td>
<td>Fri</td>
<td>4:00P</td>
<td>158</td>
<td>3.5 27</td>
<td>2,735</td>
<td>9.9</td>
<td></td>
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<tr>
<td>19</td>
<td>Movie: 'Legalease'</td>
<td>TNT</td>
<td>Tue</td>
<td>8:00P</td>
<td>120</td>
<td>3.6 27</td>
<td>2,670</td>
<td>5.2</td>
<td></td>
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<tr>
<td>20</td>
<td>MLB: San Diego vs. Houston</td>
<td>ESPN</td>
<td>Tue</td>
<td>4:25P</td>
<td>143</td>
<td>3.5 27</td>
<td>2,638</td>
<td>8.7</td>
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<tr>
<td>21</td>
<td>Rugrats</td>
<td>Nick</td>
<td>Tue</td>
<td>7:30P</td>
<td>30</td>
<td>3.5 26</td>
<td>2,593</td>
<td>6.0</td>
<td></td>
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<tr>
<td>22</td>
<td>Wild Thornberrys</td>
<td>Nick</td>
<td>Tue</td>
<td>8:00P</td>
<td>30</td>
<td>3.5 26</td>
<td>2,565</td>
<td>5.5</td>
<td></td>
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<tr>
<td>23</td>
<td>Rugrats</td>
<td>Nick</td>
<td>Thu</td>
<td>7:30P</td>
<td>30</td>
<td>3.5 26</td>
<td>2,553</td>
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<td></td>
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<tr>
<td>24</td>
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<td>Nick</td>
<td>Thu</td>
<td>8:00P</td>
<td>30</td>
<td>3.5 26</td>
<td>2,552</td>
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<td></td>
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<tr>
<td>25</td>
<td>Rugrats</td>
<td>Nick</td>
<td>Sat</td>
<td>8:00P</td>
<td>30</td>
<td>3.4 25</td>
<td>2,486</td>
<td>6.1</td>
<td></td>
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</tbody>
</table>
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Life's a bowl of CherryPickers

*Imedia* hitches its fortunes to technology for "grooming" digital multiplexed signals

By Price Colman

When *Imedia* Corp. popped up on the telecommunications radar screen in late 1995, it was thanks to a dream deal with TCI. *Imedia*’s founders had developed a digital compression technology they called StatMux (statistical multiplexing) that could fit as many as 24 digital channels into one 6 MHz analog channel.

StatMux appeared to be an almost miraculous answer to TCI’s seemingly unsolvable problem: how to gain bandwidth without spending billions of dollars on cable system upgrades.

For about 18 months, from the time the deal was announced until August 1997, it looked like nothing but blue skies for *Imedia*. Meanwhile, however, a number of other companies, including the cable industry’s biggest equipment vendor, General Instrument, were developing their own statistical multiplexing technologies.

The "dream" deal had a rude awakening when the TCI subsidiary that had signed an 8-year contract with *Imedia* instead picked GI’s competing technology. The relationship deteriorated into a $65 million lawsuit by *Imedia* against TCI. TCI withdrew $8 million in funding to the San Francisco–based start-up.

As quickly as *Imedia* had become a cable industry darling, it disappeared from view. Now, however, *Imedia* is gearing for a comeback with a technology called CherryPicker that could let cable, DBS and broadcasters exploit the promise of digital programming.

CherryPicker enables operators to "groom" multiplexed digital signals delivered to a headend. That means that instead of simply taking a prepackaged feed of digital programming, a cable operator can mix and match channels to create custom-tailored programming lineups. In addition, the technology allows operators to insert local digital signals, even digital advertising. All that can be done on the fly—and without decoding digital signals to analog and then encoding them back to digital. That’s crucial, because it means no appreciable loss in picture quality.

*Imedia* had intended to launch Cher-
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Operators of satellite earth stations gain enormous advantages by using Newpoint Compass Software to protect the data that flows through the network. This leading-edge software provides the highest level of reliable network management, operational assurance, and remarkable control. It can also reduce present and future costs by up to hundreds of thousand of dollars. And most importantly, it is truly user configurable.

In fact, Newpoint Compass Software changes forever the way satellite earth stations and all of their equipment are configured: we make it easy.

Its extraordinary field-proven technology is operating with outstanding success worldwide. Newpoint Compass Software provides an amazing number of features. Among these are:

- NEW! Bundled Library of Device Interfaces
  Eliminates virtually all costs associated with buying custom driver integration services.
- NEW! Point-and-click Drive Development Tool
  with built-in Data Scope
  This allows operators to modify and create device drivers on-site without additional engineering resources.
- Scripting
- Virtually Unlimited Device Capabilities
- Full-path Color Optimization
- Internet Compatible
- Highest Value, Outstanding Savings

At the touch of a computer key, these Plug-ins seamlessly integrate with Newpoint Compass Software to help you every step of the way, making it easy to complete the installation and operation of all of your earth station devices. Newpoint Compass Plug-in highlights include:
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- Report Manager
- Compass Scripting
- Compass Replication
- Compass Developer's Toolkit

Manufacturers worldwide use this to write the drivers bundled into their own devices, making them plug-and-play ready with your Newpoint Compass equipped earth station. You can use it to write drivers for your existing devices.

Newpoint Technologies was formerly C-Grams Unlimited, the leading provider of Satellite Earth Station Operation and Assurance Software.

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Contact us today for more information, including a sample CD and a list of manufacturers authorized to provide devices having Newpoint Compass plug-and-play capability.
ryPicker in 1997's second quarter, but it was a tougher nut to crack—or cherry to pick—than the company figured.

"For CherryPicker, the delay was a combination of two things," says Adam Tom, who co-founded Imedia with Ed Krause and Paul Shen and with them and CEO Efi Arazzi is the core of the company's brain trust. "The technology was not easy for what CherryPicker is doing. We were pretty excited about what we had and probably talked about it too soon."

Whether CherryPicker is the breakthrough that Imedia hopes remains to be seen. But the company recently signed a deal with Swiss cable operator Cablecom, which has a CherryPicker operating in its Zurich headend. Perhaps more important, TCI plans to test CherryPicker later this month. That's a positive by itself, but it also suggests that Imedia and TCI may be on the verge of resolving the lawsuit. Neither company would comment on the litigation.

Although TCI is intrigued enough by CherryPicker to run it through its paces, David Beddow, president of the MSO's National Digital Television Center digital delivery service, says that one drawback of CherryPicker is its expense. Neither TCI nor Imedia would discuss CherryPicker's cost.

In addition, Imedia faces increasing competition. A company called V-BITS has developed technology that does essentially the same thing at reportedly lower cost. In addition, industry heavy hitters General Instrument, Scientific-Atlanta and DiviCom all are exploring similar technologies.

"There's a lot of activity in this area," says Tom Elliott of Cable Television Laboratories, the industry's research and-development consortium. "As the penetration of digital [set-top] devices increases, the interest in these kinds of [grooming] devices will increase. It's going to become [very] important in a short amount of time. From Cable Labs' perspective, this is a good thing."

Imedia's Tom says CherryPicker is ahead of the pack and is the only such technology currently available. But there's still the question of whether history might repeat itself. Imedia's CherryPicker might come out of the starting gate first but get passed by later, less-expensive offerings from other companies.

Imedia executives are confident that won't happen this time around.

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For one thing, says Tom, Imedia worked closely with several potential customers in developing CherryPicker instead of focusing solely on hitting a home run with one, albeit large, customer.

And, in addition to the upcoming CherryPicker beta tests with TCI, Imedia will test the system with at least three other leading MSOs, the company says.

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Leonid said to be weaker

Meteor shower expected to cause only minimal damage to satellites

By Price Colman

OK, so Chicken Little was right: The sky, in the form of the Leonid Meteor Storm, will fall for a short while in the early morning hours of Nov. 17.

Virtually every satellite in the path of the debris from Comet 55P/Tempel-Tuttle will be hit by what's shaping up as the biggest storm in more than three decades, says David Lynch, a research scientist and astrophysicist with Aerospace Corp. But the particles typically will be so tiny—essentially space dust—that they're likely to cause only minimal damage.

"The main thing," says Lynch, "is the intensity of the shower appears to be weaker than expected by a significant amount. We're still looking at something 40 to a thousand times stronger than normal."

For that reason, a lot of people—from executives in aerospace, cable, broadcast, DBS and telecommunications to those in military and Internet
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challenge convention

SG Cowen
DirecTV picks up most new business

DirecTV increased its lead over competitors during September, while EchoStar Communications Corp.'s Dish Network further closed the distance on Primestar.

DirecTV reports that it added 121,000 new customers in September, about 21% better than the 96,000 or so customers added during the comparable period last year. The key reason: DirecTV's NFL Sunday Ticket promotion, which continues to be a strong magnet for subscribers. DirecTV now has slightly more than 4 million subscribers.

EchoStar says Dish Network added 81,000 new subscribers, compared with 105,000 last year. Dish's big boost in September '97 came largely from introduction of a $99 installation promotion. Dish's September additions came in slightly above analysts' projections, which were in the 70,000s.

Analysts say Dish could see an even stronger October as its hard ware promotion kicks in. Dish now has about 1.6 million subs.

Primestar, meanwhile, reports adding 10,002 customers during September. That's well off the 25,462 gained in September 1997 and less than half the 22,400 new customers Primestar reported for August of this year. Primestar continues to struggle with the lingering impact of its cable partnership rollup.

During September, the company cleaned up consolidated subscriber databases from its five partnership units. Primestar now has about 2.166 million subscribers, giving it a million-sub lead over Dish Network. —Price Colman

sectors—are paying close attention to this year's Leonid storm.

The Leonid storm, which occurs every year, peaks in intensity about every 33 years, when the comet passes closest to the sun and spins out more debris. Initial projections were that this year's event might match or surpass the 1966 storm, when 150,000 meteoroids per hour lit up the night sky. But as the current storm approaches, scientists have been able to better measure its intensity, and that's prompting more modest estimates.

The chance of a satellite getting knocked out range from 0.00001% to 1%. But the scientists agree that the Leonid storm won't produce a Hollywood-like "Deep Impact" or "Armageddon" scenario for Earth. The planet itself is in no danger, because any particles entering the atmosphere will burn up.

Even planes in flight aren't considered at risk, because the Leonid meteoroids burn far up in Earth's atmosphere.

The space dust particles spawned by the comet typically are smaller than the diameter of a human hair. But they travel at about 155,000 miles per hour—some 200 times the speed of sound. The danger to the estimated 500-plus satellites orbiting Earth is primarily pitting and scratching of mirrors, solar arrays and other surfaces from the sandblasting in space. Scientists estimate that the wear and tear occurring on Nov. 17 will be the equivalent of one to three years normal wear.

That kind of damage may not kill a satellite—but a plasma, or electrically charged, cloud created by the high-speed space dust, can. Such a plasma creates an electromagnetic pulse that can disrupt functioning of electronic equipment, including on-board computers. If the pulse is intense enough, it can cause a complete failure. Scientists figure that's what happened to an Olympus communications satellite during the 1993 Perseid meteor show, which was far less intense than the upcoming storm will be.

All satellite companies have contingency plans. Recommendations from the scientific community range from redirecting solar arrays so that they're edge-on to the storm to shutting down sensitive equipment. And in the unlikely event that a satellite is seriously hurt or incapacitated, on-board redundancy or shifting of service to another bird should prevent service interruptions. NASA, for instance, has delayed a planned space shuttle launch until well after the storm.

Surprisingly, the Leonid storm has had little impact on satellite insurance. It remains abundant and relatively cheap despite numerous problems this year, including the fatal malfunction of PanAmSat's Galaxy IV and the Leonid threat. ■

Fox, FX hit homers

Major League Baseball is a proven winner for Fox/Liberty Networks' Fox Sports Net and FX. According to the networks, which cite Nielsen data, Fox Sports Net ratings for 1998 regular-season national baseball coverage averaged a 0.9, up 29% from the regular-season games last year. During its Thursday-night coverage, Fox Sports Net drew an average 545,000 homes this year, compared with an average 326,000 last year. Coverage of baseball by FX—Fox/Liberty's general entertainment basic network—on Saturday nights over the past season averaged a 0.6 rating, up from a 0.4 rating during the same period last year. Meanwhile, ESPN reported that ratings for its MLB coverage on Sunday and Wednesday nights jumped to an average 2.2 rating during the third quarter of this year, compared with an average 1.5 rating last year.

