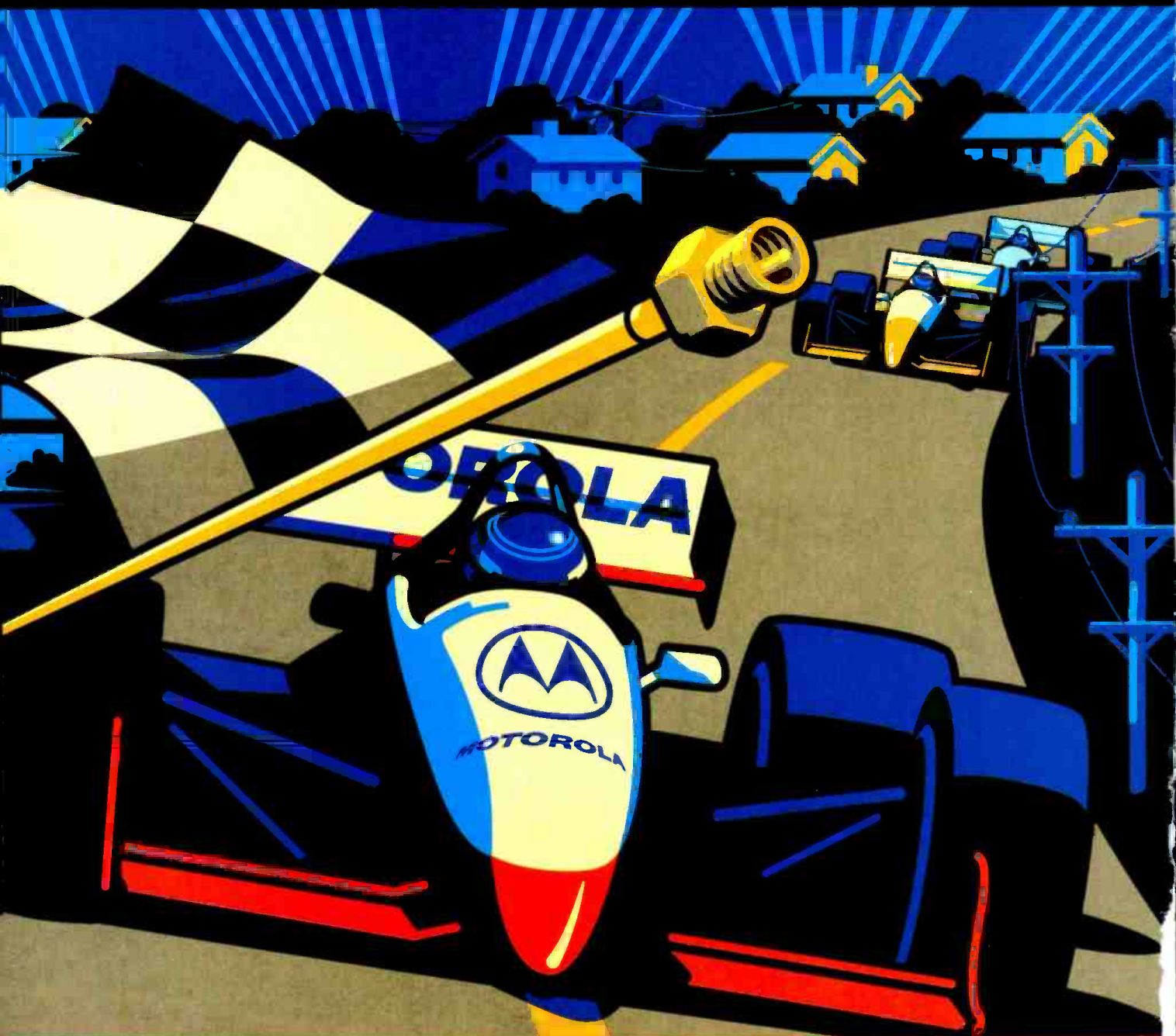




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# Fast Track

Must Reading from

**Broadcasting & Cable**

March 17, 1997

## TOP OF THE WEEK / 8

**Digital TV needs work** FCC commissioners face a series of snags that threaten to hold up the 10-year effort to establish a new broadcasting service. / 8