ESPN signature sports news show SportsCenter also celebrated its highest-rated month to date in September. According to Nielsen data, SportsCenter averaged a 1.7 rating last month for its 11 p.m. telecast, a 55% ratings increase over its average 1.1 in September 1997.
GI racks up HD encoder sales

Makes deals with CBS, HBO for satellite distribution gear

By Glen Dickson

G eneral Instrument grabbed a large share of the HD encoding and decoding market last week, making system sales to CBS and HBO for the satellite distribution of HDTV programming.

The contract with HBO is no surprise, since the premium cable network has been using GI digital compression gear since 1992 to distribute multiplexed standard-definition programming. GI will now supply HBO with an ATSC-compliant system that will compress and multiplex SDTV and HDTV feeds within a single integrated transmission system, allowing HBO to launch HDTV feeds in early 1999. The new high-definition equipment will be compatible with HBO's existing GI DigiCipher II MPEG-2 compression systems.

GI will provide HBO with HDTV encoders and HBO affiliates with HDTV integrated receiver/decoders (IRDs) that will work alongside their existing DigiCipher II IRDs, the company already has delivered a few HDTV encoders and IRDs to HBO.

"Our HD architecture is part of our overall digital TV system," says Thomas Lynch, senior vice president/general manager of GI's satellite data network systems unit. "So they're not running a separate system, so to speak. It works under the same control system, so a customer like HBO can basically plug a few pieces in and make it work."

CBS, on the other hand, already has bought 4:2:2 HDTV encoders and decoders from Mitsubishi/Tektronix (B&C, Oct. 5). But those encoders will be used only for the contribution of programming from CBS Television City in Los Angeles to the CBS Broadcast Center in New York City.

According to Bob Seidel, CBS vice president of engineering and advanced technology, 4:2:2 HDTV encoding at 45 Mbit/s is required for the backhaul of high-quality signals, and Mitsubishi was the only vendor CBS had identified that could deliver both 1080i/1920, 4:2:2 HDTV encoding and decoding in the necessary time frame. The second piece of the DTV transmission puzzle, distribution of digital signals to the stations, will be handled by GI.

CBS will rely on GI equipment both to launch HDTV programming this fall and to replace its aging analog NTSC distribution system with digitally compressed feeds. GI will provide CBS with HDTV encoders to support East and West Coast HDTV feeds from the CBS Broadcast Center in New York as well as SDTV encoders to support twelve 4:2:2 SDTV channels for NTSC broadcast.

GI will also supply CBS affiliates with newly designed (IRDs) that will decode both 4:2:2 SDTV and HDTV feeds. GI software will control the entire system.

"Our old analog satellite equipment, standard FM modulators and FM receivers, is getting cost-prohibitive to maintain," Seidel says. "By replacing that with new digital equipment, we can go from a one-for-one arrangement on our transponders [one channel on one transponder] to a three-for-one arrangement," he adds. "We can put three 525-Line signals on a single transponder at 45 Mbit/s, which frees up space segment for us."

CBS currently uses 10 C-band transponders to distribute its 10 regional NTSC feeds; the new GI equipment...
will allow four transponders to handle that programming load, and CBS will gain two extra SDTV channels in the process. Seidel says CBS then could lease its capacity on the remaining six transponders or use them for busy NFL weekends when the network needs a lot of capacity for backhauls.

CBS’s standard-definition conversion will begin in first quarter 1999 and continue throughout the year; Seidel says the logistics of installing new IRDs at more than 200 stations takes time.

CBS will be providing HDTV IRDs from general Instrument for its 12 “early-adopter” stations—eight affiliates and four O&Os—that will begin broadcasting HDTV this fall. Stations will receive the 45 Mb/s feed (which initially will be delivered in 4:2:0 form until GI delivers 4:2:2 HDTV units in a few months) and decode it to 1.5 Gb/s baseband HDTV. After routing the uncompressed signal through their plant, they will then recompress it to 19.3 Mb/s for local broadcast using a 4:2:0 HDTV encoder. Affiliates are free to purchase whatever encoder they desire; CBS bought Mitsubishi/Tektronix 4:2:2 units for its four O&Os.

Eventually, every CBS affiliate and O&O will have two GI IRDs—one to receive SDTV feeds for NTSC local broadcast, and one to receive HDTV feeds for its DTV channel.

CBS isn’t disclosing terms of its deal with GI; Seidel only says that the encoding contract was competitively bid upon among all the manufacturers.

**TechnoEdge**

**DirecTV taps Snell & Wilcox gear**

Snell & Wilcox has signed a $2.3 million agreement to provide DirecTV with video and audio processing equipment for its new Los Angeles Broadcast Center (LABC), which is scheduled to be operational in second quarter 1999. Snell & Wilcox will supply the LABC with more than 150 MDD2000 and MDD500 digital video decoders and several hundred Kudos IQ modules. The modules include frame synchronizers, audio digitization and delay, embedded audio inserters and audio subframe routing.

**NPR upgrades newsroom with AP**

National Public Radio’s Washington headquarters, as well as several national and international bureaus, will upgrade 220 newsroom workstations with AP’s Electronic News Production System (ENPS). The system is designed to manage news operations from assignment to production and on-air playback. “We chose [ENPS] for its simplicity,” says Leilani Evans, NPR’s director of information technology, adding that it is user-friendly and easy to learn. She calls ENPS an “ever-developing” product, because AP will customize and upgrade the system as NPR’s requirements change. She expects that ENPS will help to make NPR’s news staff “even more productive.” According to Lee Perryman, AP director of broadcast technology, installation has begun, and the system will be up and running around Nov. 1.

**Columbine JDS launches Web-based invoicing system**

In December, traffic and billing software supplier Columbine JDS will introduce Spotdata, an open-protocol Web-based invoicing system that will allow advertising agencies to download invoice information from broadcasters in a generic format that can be used with all computerized media systems. The goal of the heavily encrypted system is to eliminate printed invoices, thus speeding the reconciliation and payment processes and eliminating the cost and errors associated with manual entry. “The industry has been looking for something like this for a long time,” says Columbine JDS CEO Wayne Rutting. Spotdata will use a data clearinghouse to which broadcasters will send invoice information and from which agencies will retrieve it via Web page prompts. Rutting says security was a big focus in creating the system. “Agencies can log on online through the Web and access information by signing on as a subscriber to the service,” he says. “They’re given a unique password, and once verified they have the ability to access only their invoices.”

**Tektronix ready to ship 8-VSB test product**

Tektronix has announced availability of its RFA300, a television test system designed to measure 8-VSB digital TV signals. The product, which has a user interface similar to Tektronix’s established VM700 analog measurement system, is due to begin shipping by Oct. 30 for $49,500. Key RFA300 measurements include signal-to-noise, error vector magnitude, eye diagram and constellation; out-of-channel emissions, such as adjacent channel emissions and adjacent channel spectrum; linear distortions, including group delay and frequency response; nonlinear distortions, including amplitude error and phase error; phase noise; amplitude error, and peak-to-average channel power. “We were focused heavily on making this usable for somebody who up to this point is only familiar with operating an NTSC transmitter, so they could push one button and make a measurement,” says Tektronix principal engineer Kathy Engholm. “We have to deal with a marketplace that doesn’t know about 8-VSB and DTV, yet has to be on the air.”
the DTV switch

Noncommercial station takes economical route to digital

By Karen Anderson

The transition to digital TV transmission may not cost as much as expected. That's what PBS affiliate WITF-TV Harrisburg, Pa., is finding out. The station is using equipment on loan from Harris and Emcee to test its digital signal in an effort to prove that for stations in certain power ranges, digital transmission doesn't have to burn out a budget.

"Some people have chosen this as an opportune moment to spend their way into the future," says John Bosak, WITF-TV director of engineering. "New buildings, new towers, new everything, so digital becomes the excuse for spending a lot of money to get you into the future."

For the DTV tests, Harris has lent WITF-TV a panel antenna and exciter.

Emcee Chief Engineer Bob Nash (far right, with glasses) and other engineers watch as WITF-TV Chief Engineer Larry Winemiller (in dark shirt) switches on the station's Emcee 25 kw digital transmitter.

while Emcee provided a TTU2500HD DTV transmitter. Currently, the station is operating at 25 kw—50% of its full DTV power. PBS is feeding WITF-TV the same 10801 HDTV programming used for the Harris/PBS DTV Express truck via satellite to its transmitter. The entire transmission system, not including encoders and decoders—cost less than $300,000, Bosak says.

The Emcee transmitter is a compact, air-cooled unit that does not require a lot of power. Bosak says. The transmitter costs about $200,000 with the Harris exciter. "For the stations in the 50,000 watt effective radiated power range, the Emcee transmitter neatly fills the bill," he says.

Bosak explains that the Emcee unit can be used as an interim transmitter, "one with training wheels." This will allow broadcasters to begin their digital broadcasts at a lower power and for a lower initial cost. When broadcasters are ready to increase power, the exciter can be transferred to the new transmitter.

The Emcee transmitter then can be resold or used as a backup, Bosak suggests.

Bosak says the station most likely will purchase the transmission equipment that is on loan for the tests.

KRON taps GI for encoding

General Instrument has picked up a call-letter customer for its HDTV encoder—KRON-TV San Francisco. The Chronicle Broadcasting NBC affiliate has spent more than $300,000 on an integrated encoding system that includes a 10801 HDTV encoder and a single-channel SDTV encoder.

"For us, it was a good combo to buy the HD and the SD," says Craig Porter, KRON-TV chief engineer. "They're two separate chassises and they back each other up. The two chassises are independent, but it's relatively transparent when they go from mode to mode—the encoder doesn't have to reload and go to microcode."

Porter says that one computer controls both encoders, which also use common ports. By buying the SDTV encoder, KRON-TV picks up redundancy and the capability to do SDTV broadcasts, although current plans call only for HDTV, he adds.

The future of DTV is now under construction in Dallas

OmniAmerica is now in the construction phase of Dallas, Texas's digital broadcast tower for the new DTV. It's one of only a handful of digital towers in the U.S. and it will be capable of generating and transmitting in both NTSC analog format and the new DTV system.

Put your station into the digital future today. Call OmniAmerica at 800-455-2142 or visit our web site—www.omniamerica.com

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OnRadio links with Jacor stations

Former Electric Village seals major alliance

By Richard Tedesco

OnRadio, formerly Electric Village, has struck a deal to provide content and other online services to Jacor Communications' 200 radio stations.

The two-year deal puts OnRadio on target to be a Web resource for 750-800 radio stations by year's end, according to Ricardo Ramirez, OnRadio president. A similar deal with Bonneville International is near closing, he says. OnRadio serves 500 stations online, including radio outlets in the Chancellor, CBS and Clear Channel groups.

The Web resource gives station sites an Internet platform with transactional capabilities and provides packaged editorial content from Vibe/SPIN Ventures, strategic partner Sony Music Entertainment and other sources that stations can use for background about musical artists and genres.

OnRadio also creates special formats on sites, including morning drive time sections that archive "best of" local jocks' comedy shticks and post their pictures. "We give a face to radio, which is really key," says Ramirez.

An online syndicator of talk show content, such as Dr. Laura, to 400 stations, OnRadio is adding Rush Limbaugh and others to that business, according to Ramirez. He strikes cash deals with stations that pay flat monthly rates and contribute promotional plugs to the online effort. OnRadio is concentrating on the top 25 markets and is selling content sponsorships (Amazon.com sponsors playlists posted on the respective station sites).

When the Starr report was a hot ticket online two weeks ago, OnRadio created links to UPI's transcript for stations that wanted the link.

But its primary mission, along with expanding the number of affiliates it serves, is to expand the reach of multimedia online in terms of both audio and video.

Ramirez says that in first quarter 1999, the company plans to start providing pay-per-view performance Webcasts with video streaming, complete with backstage coverage, for $3.99 or $4.99 a pop. Strong response from a Metallica concert it produced with New York City's K-Rock and the success of other non-mainstream events, such as WWF, lead OnRadio executives to believe the market is ripe for online PPV.