**Bob Wright speaks up** In a discussion with BROADCASTING & CABLE, NBC chief Bob Wright says his industry is confused by the avalanche of recent media developments. Wright says he feels "burned" last year over children's educational television, and adds that he's ready to make a stand on the V-chip. / 10

**Moonves ID's promising pilots** CBS gave the New York advertising community a peek at its fall development. / 11

**Congress presses for ratings revamp** Pressure from the Hill and advocacy groups to change the age-based TV ratings system to a content-based system may be paying off. Government officials are meeting with TV industry leaders, although the broadcasters say they are remaining firm. / 14

**President calls for free airtime** President Clinton thinks free airtime for federal candidates is a price broadcasters should pay for their digital TV licenses. Broadcasters call the plan unworkable and unconstitutional. / 18



Bryant Gumbel makes a quick return to TV, this time on CBS, with a five-year, \$35 million deal. / 11

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**NATPE mulls L.A. move** To help major distributors control costs and attract more international buyers, NATPE officials are considering relocating syndication's annual sales convention to Los Angeles after 1999. / 44

**'Vibe' clearances near 90%** Columbia TriStar Television Distribution has cleared its late-night talk/variety strip *Vibe* on 160 stations covering 88% of the country. / 44

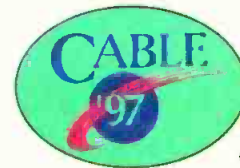
**Many broadcasters view proliferating awards shows—such as the Blockbuster Entertainment Awards (I)—as a safe bet for good ratings.** / 50

**Radio may be set to lure ads from newspapers** Media buyers, planners and industry watchdogs say radio may have a better chance at whittling away at newspaper's lock on ad revenue this year than in the past. / 60



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**An update on 1995's major cable launches**



Two of the eight cable networks that make up the "class of 1995" have quickly climbed to success, five have made steady progress and one has fallen into relative obscurity. / 65

**Life after must carry?** If must carry fails to survive Supreme Court scrutiny, some stations—including commercial independents, affiliates and PBS outlets—could be dropped from cable systems. Some believe as many as 500 over-the-air stations could be adversely affected. / 74

**Digital boxes loom again on cable horizon**

The industry is again buzzing about the prospects for the new box technology expected in appreciable numbers over the next year. / 74

## Telemedia Week



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## The Sky is rising

The product of the merger of Rupert Murdoch's ASkyB and Charlie Ergen's EchoStar will comprise eight high-power satellites that will be able to broadcast hundreds of TV channels from California to Maine. / 30

## Sky wants to offer more for less

Sky is promising to come to market late this year or early next with a DBS service that will deliver more channels at a lower cost and undercut its entrenched DBS and cable competitors. / 42 Cover art by Leonid Mysakov/SIS



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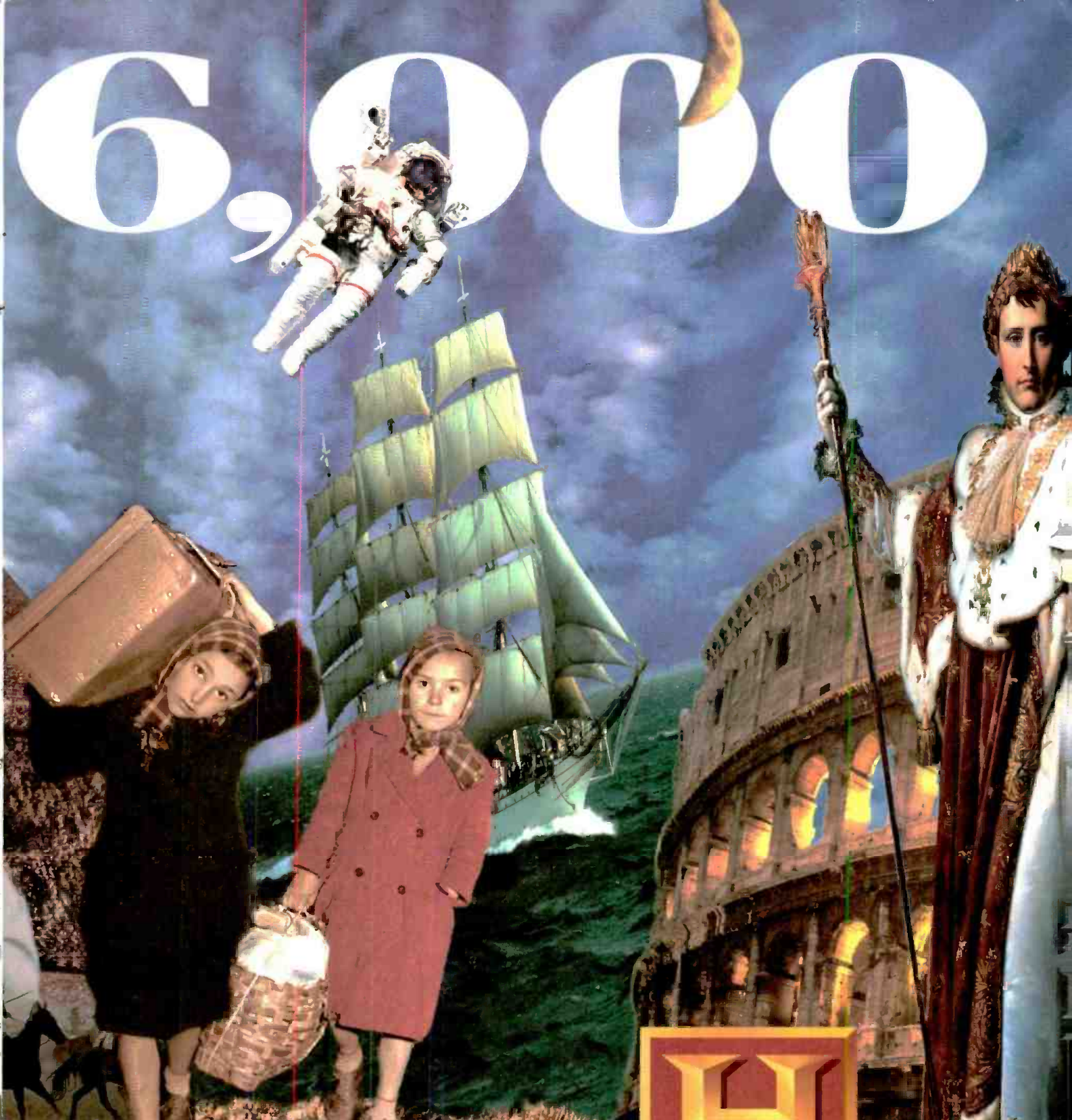
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# Digital TV no sure thing

*A number of problems must be resolved if April 1 deadline for new service is to be met*

By Chris McConnell

## WASHINGTON

**A**pril 1 could mark the dawn of the new digital broadcasting era. Or it could be April Fool's Day for digital TV enthusiasts.

With 15 days to go before the target date that FCC Chairman Reed Hundt set late last year for wrapping up DTV rules, the commissioners are facing a series of snags that threaten to delay the 10-year effort to establish a new broadcasting service. Among the lingering liabilities:

- Continuing division among broadcasters and the FCC over the amount of time stations will have to deliver digital TV signals;

- Objections by UHF broadcasters to the amount of power they will be allowed to use to blast out digital signals;

- A push by low-power television stations to preserve their operations in the digital age, and

- The always-present threat of an FCC battle over DTV public interest obligations.

FCC officials insist the rules will be there on time, or close to it, but they doubt the broadcasters want them. "There's no business plan," one official says, citing in particular the construction-deadline issue as well as the other last-minute disputes. "There's no evidence that they're serious about this business."

"This industry spent millions upon millions preparing for an aggressive rollout of digital TV and HDTV," counters NAB spokesman Dennis Wharton. "The notion that we are backpedaling on that commitment is absurd."

The charge of backpedaling results from industry objections to Hundt's plan to require ABC, CBS, NBC and Fox to outfit their owned stations in the



*FCC officials are questioning industry interest in outfitting stations with the DTV gear now in use at the model HDTV station in Washington.*

top 10 markets with digital TV gear within a year of securing a license.