OnRadio is backed by Sony Music Entertainment, Katz Radio Group and Microsoft Corp. Microsoft also provides its streaming technologies for OnRadio.

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Microsoft makes streaming moves

By Richard Tedesco

Microsoft Corp. struck content deals last week to strengthen its position in streaming media online, including a deal to host varied multimedia content accessible only with its Windows Media Player.

CNN Interactive, the WWF, MSNBC, Fox News and Sports Online, Warner Bros. Online, Universal Studios Online, CBS.com, Capitol Records, Broadcast.com, CyberTV Toronto, Bob Rivers Twisted Tunes and Raveworld.Net are part of the very mixed bag of content suppliers for the new MSN Web Events. The aggregation of this disparate content on a single site (webevents.msn.com) creates another kind of Web portal for Microsoft, which wants to create as many portals as it can using its proprietary streaming technology.

Microsoft sees the move as yet another response to consumer demand for multimedia content that is easy to find online, according to Will Poole, Microsoft senior director, business development and strategy.

On another multimedia front, Microsoft has agreed to co-develop interactive content with Children's Television Workshop for the WebTV format. Initially, Microsoft and CTW will work on creating interactive educational content for upcoming episodes of Sesame Street.

Icons will appear on screen during Sesame Street, prompting access to animated educational games and other interactive content related to that episode. Printable coloring book pages will be part of the picture.

RealNets brings real life to 'Net

It sounds like the Web's answer to America's Funniest Videos: a cash-prize contest to inspire wannabe directors to shoot videos about themselves for streaming online.

Rob Glaser, RealNetworks CEO, considers the three-minute "personals" known as Real Life, Real Stories—billed as the Web's version of The Truman Show—the cutting edge of "new media" on the Internet. Comedian Paula Poundstone will host several planned showings of videos as the field is whittled down. "The great thing about this is that we ourselves aren't programming this. We're asking people to program it for us," Glaser says.

All the details weren't nailed down last week, but a $50,000 grand prize will go to the winner and $10,000 each to two runners-up in the month-long contest, with first entries to be posted next week. The culmination of the contest—online at RealNetworks' site—is scheduled just after Thanksgiving, with winners to be announced by Dec. 1.

The contest is a plot for what RealNetworks might turn into a regular series, according to Glaser. Apart from pornography, basically anything goes on the videos. But Glaser argues that this isn't just tabloid fare intended to appeal to the lowest common denominator. "One of the things about the Net is, whatever brow you are, it's there: high-brow, low-brow, maybe even no-brow. It's a general-audience program."

RealNetworks is hoping that the audience is general enough eventually to migrate the concept to TV. "These things blur. But you never know where [they will] go," says Glaser, who adds that RealNetworks has "millions" of Webcast concepts on its drawing board. —Richard Tedesco
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ESPN, Broadcast.com make college football play

Fans can toggle between audiocasts and game updates

By Richard Tedesco

Expanding the increasingly complex system of its Web links, ESPN.com is linking its college football content to gamecasts on Broadcast.com.

Fans will be able to toggle back and forth between the sites, moving from ESPN.com for more than 1,000 planned audiocasts on Broadcast.com, and back to ESPN.com for updates about particular college football gridiron contests. The move is part of an overall upgrade in ESPN's online college football coverage, according to Geoff Reiss, acting general manager of ESPN Internet Ventures, who reports that a major content rights deal is in the works to bolster the background that ESPN provides on the sport. "Across the board, it's a bigger effort this year," says Reiss.

According to him there are no financial terms to the deal, which he sees as an opportunity for both online players to evaluate the other's assets. For Broadcast.com, it's a chance to hook more RealAudio listeners for its college football gamecasts through ESPN's heavily trafficked site.

ESPN is counting on the potential reach is there for a big audience of alumni anxious to follow their alma maters' football fates. Reiss calls the deal "another brick in the wall" for ESPN's effort to build a dominant online position.

ESPN partner Broadcast.com has rights to carry audio of most Major League Baseball games online. It's logical for ESPN.com to contemplate links from those audiocasts to its site.

ESPN Internet Ventures already has links to the MLB site and other big league connections: it produces the NFL, NBA, WNBA and NASCAR sites.

Koplar to unveil interactive TV Veil

Koplar Communications will debut its interactive TV Veil II technology on KPLR-TV St. Louis and other broadcast stations in the market early next year.

KPLR-TV plans to introduce the multifaceted interactive system during the first quarter to enhance programming with data overlays and provide direct interaction with advertisers. A test base of 400 St. Louis-area viewers will be equipped with the InTouch TV telephone, a high-end handset with a modem, and the InTouch TV set-back box that performs the interactive functions.

Koplar has engineering commitments for the project from three St. Louis stations and is finalizing program commitments from them in advance of the trial, according to Jim Withers, KPLR-TV's chief engineer. "[The technology] is fairly transparent to the broadcasters," he says, "and they'll be able to encode content live."

Data is transmitted through digital bitstreams that ride on the active analog signals, according to Withers, delivering synopses of soap operas and other promotional information and allowing transactions with advertisers. Icons on users' screens indicate when interactive content is accessible. The user hits a button on the InTouch handset to display available options and proceeds from there.

The cordless handsets and set-back boxes will be marketed through local retailers, who will sell the units for prices yet to be determined or lease them as part of a package with a $15-$20 monthly subscription fee.

Koplar is aiming at national distribution in 10 of the top 20 TV markets by the end of first quarter 1999, according to Withers, who says that several other Warner Bros. TV stations are lined up as affiliates. —Richard Tedesco

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Big Deals

Journal Broadcasting Group is buying Wichita, Kansas–based Great Empire Broadcasting Inc. for $95.9 million (B&C, Aug. 24), subject to FCC approval. As a result of the sale, Journal Broadcasting will acquire the following stations: WOW-AM-FM Omaha, Neb.; KVOO-AM-FM Tulsa and KCKI (FM) Henryetta, both Okla.; KFDI-FM and KICT-FM Wichita, KLLS (FM) Augusta and KYOO(FM) Arkansas City, all Kan., and KTTS-AM-FM Springfield and KLTO(FM) Sparta, both Mo. After this transaction closes, Journal Broadcasting Group will own 12 AMs and 24 FMs.

WXOF(FM) Beverly Hills, Fla.
Price: $10.00 for stock
Buyer: WGUL-FM Inc., Palm Harbor, Fla. (Carl J. Marcoccio, chairman); also owns/is buying three AMs and one FM
Seller: John W. Bride, Portland, Me.; no other broadcast interests
Facilities: 97.1 mhz, 2.5 kw, ant. 354 ft.

CHANGING HANDS

WGBB(AM) Freeport, N.Y.
Price: $1.7 million
Buyer: WGBB(AM) Inc, Freeport (Arthur Liu, president); no other broadcast interests
Seller: Cox Broadcasting Inc., Atlanta (Nicholas D. Trigony, president; Andrew S. Fisher, executive VP-TV; Robert F. Neil, president, Cox Radio Inc.); owns/is buying nine TVS, 39 FMs and 20 AMs
Facilities: 1240 khz, 1 kw
Format: News/talk
Broker: Media Venture Partners

Price: $1.2 million
Buyer: Clear Channel Communications Inc., San Antonio, Tex. (L. Lowry Mays, president); also owns/is buying 79 AMs, 134 FMs and 18 TVS
Seller: Celia Communications Inc., Springfield, Mass (Curtis and Celia Hahn, owners); no other broadcast interests
Facilities: 640 khz, 50 kw day, 1 kw night

By the Numbers

Broadcast Stations

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<th>Service</th>
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<tr>
<td>Commercial AM</td>
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<td>Commercial FM</td>
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<td>Total Radio</td>
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<td>66.1%</td>
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*Based on TV household universe of 86 million Sources: FCC, Nielsen, Paul Kagan Associates

Digital Country

WPCF-FM Panama City Beach, Fla.
Price: $1,325,000
Buyer: Styles Broadcasting of Alabama Inc., Panama City (Kim Styles, president); also owns/is buying wlyo (FM) Springfield and WDLP(AM) Panama City, both Fla.
Seller: Winstanley Broadcasting Inc., Mandeville, La. (Charles K. Winstanley, president); also owns wlyo(FM) Lacombe and wlyl(AM) Folsom, both La.
Facilities: 100.1 mhz, 1.7 kw, ant. 413 ft.
Format: AC

CP for new FM in Burnsville, Miss.
Price: $5,000
Buyer: Southern Community Services Inc, Luka, Miss. (Richard A. Biddle, president); no other broadcast interests
Seller: Southern Cultural Foundation, Athens, Ala. (Richard W. Dabney, trustee); also owns one AM and three FMs
Facilities: 91.9 mhz
Format: Dark

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Facilities: 91.9 mhz
Format: Dark

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Facsimile 785-719-4577

www.gammonbrokers.com

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**UPN adds affiliate**

UPN said Vision III Broadcasting's WVBG in Albany, New York has become its 112th primary affiliate. The station in the nation's 52nd largest market reaches 0.519 percent of the country, UPN said. Paxson's WYPX in Albany will remain a secondary affiliate for UPN. Counting WVBG, UPN has 185 affiliates and controls 27 stations.

—Joe Schlosser

(Kim Styles, president); also owns/is buying wqoo(fm) Springfield and WPCF-FM Panama City Beach, both Fla.

**Seller:** Community Service Broadcasting inc. of Panama City, (Charles K. Winstanley, president); Winstanley also owns WYLA(FM) Lacombe and WYLK(AM) Folsom, both La.

**Facilities:** 1290 khz, 270 w day, 1 kw night

**Format:** Sports

**WDSL(AM)** Mocksville, N.C.

Price: $30,000 for stock

**Buyer:** Clayborne B. Lunford, Union Grove, N.C.; no other broadcast interests

**Seller:** Margaret C. Tilley, Statesville, N.C.; no other broadcast interests

**Facilities:** 1520 khz, 5 kw

**Format:** Country

**WBTS(AM)** Bridgeport, Ala.

Price: $5,000

**Buyer:** KEA Radio Inc., Scottsboro, Ala. (Ronald H.Livengood, president); KEA Radio Inc. and its principal's own/are buying four AMs and six FMs

**Seller:** Remal J. McCloud and Darren W. McCloud, joint executors of the estate of Roy McCloud, Bridgeport, Ala.; no other broadcast interests

**Facilities:** 1480 khz, 1 kw

**Format:** C & W

—Compiled by Alisa Holmes

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**Errata**

The Oct. 5 "Changing Hands" item on WQUL-FM Tampa Bay, Fla., failed to list the other broadcast interests of the seller's CEO, Carl Marococci. He also is chairman/CEO of WQUL(Tampa) Bay, WXCF(FM) Beverly Hills, WXKK(FM) Crystal River, WNNV(AM) Inverness and WRFB(AM) Cocoa, all Fla.
HELP WANTED NEWS

Des Moines Bureau Chief, Broadcasting Services. Directs the KUNI/KUNY/KRNI (NPR public radio) statehouse news bureau; produces features and news wrap, develops and produces special news programs; and serves as program host. Bachelor’s degree in journalism, political science, or related field plus five years of experience including news reporting, interviewing, writing, call-in hosting and political analysis required. Application materials must be received by Broadcasting Services no later than 4:00 p.m. on November 13, 1998. Salary commensurate upon experience plus fringe benefits. Additional information provided upon request (319-273-6325). Send news audition tape, resume, and names and telephone numbers of three references to: Greg Shanley, Search Chairman, Broadcasting Services, University of Northern Iowa, Cedar Falls, IA 50614-0359. FAX 319-273-2682. Email: gregsh@uni.edu www.uni.edu/kuni. AA/EEO.

HELP WANTED ANNOUNCER

Announcer interested in working in small market. Congenial working conditions, must have news writing experience. Send resume and tape to WTTF, 185 S. Washington St., Tiffin, OH 44883. EOE.

SITUATIONS WANTED MANAGEMENT

General Manager+ 15 year + veteran with sales, programming and technical expertise including ownership and multi-unit operations. Current stations being sold. Ed 1-800-827-2483

HELP WANTED SALES

TRAFFIC MANAGER

Station in Top 10 Market seeking a motivated individual to join our team. Responsibilities: daily logs, sales contracts, traffic reports, log verifications. 3-5 years. Exp. Reply to Box 01432.

TRAFFIC MANAGER

Imagine a place where the only limits are your imagination; where anything is possible. We offer an alternative, refreshing and unconventional approach to programming. We are seeking individuals who are talented, edgy, aggressive, and dynamic to join us. If you are looking for a unique opportunity, we are currently seeking a qualified individual for Traffic Manager. Must possess a minimum of 4-6 years experience in a similar position. Must have Windows ‘95 experience. Must possess excellent written and verbal communication skills. Will be responsible for supervising Traffic Department staff. Will interact with Sales and Production. Will also be responsible for scheduling commercials, creating the log, preparing client billing, inputting contracts and timing programs.

SEND RESUMES TO: BOX 01439

Melody Houston
Where are You?
I have a TV sales job!
Call Don: (941)768-9654;
(850)671-5151

General Sales Manager, Candidate’s resume should demonstrate detailed experience, management, organization, and leadership skills. No beginners. Equal Opportunity Employer. Resume to Kathy Cowan, KFVS12, Box 100, Cape Girardeau, MO 63702-0100.

Classifieds
National Sales Manager. WBNE, the WB affiliate in Hartford/New Haven has an immediate opening for a NSM. Position requires good judgement and organization, strong research skills and excellent leadership abilities. Candidate must have at least 3 years of media sales experience. WB59 is a Lin Television station with excellent benefits. Contact Greg Bendin, GSM, WBNE, 8 Elm Street, New Haven, CT 06510. Fax 203-782-5955. Drug screening. EOE.

General Sales Manager. WTKR-TV in Norfolk/Virginia Beach is seeking an aggressive sales leader whose goal is to outperform the competition! We need a strong, motivated individual with a proven ability to train and motivate our sales force. If you are an outside-the-box thinker with strong interpersonal, customer focused and non-traditional revenue skills this could be the perfect opportunity for you. The ideal candidate will be organized, possess strong negotiation skills and be able to work with a talented and cohesive management team. We are owned by the New York Times Company and also offer a great quality of life location. Must have a minimum of three years television sales management experience. Send letter and resume to: Sandi Yost, VP and Station Manager, WTKR-TV, 720 Boush Street, Norfolk, VA 23510.

General Sales Manager. Southwest affiliate seeks motivational leader for multi-channel operation. Must be organized, analytical, creative, and computer literate. Show us you have the skills to grow into a GM job. Two years LSM experience preferred. Reply to Box 01438 EOE.

National Sales Manager. KHBS-KHOG, a Hearst-Argyle Television station in Fort Smith, Arkansas has an immediate opening for a National Sales Manager. This is a new position with a dominant, ABC affiliate in beautiful Northwest Arkansas. This is an exceptional career opportunity with one of America's fastest growing broadcast groups. Hearst-Argyle Television offers excellent benefits and growth potential. The ideal candidate will have 2-3 years of National or Regional sales management experience. Please send resume in confidence to John Curry, GSM, KHBS-KHOG-TV, 2415 N. Albert Pike, Fort Smith, AR 72904. EOE.

HELP WANTED MARKETING

KMSSTV FOX 33 Shreveport has an immediate opening for a Promotions/Marketing Director. Qualified applicants should send their resumes to KMSSTV, Attn: Joe Sugg, 3519 Jewella Ave, Shreveport, LA 71109.

HELP WANTED TECHNICAL

WE PLACE ENGINEERS TV, POST, SATELLITE, VIDEO

KEYSTONE INT'L., INC.
Dime Bank Bldg., 49 S. Main St.
Pittston, PA 18640, USA
Phone (717) 655-7143
Fax/Resume (717) 654-5765

WE PLACE ENGINEERS TV, POST, SATELLITE, VIDEO

BROADCASTING & CABLE / OCTOBER 12, 1998

82

www.americanradiohistory.com
ENG and Broadcast Personnel. ENG Field Operations with Camera and Microwave Experience. Videotape Editors. Studio Operations and Maintenance including: 1) Technical Directors (GGV-300 switcher with Kaleidoscope) 2) Audio (mixing for live studio and news broadcasts) 3) Studio Camera personnels (studio productions and news broadcasts) 4) Chyron Operators (INFINITI) 5) Still Store Operations 6) Tape Operators (Beta). Maintenance (plant systems with experience in distribution and patching) 7) Lighting Director Engineer 8) Robotic Camera Operations. 10) Master Control. For the East Coast, Midwest and West Coast. Will commence spring/summer 1998. Out-of-town applicants accepted for the positions will be reimbursed for airfare, hotel, and per diem expenses. Send resumes to: MMS, Suite 345, 8474 Second Avenue, New York, NY 1117, 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.

Chiefe Engineer. WRNN-TV (Regional News Network), Kingston NY. Seeking an experienced Chief Engineer with excellent knowledge of UHF transmitter operation and maintenance. You will lead in installation and maintenance of studio, production, master control, microwave systems, fiber optic, transmitters and reception. You will implement preventive maintenance programs and be responsible for staffing, supervision and building maintenance. General license required. Please indicate a plus. Fax resume and letter to Ben at (203)967-9442. Phone calls please.

Director of Engineering. WTVH, 5, the CBS affiliate in Syracuse, New York, is looking for a management professional to lead WTVH's station engineering operation into the next century with a strong focus on DTV. The successful candidate must be able to direct the engineering and support functions of the television station in accordance with governmental rules and regulations, corporate policies, labor contracts and good engineering practice in a manner that enhances inter-departmental cooperation, technical excellence and station profitability. We also be responsible for administering and managing Production Department. A minimum of 5 years broadcasting engineering and two years supervisory experience is preferred. A UHF or maintenance and technicals of FCC compliance. Must have specific knowledge of FCC rules and regulations, budgeting, negotiations, and computer. Ability to communicate orally and in writing and have strong interpersonal skills. In addition resourcefulness, initiative, decisiveness and steadiness under pressure. Please send resume to: WTVH, Human Resources Dept., 960 James Street, Syracuse, New York, 13203. Resumes accepted through 10/15/98. EOE.

Chief Engineer. WFMJ-TV21, an NBC affiliate in Youngstown, Ohio, has an immediate opening for a Chief Engineer. Candidate must have a minimum of 4 years experience as an Assistant Chief Engineer, with a sound background in management of a maintenance experience and a strong working knowledge of UHF television transmitters. The candidate must possess above average computer, technical and people skills, and must be able to train as well as repair all electronic studio and transmitter equipment. Send your resume and salary requirements to John A. Grdic, General Manager, WFMJ Television, Inc., 101 Boardman Street, Youngstown, OH 44503. EOE. No phone calls please.

WTVR-TV, a Raycom Media station, has an opening for a News/Sports Anchor/Reporter. Responsibilities include co-anchoring morning newscast and contributing a regular franchise to the station's 5:00/5:30pm newscasts. We are an EOE and qualified minorities and females are encouraged to apply. Pre-employment drug screening and motor vehicle report required. Please send resume and pay requirements to (no phone calls): Rob Oizek, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23203.

Weather Anchor. Strong medium market has an immediate opening for a weekend weather anchor. We want a highly motivated team player that possesses a thorough knowledge of the science of weather and at least 2 years of on-air experience. BS in meteorology and A.M.S. seal preferred. Wide knowledge of weather computer systems a plus. Please send a VHS tape and resume to Box 01433 EOE.

Weathercaster, KIRO-TV in Seattle has an immediate opening for an energetic, experienced weathercaster to join the KIRO weather team in preparing, forecasting and presenting weather segments. Must have polished presentation skills and previous experience in a major market. Send non-returnable demo tape to KIRO-TV, Attn: HR Dept., 2807 Third Avenue, Seattle, WA 98121. EOE.

TV Photojournalist: WESH-TV, the NBC affiliate in Orlando, is looking for a top-notch photojournalist to join our nightside team, the team that has made our 11pm news Number 1 in the market. Thorough technical knowledge of ENG is just the beginning. You must be able to combine your personal style, excellent lighting and composition, and high NPPA standards to tell a compelling story. You will be expected to operate a microwave truck on a regular basis. Commitment to teamwork is a must, along with a love of news. 5 years experience required, college degree preferred. If this sounds like your kind of challenge, rush your resume and cover letter to: Pat Gribbin, Chief Photojournalist, WESH-TV, PO Box 547697, Orlando, FL 32854. No phone calls! An Equal Opportunity Employer.

Studio Producer (Job #98-709), WTHR-TV, the Dispatch Broadcast Group is looking for America's best local news producer. We are searching for journalists who are passionate about news/wast producing and active writing. This producer is responsible for news content, and creative, fast-paced programs that spark viewers to watch. If you are the best lease writer, instill the best writing and include the best video in your shows we want to interview you. Energizing the anchors, reporters, assignment desk, production crew, photographers and editors to want to work for you is a key to success in this shop. This is a shop where we expect you to think big, be well-read and ready to lead and play everyday. Superb coverage of breaking news should be a priority and maintaining the lead in weather coverage is a must. Interested individuals should submit cover letter indicating referral source, and resume to the Department of Human Resources. Attn: Job No. 98-709, PO Box 1313, Indianapolis, IN 46206. Replies held in confidence. Qualified minorities and women are encouraged to apply. We are a drug-free and smoke-free environment. Equal Opportunity Employer.
HELP WANTED PROMOTION

ASSOCIATE PROMOTIONS MANAGER

Telemedno Network Group, LLC seeks bilingual (Spanish/English) sales promotion professional w/ min. 5 yrs. exp. Expertise in development and execution of client driven marketing initiatives. Requires excellent presentation writing skills and the ability to creatively address clients’ needs using network resources. Copywriting skills and US Hispanic market equivalence a plus. Position based in NY, NY. Please send resume to:

Telemedno Network Group, LLC
1775 Broadway, 3rd Floor
New York, NY 10019
Attn: Sales Support

HELP WANTED MISCELLANEOUS

SINCLAIR MEDIATION GROUP

As one of the fastest growing, most progressive broadcast groups, SINCLAIR COMMUNICATIONS, INC. owns and/or programs programming services or has agreements to acquire 54 stations in 10 markets. We provide news, sales and programming services to, or has agreements or options to acquire 51 radio stations in 17 markets. Our Standard television group will include ABC, CBS, FOX, NBC, WB and UPN affiliates. As for our phenomenal growth, we are looking for one element which gives us the edge on the competition and the power to stay on top the best people in the business. If you are a motivated team player with a successful track record, an opportunity may await you at Sinclair!

- Baltimore-SCI Corporate Office
  VT, News
  Key corporate position. Responsible for coordinating 20 diverse news operations. Candidate will help build and maintain quality news operations, recruit news management and talent, and negotiate news vendor contracts. Strength in news budgeting, as well as experience in big 3 affiliates. FOX, independent newscasts, news launches and news sharing preferred. Send resume.

- Baltimore-WBFF/WMVV-TV-FOX/WB
  Local Sales Manager
  WBFF-TV, the FOX affiliate in Baltimore, seeks a creative, experienced, and aggressive sales leader. Looking for a sales professional with 3-5 years experience. Must be literate in use of Scarborough TVScan, use of incentive trips and all state of the art tools to do. If you have leadership, creativity and a strong, successful sales background, please send resume and cover letter.

- Lexington, WDKY-TV/FOX
  Local Sales Manager
  Ideal candidate must possess previous management experience and bring strong sales record. Must be detail-oriented, hard working and willing to travel as needed. Please send cover letter, resume and salary requirement.

- Kansas City-KSMO-TV/KB
  National Sales Manager
  KBTV in Kansas City is looking for a National Sales Manager with a minimum of 2-3 years broadcast sales or related experience. Must be literate in use of Scarborough TVScan, have experience with selling strong communication and organizational skills. Please send resume and cover letter.

- Norfolk-WTVZ-TV/WB
  Local Sales Manager
  Seeking an aggressive Sales Manager to supervise all local sales personnel, which includes the hiring, training, and directing of personnel to maximize local sales revenues. Applicants must have a minimum of 3 years local and/or national television sales experience. Experience in sales development, sales professionals, and organizational skills required. Please include SBTV for consideration.

- Pensacola-WEAR-TV/ABC
  Executive Producer
  Experienced and aggressive producer to be the visual and editorial leader of our newsroom’s large staff. Proven people and supervisory skills required. Must have superb script writing and story production abilities. Work closely with news director in setting and implementing short-term and long-term newsroom strategies. Send resumes to: WTVX/WGBO, 106 N. Jefferson St., Pensacola, FL 32501.

- Richmond, VA-WRLH-TV/FOX
  Local Sales Manager
  Immediate opening for a dynamic, experienced sales veteran looking for a great team to be a part of. Candidates should be able to maximize rates and inventory, be a coach/trainer and develop non-traditional sales opportunities. Primary responsibilities include budgeting and revenue forecasting. Must have a minimum of 3 years verifiable success in broadcast sales or proven management track record and a history of identifying and performing the competition. Send resume.

- Richmond, VA-WRLH-TV/FOX
  Commercial Producer/News Videographer
  Seeking an experienced news videographer with a minimum of 3 years professional experience in all phases of production: FP, ENG, lighting, scripting and production of news and feature stories. Must possess advanced client skills, professional demeanor, excellent communication skills and experience in multi-camera television. Must be able to work under tight deadlines and time management skills required. Send resume and non-returnable tape.

Send resume to: Sinclair Broadcasting & Cable, 154 W. 17th Street, Richmond, VA 23219.

Sinclair is proud to be an EQUALLY OPPORTUNITY EMPLOYER and a DUROC/EEE company. WOMEN AND MINORS ARE ENCOURAGED TO APPLY.

HELP WANTED PUBLIC RELATIONS

Outreach Projects Coordinator. Houston Public Television seeks Outreach Projects Coordinator to develop, implement KUHT program outreach projects. Required: bachelor’s degree and four years experience in education, outreach, or community affairs and public relations in broadcasting or community-based organization; or equivalent education and experience. Excellent communication, organization and presentation skills. Knowledge of grant/proposal preparation, computer literate. Desired: experience in human relations, adult training or teaching; knowledge of public television, community service groups and educational technology. Evening and weekend work required. Salary from $32,000. Send resume to University of Houston, Human Resources, Houston, TX 77204-5883. KUHT-TV is licensed to the University of Houston, an equal opportunity/affirmative action institution. Minorities, women, veterans and persons with disabilities are encouraged to apply.

HELP WANTED RESEARCH

Experienced TV Researcher Wanted. Excellent opportunity to become part of an exciting, fast-paced multi-network program research department. Ideal candidate will be a motivated team player able to multitask in a fast paced environment with 1-3 years research experience at a station, syndicator, MSO, ad agency or network with excellent written and oral communication skills. Cableknowledge a plus. Responsible for preparing and analyzing reports for the Affiliate Relations, Programming and Development departments. Must be proficient in SNAP, WRAP, Nielsen software applications, Word, Excel, and Powerpoint or Harvard Graphics. Please fax resume and salary history to: (310) 235-5898.
TRAFFIC & BILLING SUPERVISORS

Join the fastest growing television advertising company in the Mid-Atlantic states. The Central Region of Media Partners, the advertising arm of Adelphia Communications, is looking for a few motivated and enthusiastic people to add to its support team. Candidates will be considered based on experience, performance and work history.

Traffic & Billing Supervisor - Staunton, VA office. Performs or directs the following daily, weekly and monthly tasks associated with traffic, billing credit and collections: entering orders, entering copy changes, entering cash collections, building, adjusting and verification logs, billing, invoicing, sending statements, and dunning letters. A high school diploma or equivalent, plus a minimum of two years in traffic and billing with a large cable system or interconnect. Must remain calm during high stress work situations. Must possess the communication skills to deal with clients on matters related to their accounts. This position carries a salary and quarterly bonus.

All successful applicants must pass a drug/alcohol test, physical examination, criminal records and drivers license check. Please forward resume to:

Media Partners
17 Middlebrook Avenue
Staunton, VA 24401
Fax: (540) 886-4304
or e-mail alansford@adelphia.net

Applicants will be accepted through October 23, 1998 or until positions are filled. Media Partners is an equal opportunity employer.

HELP WANTED FINANCIAL & ACCOUNTING

HELP WANTED CREATIVE SERVICES

DIRECTOR OF CREATIVE SERVICES

WTVD is the ABC owned television station in the Raleigh-Durham-Fayetteville, North Carolina market. This fast-growing, 29th market station seeks an outstanding manager who will consistently deliver breakthrough on-air, radio, and print promotion, while leading and motivating a team of writer/producers and graphic artists. A minimum of 3 years experience at a TV station required. Please send your resume, reel, and references to:

Bruce Gordon
WTVD-TV
141 Liberty Street
Durham, NC 27701

No phone calls please. Equal Opportunity Employer/N/H/F/V.

Intern Producer. Channel 8 seeks an Intern Producer for the Broadcast Creative Services department to assist in the hands-on production of television promotions. Must be able to produce/package promos, and handle promo inventory. Candidates should be recent college graduates (Dec. '97) with a bachelor's degree in RTVF, Film, or related field. Must be computer literate and familiar with broadcast TV, cameras, audio and editing equipment, and videotaping machines. Two semesters of "hands-on" lab work or a prior internship at another TV station or production facility preferred. Must be able to work under pressure, and be available for some evening or weekend assignments. This two year paid internship position will have a starting salary of $20,000, plus excellent benefits. Send resume, a VHS tape of recent work you've produced and edited (optional), along with an equipment list to: University of Houston, Human Resources, Houston, Texas 77204-5883. KUHT-TV is licensed to the University of Houston. The University of Houston is an Equal Opportunity/Affirmative Action institution. Minorities, women, veterans and persons with disabilities are encouraged to apply.

HELP WANTED PROGRAMMING

Programming Director - Position available at the best television rep in the business. Current experience in selecting, negotiating and scheduling syndicated shows required. Must be comfortable working with an extensive station list, prioritizing and meeting deadlines. We strive for programmers who are self-motivated, have a strong work ethic, are detailed oriented and team players. Send cover letter with resume to Katz Media Group, Inc., Human Resources, 125 West 55th Street, NY, 10019. No phone calls please. EOE.

TV SALES TRAINING

Earn a Bachelors Degree in Telecommunications, Broadcast Journalism or a related field. Must be able to work under pressure, and have the ability to work with minimal supervision. This is an entry level position that will allow growth within the company. Send resume to: Coast Broadcasting, 1500 Coastal Hwy, St. Thomas, U.S. Virgin Islands 00802.

Director of Programming / Director of Production: We are looking for a strong producer with excellent writing/research skills and knowledge of television production necessary. Must have at least one year of experience. Send resume and reel to: Bruce Gordon, Director of Creative Services, WTVD, 141 Liberty Street, Durham, NC 27701, EOE.

Senior Television Production Technician Duties: Will plan and coordinate various aspects of the cable television programs for a public radio and television station. Will coordinate various aspects of production, such as audio work, music and camera work. Will assist in the production in order to ensure that objectives are obtained. Will assist the director and the talent. Will prepare graphics and character generator. Will develop scripts in Spanish. Will assist in the taping of live and taped productions. As necessary, in the absence of the director, will coordinate the directing activities of the production. Requirements: Bachelor of Arts Degree, with a major field of study in Communication Media, plus one year of experience in the job offered, or a Master's Degree with a major field of study in Communication Media. Salary/Overtime: $25,000.00 per year. Hours: 40 hours per week (Monday-Friday, 9:00 A.M. to 5:00 P.M.). Contact: Send resumes to: Dept. of Labor/Bureau of Workforce Program Support, P.O. Box 10869, Tallahassee, Florida 32302-0869. Attn: S. Clark. RE: J-1852304.

Reporter/Producer, Nebraska Educational Telecommunications. Experienced, informed, self-starter sought to serve as State Government Reporter/Producer to cover 23 State Government issues on daily/weekly basis. Bachelor's with major in broadcast journalism or mass communications with emphasis in television, film, or related field plus three years experience in television production required. Equal opportunity employer. Excellent writing/research skills and knowledge of television production necessary. On-camera experience desirable. Excellent benefits. Review of resumes will begin October 23. Position will remain open until a suitable candidate is found. Submit cover letter and resume to Personnel Coordinator, University Television, P.O. Box 83111, Lincoln, NE 68501. UNL is committed to AA/EO and ADA compliance. If you need an accommodation, please call (402) 472-9333 ext. 214.

DC Production facility seeks an experienced Director of Production Services. Position requires someone who can aggressively grow our existing client base, and build a strong technical unit handling remote, studio production, and content origination. This person will be responsible for marketing, budgeting and operational management of the department. Successful applicant will have hands on operational, marketing, and management experience. If interested, please send resume to PO Box 51142 Washington, DC 20091.
CLASSIFIEDS

PROFESSIONAL SERVICES

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Local TV weather.
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Your own Meteorologist.
Cash & barter.
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Public domain film library.
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Hundreds to choose from...westerns, drama, horror.
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-60 sec. Cool Internet insert
Daily via satellite.
Cash or barter.

* ENIGMA THEATER *
Telly Award winning hosted classic horror film each week.
Barter or cash.
Via satellite.
www.enigmatheater.com

* NWN STUDIOS *
1-800-353-9177
edward@nwnstudios.com

TV RESUME TAPE
Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance. tape critiques. Great track record. 847-272-2917.

CABLE

HELP WANTED ADMINISTRATION

EXECUTIVE ADMINISTRATOR
New York

FOX/Liberty Networks, LLC is currently seeking a dynamic individual to work in our fast-paced New York office. Responsibilities include providing administrative and secretarial support to the Vice President of Sales Administration/Traffic. The successful candidate will be a highly motivated, assertive professional with 3-5 years’ business experience in cable or similar environment as an assistant to senior management. Must have excellent typing and computer skills (Word, Excel and PowerPoint); excellent organizational skills; the ability to prioritize and interact with all levels of management; and excellent communication skills. Flexible schedule with OT required. Excellent benefit package.

Send resume and salary history to:
FOX/Liberty Networks, LLC, Attn: Human Resources, Code: TR-EA, 5251 Gulfton St., Houston, TX 77081; or fax to (713)432-7835.
Equal Opportunity Employer.

HELP WANTED SALES

CONTRACT SOFTWARE TRAINER

Fox Sports Net, the fastest growing sports network, is embarking on something exciting and new... and we want you to be a part of it. We are currently seeking a Software Trainer to train the Fox Sports Net and FX Sales groups on our new software system specifically developed by Fox. The position is located in our New York office and will involve extensive travel.

Responsibilities will include training staff on sales orders and processes including revisions, make-goods, and pre-emptions; writing training manuals; and developing training schedules.

Qualified candidates are required to have excellent computer skills, with knowledge of cabinet ad sales or sales assistant experience a plus.

We are willing to negotiate fees for your contract service. Send resume, including salary history, to: Fox Sports Net, Attn: Human Resources, CODE: CST, 5251 Gulfton St., Houston, TX 77081; Fax: (713) 432-7836. EOE.

HELP WANTED MARKETING

SONY

ASTUTE about market trends and potentials? THRILLED to forecast profit for products? DRIVEN to develop ideas for new products and channels? If the answer is “Yes, Yes, Yes!” here’s a rare opportunity to join the World Leader in electronics:

Sony Electronics Inc.

Marketing Manager

Upbeat team leader needed! Superb negotiator and marketing whiz needed to work together with field sales, advertising, and marketing groups to plan and implement marketing programs. Enjoy rewards for your ability to analyze markets, forecast objectives, and implement well-targeted solutions.

In addition to your marketing program expertise, you’ll need 8+ years of middle or higher level experience in marketing, preferably in the broadcast/video business or related field. Strong analytical skills and polished written and verbal communication ability essential. Background preferred in planning/program development, implementation, organization, coordination, and advertising/sales interface. Product development experience required.

If you’re ASTUTE, THRILLED, and DRIVEN when it comes to marketing electronics, you’ll be pleased to know that in return for your talent, Sony Electronics offers a great compensation/benefits package! For consideration, please forward your resume with salary requirement/job code to Sony Electronics Inc., Recruiting Resources, JOB CODE: BCM/MA-BPG1801-1072, 3300 Zanker Road, MD #512C2, San Jose, CA 95134-1901. Fax 408/955-5166 or e-mail sj_jobs@mail.sel.sony.com EOE. M/F/D/V.

www.sony.com/jobs
HELP WANTED BROADCASTING

DIRECTOR OF BROADCAST SERVICES

The National Collegiate Athletic Association (NCAA) has an opening for the Director of Broadcast Services. The primary responsibilities include supervising the effort to promote the NCAA through the use of video and audio technology, and expanding the coverage of NCAA Championships and messages. Specific duties will include supervising the television production of 30 NCAA championships, managing the broadcast services staff and budget, serving as day-to-day liaison with regional and national sports television networks, overseeing the production of public service announcements, supervising the NCAA Television News Service, coordinating audio-visual presentations, regulating the production and distribution of highlight videos and other special projects, awarding television rights for NCAA championships, and compiling television ratings and other network related information.

Candidates must have a minimum of five years' experience and interaction with regional/national electronic sports media, extensive knowledge of television production, previous management experience, and excellent communication skills both verbal and written. Computer literacy and knowledge of the NCAA and intercollegiate athletics are preferred.

Our generous benefits package includes 100% employer-paid family health insurance, 15 vacation days per year, a complimentary ticket program (including final four tickets), an employee-paid pension fund, and an annual personal fitness stipend. Mail or fax your resume and cover letter to: NCAA Human Resources, 6201 College Boulevard, Overland Park, KS 66211. Fax (913) 339-0029.

The NCAA is an equal opportunity employer and encourages women, minorities, and disabled persons to apply.

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WANTED TO BUY EQUIPMENT

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FOR SALE EQUIPMENT

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FOR SALE STATIONS

Radio Opportunities

Southeast Urban AM-FM
Market of 100,000
$1,200,000

Pacific Northwest
Small Market AM-FM
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Oct. 13-15—“East Coast Cable ’98,” conference and exhibition presented by Atlantic Cable Show, Baltimore Convention Center, Baltimore. Contact: (301) 848-1000.


Oct. 27-29—Society of Broadcast Engineers national meeting and electronic media expo. Meydenbauer Center, Bellevue (Seattle), Wash. Contact: John Poray, (317) 253-1640.

Oct. 28-31—Society of Motion Picture and Television Engineers 140th technical conference and exhibition. Los Angeles Convention Center, Pasadena, Calif. Contact: (914) 761-1100.


Dec. 1-4—The Western Show, conference and exhibition presented by the California Cable Television Association, Anaheim Convention Center, Anaheim. Contact: (510) 428-2225.


April 19-20—Television Bureau of Advertising annual marketing conference. Las Vegas Convention Center, Las Vegas. Contact: (212) 486-1111.


Oct. 13-15—41st annual Mid-America Cable Telecommunications Association meeting and show, Overland Park International Trade Center, Overland Park, Kan. Contact: (785) 841-9241.


Oct. 19-23—“Harris/PBS DTV Express,” DTV dual seminar series featuring technical and business operations seminars presented by Harris Corp. and PBS. Indianapolis. Contact: (888) 733-3863.


Oct. 27—12th annual DTV update presented by the Association for Maximum Service Television. ANA Hotel, Washington, Contact: (202) 861-0344.


Oct. 28—“Moving Toward the New Millenium,” lunch seminar presented by the Broadcast Advertising Club of Chicago. Loyola University Business School, Chicago. Contact: (312) 440-0540.

Oct. 29—“TV Acquisitions and Finance,” seminar presented by Kagan Seminars Inc. The Park Lane Hotel, New York City. Contact: Tim Akin, (408) 624-1536.


Nov. 3—Fifth annual Wireless Cable Association Technical Symposium. Grand Hyatt Hotel, Atlanta. Contact: Jenna Daghrien, (402) 452-7823.

Nov. 4—Pennsylvania Association of Broadcasters engineering conference. Hershey Lodge and Convention Center, Hershey, Pa. Contact: (717) 534-2504.

Nov. 4—12th annual Achievement in Media Awards recognizing excellence in Washington-area radio, presented by The March of Dimes, Omni Shoreham Hotel, Washington. Contact: Cynthia Byers, (703) 824-0111.

Nov. 11—“Conquer Your Competition: Achieving Superior Sales Performance,” seminar presented by the Washington/Baltimore chapter of CTAM. Contact: Greenbelt Marriott, Greenbelt, Md. Contact: Sara Pangelino, (301) 771-5062.


Nov. 19—“Kids TV: Around the World in a Day,” screening of innovative children’s television from around the world presented by the American Center for Children’s Television. Goethe House, New York, Contact: David Kleiman, (847) 390-6499.

Nov. 19—“Gender Differences: Leadership and Influence,” seminar presented by Women in Cable & Telecommunications, Westin Tabor Center, Denver. Contact: Laurie Emphen, (312) 634-2355.

Nov. 19—Federal Communications Bar Association Ninth Annual Charity Auction to benefit See the World Through the Eyes of the Maya Angeletti Memorial School, Gran Hyatt Hotel, Washington, Contact: Paula Friedman. (202) 736-8640.


Nov. 19-20—Institut de l’Audiovisuel et des Communications en Europe international conference. Le Corum, Montpellier, France. Contact: +33 (0) 67 14 44 44.


Nov. 24—8th annual International Press Freedom Awards Dinner to benefit the Committee to Protect Journalists, Wallis Annenberg Center. Contact: (212) 465-9344.


Major Meeting dates in red.

—Compiled by Kenneth Ray (ken.ray@cahners.com)
All the right movies

If you want to know how copyright or trade legislation will affect heavy-hitting content providers, such as Disney, Time Warner, Viacom or News Corp., you might ask Jack Valenti, the head of the Motion Picture Association of America and Washington’s highest-paid lobbyist. But if Valenti is jetting all over the globe, as he often is, you’d do just as well to ask Fritz Attaway, MPAA’s senior vice president for government relations.

“Fritz ... is the institutional knowledge of the film industry’s representation in Washington. And he’s as straight as an arrow and as honest as they come,” says Preston Padden, ABC’s senior vice president of government relations.

“Fritz has a tough job balancing the interests of a lot of complicated companies. He’s proven himself a master at listening to our particular needs and trying to make everyone happy,” says Carol Melton, senior vice president of government affairs for Viacom Inc.

Attaway has been working hard behind the scenes as Jack Valenti’s right-hand man for 22 years, and both of them are still going strong. “When you work for Jack Valenti you do not take breaks. Jack wants everything now,” Attaway says.

Perhaps Attaway is well-suited to work for the hard-driving Valenti because he comes from parents who were not afraid to work hard. Sick of city life, Attaway’s parents moved in the mid-1940s from Detroit to Idaho, where they thought they would try their hand at farming.

Attaway’s father literally built their first home in Idaho by hand, digging the basement with a pick and shovel. The couple toiled as farmers for the first 10 years of Attaway’s life. But farming was hard on Attaway’s father, and he eventually put away the plow. The family moved to Caldwell, Idaho—population 12,000.

Attaway got his bachelor’s degree at the College of Idaho there, majoring in political science and business administration in preparation for law school. In 1970, he enrolled at the University of Chicago law school on a full National Honors Scholarship.

But before he could go to law school, Attaway needed to enlist in the U.S. Army. It was 1968, and Lyndon Johnson had just eliminated the graduate school deferment.

“I was handed a diploma in one hand and a draft notice in the other, and I was convinced that I was going to Vietnam and was going to be killed. I wanted to do something fun before that happened,” Attaway says. So he and a German exchange student friend from college spent four months bumming around the country in an old truck they bought.

Attaway then became an air-drop specialist with the 10th Special Forces group, showing soldiers how to jump out of airplanes, in addition to dropping equipment and packing parachutes.

Attaway also learned in the army that he loved going to and descending from high places. He no longer flings himself from planes, but last year he bungee-jumped 111 meters from the bridge that spans Victoria Falls in Zimbabwe, Africa, and he frequently ascends high mountains. A few years ago he climbed Kilimanjaro, at 19,340 feet the highest mountain in Africa. Last month, he climbed Mount Elbert, the highest mountain in Colorado—14,433 feet.

Once Attaway finished law school in 1973, he came straight to Washington.

He was hired by the FCC as an attorney adviser at the Cable Services Bureau. While there, he wrote the report and order on antisiphoning—restrictions on what could be shown on pay TV, which at that time was HBO. Those rules were overturned by the U.S. Court of Appeals two years later.

At the end of 1975, a woman at the MPAA called Attaway and asked if he would be interested in practicing communications law there. “I came over here and sat down and talked to Jack for 15 minutes, and I’ve been here ever since,” Attaway says. “I thought it would be fun to work for a trade association for a couple of years and certainly fun to work for the Motion Picture Association.”

Over the past 22 years, Attaway has had so much fun and thrown himself so much into his job that the Virginia license plates on his black 1988 Mazda RX-7 convertible say “showbiz,” and he is frequently spotted wearing ties with motion picture motifs.

Congress is wrapping up its session, and Attaway expects to come away with a win on legislation that protects copyrights on digital products. But he already is gearing up for next year, when he expects the focus to be on issues surrounding electronic commerce, such as privacy and encryption. “The Internet is the future of the industry,” he says. —Paige Albinak

Fritz Edward Attaway


“The Internet is the future of the industry.”
**FATES & FORTUNES**

**BROADCAST TV**

Suzanne Krajewski, VP, marketing, publicity and promotion, Twentieth Century Fox International Television, Los Angeles, named senior VP.

Appointments at WHKP(TV)
Calumet, Mich.;
Dallas Bond, station manager, named GM; Margaret Brose, reporter, named weekend news anchor/producer; Steve Barber, reporter, named weekend weather person and sports anchor; Kenn Baynard, production assistant, named director/assistant producer.

Brett Crutcher, manager, on-air and studio operations, KNBC(TV) Los Angeles, named director, operations and engineering.

Jim Williams, senior VP/general sales manager, WTVS(TV) Atlanta, named executive VP/general sales manager.

Appointments at WDAF(TV) Kansas City, Mo.: Ann Bradshaw, producer/writer, KMBC-TV Kansas City, joins as promotion producer; Chris Ivey, creative services photographer, named promotion producer.

Appointments at WKBN(TV) Youngstown, Ohio: Paul Wetl joins as weekend meteorologist; Rob Wells, co-anchor, WBOY-TV Clarksburg, W.Va., joins as reporter.

John Long, GM, WTTW(TV) Indianapolis/Bloomington, Ind., joins WDCA(TV) Washington, as VP/GM.


Appointments at KSDK(TV) St. Louis: Dan Eyrich, photographer/editor, named assistant director of photography; Heidi Glaus, associate producer, Show Me St. Louis, named reporter.

Appointments at Ricki Lake, New York:

David Armour, supervising producer, named co-executive producer; Andrew Scher, coordinating producer, named senior producer; Michelle Mazar and Barbara Weinberg named coordinating producers.

Mark Dante, national account executive, CBS, joins KMEX-TV Los Angeles as East Coast national sales manager.

**PROGRAMMING**

Patricia Lyons, development services manager, KERA(TV)/KERA(FM)/KDTN(TV) Dallas, named director of development.

Appointments at Carsey-Werner Distribution, Studio City, Calif.: Dan Weiss, VP, creative services, named senior VP; DeeAnn Fuller named director of operations.

Kevin Beggs, independent television producer, joins Lions Gate Media. Los Angeles, as senior VP, drama development.

Ward Bouman, international product manager, Palladium Interactive, joins Solid Entertainment, San Rafael, Calif., as director, new business development.

Eugenia Briseño, VP, international sales, Saban International, Los Angeles, named senior VP, sales.

Anders Yocom, senior VP, WTTW(TV) Chicago, named senior VP for broadcasting for WTTW(TV), WFMT & The Radio Networks, part of Window to the World Communications Inc.

David Gavant, senior director of production, NBA Entertainment, joins Major League Baseball Productions, New York, as executive producer.

Rob Morhaim, VP, development and production, Team Entertainment Group, joins Big Ticket Television, Los Angeles, as VP, first-run programming.

Hayley Moss, executive producer, Jeopardy!, Family Feud and The Dating Game, for Grundy-Fremantle, Germany, joins King World, Los Angeles, as director of international programming.

**JOURNALISM**

Stanley Vanour, manager, Silicon Valley district, Business Wire, San Francisco, named regional sales manager, Northern California.

Jeff Michael, weekend news anchor/reporter, KABC-TV Los Angeles, joins KTTV(TV) Los Angeles as weekend news anchor/weekday reporter.

James Quinones, weekday weather anchor, KIII(TV) Corpus Christi, Tex., joins KGTV(TV) San Diego, Calif., in same capacity.

Ed Kosowski, assistant news director, WRC-TV Washington, joins KGO-TV San Francisco as news director.

Greg Burton, sports anchor, KSDK(TV) Idaho Falls, Idaho, joins WTVR-TV Richmond, Va., as weekend sports anchor.

Marjorie Vincent, co-anchor, WOIO(TV) Peoria, Ill., joins The Ohio News Network, Columbus, Ohio, as co-anchor of CNN’s two evening broadcasts.
Don Briand, news director and talk show host, WTSN(AM) Dover, N.H., joins WOKQ(FM)/WPDK(FM)/WXXB-FM Dover, N.H., as news director.

Appointments at Metro Networks Inc.: Charles Colley, reporter, News Plus, St. Louis, joins St. Louis bureau as director of operations; Lonnie Gronen, GM, Malrite Communications, joins as GM, Cleveland and Columbus, Ohio.

Art Rascon, correspondent, CBS News, joins KTRK-TV Houston, Tex., as weekend anchor.

Jody Benyunes, reporter, WRGB-TT Fort Myers, Fla., joins WJLA-TV Washington in same capacity.

Karen Brown, reporter, KSBY(TV) San Luis Obispo, Calif., joins KVIE(TV) Las Vegas as weekend anchor/reporter.

Appointments at WMAQ-TV Chicago: Wilson Toy, executive producer, morning news, WAIR-TV New York, joins as executive producer, afternoon newscasts; Matt Placenti joins as executive producer, NBC 5 Morning News and NBC 5 Chicago Daytime.

RADIO

Keith Crystal, local sales manager, WRK5-FM New York, joins WQCD(FM) New York as general sales manager.

Glenn Jones, GM, Jersey Radio Networks, Princeton, N.J., named VP/GM.

John Ayres, weekend producer, WCBH(AM) Baltimore, named director, promotions and public relations, WCBM(AM)/WLG(AM) Baltimore.

Brad Hirsch, regional affiliate relations manager, Westwood One, New York, named director of artist relations.

Bill Figenshu, senior VP, Chancellor Media Corp., joins CBS Radio, New York, in same capacity. Initially, Figenshu's duties will include oversight of 10 stations in the Detroit and Tampa markets—with additional stations to be included as the need arises.

CABLE

John DiMartino, senior marketing manager, Philadelphia Inquirer/Daily News, joins Garden State Cable, Cherry Hill, N.J., as @Home business manager.

Appointments at Fanch Communications, Denver: David Brickhaus, director, advertising, Western division; Century Communications, Colorado Springs, joins as VP, advertising sales; Penne Heede Pojar, customer acquisition manager, Jones Intercable Inc., joins as corporate director of marketing.

Lynn Price, owner, Price and Associates (marketing and promotions company), joins The Golf Channel, Orlando, Fla., as director, national accounts, affiliate sales and marketing.

Jason Klarman, director of marketing, Fox News, New York, named VP.

Melinda Medley, senior analyst, National Cable Communications, New York, named supervisor, research and marketing.

Danielle Conroy, manager of national operations and special projects, Illusion-Fusion!, New York, joins TBS Superstation, Atlanta, as director of on-air promotion.

Appointments at USA Networks, New York: Fern Field, director, original programming, named VP; David Schwarz, publicist, named senior publicist; Dana Ortiz, senior coordinator, corporate communications, named manager.

Appointments at Disney Channel, Burbank, Calif.: Tom O'Brien, manager of scheduling, named director of standards and practices; Jill Hisey and John Gentry, named executive directors of sales strategy/affiliate marketing, and sales planning, respectively.

Katherine Jose, senior VP/publisher, Country Weekly and Motorsport USA, joins America's Health Network, Orlando, Fla., as senior VP, industry affairs.


Doug McGinnis, senior VP, Turner Network Sales, Atlanta, named senior VP, business development.

Sarah Moore, manager, affiliate sales and field marketing, Southwest, The Weather Channel, named account manager, Western division, affiliate relations.

Appointments at United International Holdings, Denver: Mike Fries, president, UIH Asia Pacific, named president.

Fries

UIH, assuming management responsibility for the company's Latin America division and general finance and operations; Tim Bryan, CFO, named president of the company's European subsidiary.

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Ronald Wachino, VP/associate creative director, named VP/creative director.

Julie Eckhert has left Geller Media Management and has opened her own company, Eckhert Talent Management, based in Rye Brook, N.Y. She will be representing and coaching anchors and reporters.

**ALLIED FIELDS**

Angela Gaspar, director, business development, Richard Edlund Films, joins Caliban Filmworks, West Hollywood, Calif., as director of sales.

**TECHNOLOGY**

Timothy Cunningham, VP, finance, Moore Document Solutions, joins CTS Corp., Elkhart, Ind., as VP, finance, and chief financial officer.

Appointments at TeleCruz Technology Inc., San Jose, Calif.: Don Metzger, VP, NetChannel Inc., San Francisco, joins as VP, worldwide sales; Ramon Cazares, director of marketing, named VP.

Appointments at CBS Cable’s interactive media department: Michael Killen, joins as a writer/producer, Interactive Television. Killen will also create video features for country.com; Michael Gray joins as music writer/producer, country.com.

**INTERNET**

Appointments at Online System Services Inc., Denver: Chuck Price, formerly with Product Information Network, joins as VP, sales; Bari Shein, regional VP, sales and marketing. Encore Media Group, joins as regional director, affiliate sales.

Appointments at Interactive Television Entertainment USA, Los Angeles: Amy Meyers, senior VP, acquisitions, Lou Scheimer Productions, joins as VP, business development, multimedia; David Wells, CFO, HSO Business Systems, joins in same capacity.

**DEATHS**

Charles D. Fritz, 1925-1998

Charles “Chuck” D. Fritz, veteran broadcaster, died Aug. 30. He was 73. Fritz founded Fritz Broadcasting, which owns stations in Michigan and Indiana. He started as a salesman for WWJ(AM) Detroit in 1949. In 1952 Fritz opened the Detroit office of the John Blair Company, which he ran for 10 years. During the early 1960s he joined WXYZ-AM-FM Detroit as VP/GM. Twenty-one years later he started Fritz Broadcasting with the purchase of WXYZ(AM) and changed the call letters to WXYT(AM).

Fritz is survived by his wife, Barbara; six children, and 18 grandchildren.

Harvey Finkel, chief financial officer, New World Entertainment, joins InterTainer Inc., Santa Monica, Calif., in same capacity.

Steve Zales, VP/GM, CNN/SI Interactive, joins ESPN Internet Ventures, New York, as senior VP/GM.

Jack Haskell, 79, television veteran, died Sept. 26 in Englewood, N.J. Haskell was an early member of the Garroway at Large show. He later moved to New York to join Dave Garroway on the original NBC Today show. He also stood in for the hosts of the Jack Paar and Johnny Carson shows and substituted for announcer Hugh Downs. Haskell’s other television credits include The Ed Sullivan Show and The Garry Moore Show.

Smith D. Murrin, 55, cable television executive, died Sept. 29 in Tucson, Ariz. Murrin’s career began at Teleprompter Corp., where he held program director, marketing director and general manager positions. He was also president of Teleprompter’s MDS system in Manhattan before moving to Dallas as Western regional sales manager for Home Box Office. Murrin’s most recent position was VP, marketing development, at People’s Choice TV. He is survived by his wife, Sherry; a son, and one grandchild.

—Compiled by Denise Smith
e-mail: dsmith@cahners.com
Re minority ownership

Editor: In an otherwise excellent Oct. 5 cover story on minority ownership, my views on training programs were incorrectly reported. You correctly quoted me as saying that larger companies should take a leadership role in sponsoring training programs for minorities and women to be able to promote them to station managers and general managers, but I know from my commercial lending experience that you can't be a successful owner if you don't have proper training.

However, I have never said that "the industry should consider making sponsorship of minority training programs a condition for lifting ownership limits."—Susan Ness, commissioner, FCC, Washington

Editor: I was appalled to read your Oct. 5 article, "Few and Far Between," whose illustration—"Where to Find Minority Stations"—is glaringly erroneous.

In the Pacific Northwest, one minority owner alone, Christopher Bennett, owns four stations: three in the Seattle-Tacoma market and one in the Portland-Vancouver market. One of them, the expanded-band operation on 1620 kHz in Renton, Wash., was one of the first half dozen expanded-band stations on the air.

Chris, who also is publisher of the Seattle Medium weekly, proselytized other minority newspaper publishers to enter broadcasting during his term as president of the National Newspaper Publishers Association. We had a role in his first station acquisition, and he's been a valued client and friend for many years.

There are also at least two noncommercial stations in the region that are operated by minority-controlled nonprofit entities.

I have always found NTIA's scientific work to be excellent, but their department of demography should be retired to the bleachers. Perhaps your reporter should have checked with the FCC, where there are plenty of folks (down in the trenches, not on the upper floors) who could have done a little fact-checking for him.—Benjamin F. Dawson III, P.E., president, Hatfield & Dawson Consulting Engineers, Seattle

Editor's note: Some stations may have been left out of its list inadvertently, said officials at the National Telecommunications and Information Administration, the Commerce Dept. agency that compiled the minority ownership statistics. Since the FCC does not require station owners to identify their race or ethnicity, no definitive list of minority-owned stations is available. Noncommercial stations and low-power television outlets were not included in NTIA's tally. To qualify for the list, a station's corporate stock must be more than 50% owned by an African American, Asian, Hispanic or Native American.

Editor: I'm not sure what William Kennard is getting at when he says "...we're not seeing new faces and new voices coming on the scene" (B & C, Oct 5). How can he expect to see new faces when the FCC allows one company to own so many stations? If he was really interested in diversity he would seek to lower the number of stations that one company can own.

I also don't understand why he is measuring minority ownership in the first place. Is there a difference between a white millionaire and a black one? Does a businessman base his business decisions on the color of his skin? If Mr. Kennard substituted the word "independent" for the word "minority" he might begin to see the problem.

What keeps independent station owners from buying more stations is not the color of their skin or their ancestral heritage, it's the fact that large corporations have bid up the prices so high that only the largest owners can afford to expand. When Mr. Kennard speaks about the proposals by Fox and Paxson he is acting like a kid in a candy store. He sees all this wonderful candy (money) and forgets about the stomach ache (less diversity) he will get if he eats it all.

How can he say "so what" to the fact that minority owners may be obligated to affiliate with Paxson or others? How can he say that "programming requirements alone are not enough to say there is no minority control?" Is he content just to keep score of how many minority owners there are, or is he concerned about the programming? If Mr. Kennard wants to be a scorekeeper for millionnaire minorities, he is in the wrong business. If he wants to use tax dollars to better the position of a few rich people, he is in the wrong business. If he wants to improve the quality of what is broadcast over the public airwaves, he is going about it the wrong way.

He cannot predict what position a station owner will take based only on the color of his skin. He needs to make more stations available by limiting the number of stations one company can own. He also needs to fight injustice where he finds it. I am aware that the playing field may not be equal to all, but to favor one owner over another because of skin color is wrong. What happens to all the independent owners who happen to be white? If minorities are given preferential treatment and the large corporations are allowed to go on with their buying spree, the little guy will be swallowed up.—Ron Sones, Hazlet, N.J. (via Broadcasting & Cable Online: www.broadcastingcable.com)

It's news to PBS

Editor: The Sept. 21 Broadcasting & Cable/Frank Magid Associates news survey missed an important part of American TV journalism: PBS. PBS's The NewsHour With Jim Lehrer, for instance, was ranked the "most reliable" source of television news in a 1996 Wall Street Journal poll of public- and private-sector leaders. The NewsHour, Frontline and other fine PBS series are repeatedly honored with television's most coveted awards. In January, PBS programs won one-third of the Alfred I. duPont-Columbia University Awards for television and radio journalism. In April, we won more George Foster Peabody Awards for distinguished achievement and meritorious public service than the combined totals for the commercial broadcast networks or for cable. And earlier this month, PBS tied for first place in the National Academy of Television Arts & Sciences news and documentary Emmy Awards competition.

Clearly, when it comes to informing the American people about their world, PBS provides television at its best.—Kathy Quattrone, executive vice president, PBS Programming Services, Alexandria, Va.
Boards of the Screen Actors Guild (SAG) and the American Federation of Television and Radio Artists (AFTRA) have voted to recommend a merger of the two unions. Informational meetings will be scheduled in early December, with a membership vote to be scheduled sometime after that.

A Miami federal district court last week officially delayed until Feb. 28 the cutoff of the network feeds of about one million satellite TV households. Broadcasters and the satellite TV industry have a long-standing dispute over who is eligible to receive the signals. The Miami court originally issued a preliminary injunction in July that would have cut off the subscribers last week. Congressional leaders asked the two industries to negotiate a compromise date because they were worried about cutting subscribers off less than a month before midterm elections.

The Senate and the House each passed a bill last week that would impose penalties on Internet pornography providers. The House approved legislation, sponsored by Rep. Mike Oxley (R-Ohio), that would fine and possibly jail content providers if they offered material that was "harmful to minors." Oxley's bill also would shield online service providers from content liability. By a 96-2 vote, the Senate passed legislation, sponsored by Sen. Dan Coats (R-Ind.), that would require anyone who was caught selling or distributing porn to children over the Internet to pay taxes. Coats' bill was amended to a larger piece of legislation that would keep the Internet free from state and local taxes for three years. Tim Goeglin, Coats' spokesman, does not expect the Senate to consider a stand-alone version of Oxley's bill. That means the House has to pass the Senate's version of the Internet tax bill to reconcile the two. President Clinton has indicated he would sign the measure. At press time, Congress was expected to adjourn by Sunday.

Former WAVE (TV) Louisville, Ky., news anchor Hugh Finn died last week, eight days after the Virginia Supreme Court told his wife and guardian, Michele Finn, that she could remove his feeding tube. He was 44. Finn had spent the past three and a half years in a vegetative state, following a March 1995 car crash. Michele Finn had to fight a legal battle against Hugh Finn's brother, John, after she announced her plans to let her husband die.

After months of discussions, an affiliate of Prime Cable has agreed to acquire a majority stake in Pacific Bell's wireless cable system in Los Angeles. PacBell parent SBC Corp. will retain an undisclosed minority interest in the venture, called PrimeOne. Terms of the deal were not disclosed. The 60,000-subscriber wireless cable system once was supposed to be a cornerstone of the Baby Bells' attack on the cable business. But SBC soured on the video business, scrapped its own operations and started looking to sell the PacBell wireless cable system. The House last week passed a bill that would stay an increase in royalty fees that satellite TV companies pay for superstations and distant network signals.

The bill, sponsored by House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.), then moved to the Senate—where at least one Senator has put a hold on it. Hill sources say. Senate Commerce Committee Chairman John McCain (R-Ariz.) has offered a similar bill in the Senate, which he later amended to an appropriations bill that the Senate passed. McCain later agreed with Senate Judiciary Committee Chairman Orrin Hatch (R-Utah) to try to legislate a reduced copyright fee rate. In exchange, Hatch conceded that satellite TV companies could offer local signals without having to carry all of them for three years. McCain and Hatch's attempt to pass comprehensive legislation officially failed last Wednesday. Senators are not inclined to pass Tauzin's bill, one Hill source says, because they are miffed at the satellite TV industry for not coming to a compromise on McCain and Hatch's proposal. Tauzin's bill would stay the fee increases retroactive to Jan. 1, 1998, through Dec. 31, 1999. The Library of Congress last fall upheld satellite TV

Problems at Primestar

With Primestar Inc. stymied in its efforts to sell its cable partners' stakes and get into the high-power DBS business, the struggling company now faces the possibility that it could run out of cash as soon as next year.

Sources familiar with the situation say that Time Warner is resisting efforts to renegotiate the terms of the deal for Primestar's cable partners to sell their stakes to United Video Satellite Group and News Corp. The buyers reportedly had offered $6 per share to Time Warner/Advance Newhouse, MediaOne, Comcast and Cox in late August. Primestar's stock (reflected in shares of TCI Satellite Entertainment) has fallen since then and the buyers have tried to renegotiate down to the $4-per-share range.

Although Primestar officials say that the company can survive as a medium-power business, analysts are now beginning to question how long Primestar can last with only about $400 million in funds available at the end of the second quarter and a quarterly cash-burn rate of some $125 million.

At the current burn rate, Primestar would run out of money early in 1999's second quarter. By eliminating marketing costs, the company could survive for several years, but with the worst churn rate in the DBS sector—about 36%—it conceivably could run out of customers before it runs out of money.

Primestar isn't likely to take that route, however, and analysts say it's highly likely that the company will seek to sell its subscriber base of just over 2 million customers either to DirecTV or to EchoStar.

Primestar officials declined to comment. —Price Colman
providers' fees to 27 cents per subscriber per month for both superstations and distant signal feeds. Those fees previously were 6 cents for imported signals and 14 to 17.5 cents for superstations.

Kaleidoscope Media Group said it was developing the movie "Merlin: The Magic Begins" into a series for syndication in fall 1999. The movie, based on the Arthurian legend and starring Jason Connery and Deborah Moore, will air in the U.S. this fall and has been cleared in 62% of the country. The company also said it has the North American rights to a six-hour miniseries to be shot next year, "The Diamond Hunters," starring David Hasselhoff. The miniseries is scheduled for delivery in late 1999 or 2000.

FCC commissioners last week held firm on their decision not to permit new analog television stations on channels 60-69. That portion of the spectrum was reassigned last December for public safety communications or for auction to future commercial users. "It was clearly the intention of Congress that channels 60-69 be reallocated with all due haste," last week's order said. Three broadcast companies asked the FCC to reconsider the December ruling, which dismissed all pending applications for analog stations on those channels while reserving space for some digital outlets during the industry's transition to digital. Analog TV stations currently using those frequencies can continue until the transition is complete. That protection does not extend to existing low-power television stations, however. Latin Communications Group had asked that low-power stations not be bumped off the air by auction winners promising "unknown new commercial services." But the FCC said spectrum buyers should not be held back. "We do not believe it is reasonable to require the winners to delay initiating service by as much as five years to protect a secondary service."

PBS said it raised a record $27,166,026 during local fund-raising drives in August and September, up 22% from fund-raisers held in the same period a year ago. The total number of pledges rose from 249,630 to 261,729, PBS said. Separately, PBS said its September miniseries, "The Farmer's Wife," drew close to 15 million viewers and averaged a 3.1 Nielsen rating, 55% higher than its September prime time average.

Hollywood won major copyright victories in Congress last week. Congress passed a bill that protects copyrighted digital material online, and it also passed a bill that extends copyright protections on written works—such as books or television or movie scripts—for 20 years. The President is expected to sign both bills. The Senate also was expected to ratify the World Intellectual Property Organization treaty, which is an agreement among 120 nations to keep digital intellectual property safe worldwide.

Court TV and Business Week are joining forces to cover the Microsoft antitrust trial, which begins Oct. 15 in U.S. District Court in Washington. Microsoft on Trial will employ Business Week reporters for a show that will air each Thursday at 7 p.m. Daily trial coverage also will be available on the partners' Websites (www.businessweek.com and www.courttv.com) and in updates on the cable channel. Microsoft faces Justice Department allegations that it used its de facto operating system monopoly to leverage itself into the Web browser business, a charge Microsoft disputes.

Columbia TriStar Television Distribution and producer/director Tim Burton are collaborating on a new weekly action hour based on "The Wizard of Oz." Burton, who produced "Beetlejuice" and "Edward Scissorhands," will be the executive producer of Lost in Oz, slated for a fall 1999 launch. The series will be based on the characters and settings of L. Frank Baum's books.

Errata: In the Sept. 28 "In Brief" box on an IRIS/ NATAS panel on the future of U.S. prime time programming in international markets, the name of panelist Rainer Siek of CBS Broadcast International was misspelled.

The Sept. 28 article "Doing the Network Slide" incorrectly stated that Fox was the last of the Big Four in terms of 18-49 ratings for the entire 1997-98 season. Fox tied with ABC for second place among 18-49s for the season with a 4.4 Nielsen rating/13 share.

"...We take you now to our science reporter for details on the meteor that just struck our station..."
Clear and present danger

Several groups were assembling wish lists last week as they prepared coordinated efforts to try and pressure the government to tie a host of content-related quid pro quos to broadcasters’ new digital spectrum. The groups plan to call for political time giveaways, more coverage, more educational programming, more public affairs programming and curbs on children’s access to programs with violent or sexual themes. Elsewhere, under a congressional mandate, the FCC is preparing more digital public interest obligations, this time for the satellite TV industry, including a likely set-aside of channels.

All this comes in the shadow of the Gore commission, which is expected in December to make its report to the President and the FCC on what broadcasters’ public interest obligations in the digital era should be.

One particularly telling—and troubling—aspect of the FCC’s current contemplation of satellite obligations is uncertainty over whether to count for-profit channels toward such obligations. It’s a no-brainer unless the goal is to penalize the media for success (which we’ve always suspected was one goal). That a John Hendricks of Discovery can make money while providing top-notch educational programming should be heralded, not handicapped. And satellite broadcasters are going to need all the help they can get if the FCC decides to set aside five or 10 channels of a national service for public affairs programming, most of which is currently locally produced and targeted.

Our nightmare—that the switch to digital would become an excuse for heavier content regulation—is turning into a frightening reality. We’ll say it again: The first obligation of broadcasters, satellite or stick, should be to program to the wishes of their audience, rather than to those of any pressure groups or politicians, well-intentioned as some may be. The more government obligations there are on content, the tougher it becomes to respond to the audience and the more the First Amendment is compromised.

Mickey Mouse strategy

In the best of all possible Disney worlds, Disney would be more than just a first-class producer and packager of TV shows. It also would have enough transmitters and wires to deliver its programming directly to all 100 million TV homes. Alas, this ain’t Tomorrowland. The reality is that Disney has to rely on its business relationships with ABC affiliates and cable operators to distribute its prime programming services, ABC and ESPN, to the public. And today those relationships are strained because of the bundle that Disney paid for the NFL. Neither the affiliates nor the operators want to help foot the bill—at least not the one Disney wants to submit.

In the course of promoting his new book, Disney Chairman Michael Eisner has weighed in on the disputes—and hardly in a constructive way. Three weeks ago, he threatened the affiliates, saying he’d put ABC on cable or satellite if the affiliates didn’t shape up. Then, in USA Today last Wednesday, he threatened the operators, saying that ABC could use its new digital broadcast stations to compete head-to-head with cable in the multichannel pay-TV business. Two comments: 1) If Eisner is going to play broadcasting and cable against each other, he shouldn’t do it so publicly. He reveals the hollowness of the threats without mitigating any of the ill will they engender; 2) Eisner should cool the rhetoric and let his executives cut their deals with the affiliates and operators without further souring the atmosphere. In this less-than-the-best-possible world, Disney needs its broadcast and cable outlets. Satellite and wireless cable just won’t cut it.
Broadcasting & Cable welcomes eleven media luminaries into its Hall of Fame in recognition of their substantial and lasting contributions to the medium. The Eighth Annual Hall of Fame inductions will be celebrated with a black-tie dinner on November 9, at the Marriott Marquis in New York City. A special souvenir program will be distributed at the event and will also be included in the November 9 issue of Broadcasting & Cable, reaching 35,000 readers across the country.

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