Broadcasters insist that they are staying true to digital TV and merely need more time to deliver the service. "We're not hiding the ball on this one," says one lobbyist.

Others fume at the suggestion their commitment to digital TV is flagging. "It's offensive that some wet-behind-the-ears bureaucrats are making comments like that," says Pappas Telecasting President Harry Pappas, noting the investments his stations have made in the new technology. "I challenge Reed Hundt to come to my stations if he's man enough."

FCC officials point to the industry's counterproposal on construction deadlines in voicing their doubts about broadcast interest in DTV. Some in and out of the FCC also cite particular doubts about the interest of Fox Broadcasting in building a digital TV network now that parent company News Corp. has invested in a satellite-delivered digital service. A broadcast industry source agrees there is "some justified skepticism" about Fox's terrestrial DTV ambitions.

A Fox source says the network is in the same position as the rest of the broadcast industry: "The transition to

digital is a risky proposition, but probably a necessary one."

Other broadcasters last week said that the industry was waiting for the three other commissioners to weigh in on the build-out issue before making another pitch to the FCC. Commissioner James Quello, for instance, views a one-year construction deadline as impractical: "There's only so much force-feeding you can do." Quello favors, instead, a two-to-three-year deadline for the top markets. FCC Commis-

sioner Rachele Chong also "wants to recognize reality," a commission official says.

Commissioner Susan Ness favors directing the networks and other large broadcast groups to outfit their large-market stations in time to coincide with the availability of consumer and professional equipment. She estimates that time period to be 18 months to two years in the case of consumer receivers and a year to 18 months in the case of broadcast equipment.

If the commissioners and the broadcasters do resolve their differences over the construction deadlines, they still face short-term hurdles to wrapping up the FCC's channel allotment and assignment plan. UHF broadcasters—namely Sinclair Broadcast Group and Paramount Stations—insist that the plan might leave them with too little power to reach bow-tie antennas. They want the FCC to give them another month to test a plan that would allow the UHF stations to boost their digital TV power.

"Somebody has to blink," says Sinclair's Nat Ostroff, maintaining that the broadcasters will need about 30 days to study their plan to see if it would work.

"There's not much that can be done in a month that hasn't been done in



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eight years," counters the NAB's Lynn Claudy. And others at the FCC are reluctant to grant such an extension.

Also seeking more time to work on an alternative allotment scheme are low-power TV operators who are struggling to save their stations from extinction. The FCC has predicted that only 55%-65% of the stations will be able to keep operating once the digital channels are fired up.

Last week, Community Broadcasters Association President Sherwin Grossman visited FCC staffers and Hundt to push a plan aimed at sparing the stations. The group has mapped out an allotment scheme for the Southeast, but will need 30-40 days to do the rest

of the nation, Grossman says. "The industry said it couldn't be done, and we're doing it," he adds.

The low-power operators also have sought help from Capitol Hill, generating 52 Senate signatures on a letter promoting their effort. "The prospect of losing 50 to 60 percent of the LPTV broadcast service...is neither good public policy nor an acceptable result of this rulemaking," the senators said in the letter to Hundt. The senators also recommended that the FCC encourage full-power broadcasters "to use their second channel for transitional purposes only, instead of trying to serve exactly the same area with separate analog and digital signals."

FCC officials say they are trying to do what they can for LPTV, but note that there is only so much spectrum. "At the end of the day there are just some real problems," says one official.

But both Grossman and Ostroff say they expect to petition the FCC to reconsider their allocation decisions if commission officials reject their arguments now without granting the sought-after extensions.

"That does not have to stop anything," an FCC official says of the prospect of such petitions. The officials say DTV construction could continue while companies pursue such challenges. "The broader question is whether DTV is ever going to happen." ■

## Wright on digital: Too much too soon

*NBC chief says industry is confused by avalanche of media developments; says he was 'burned' on children's; is ready to make a stand on V-chip*

By Don West

### WASHINGTON

**N**BC's Bob Wright is still up for digital TV, but his Washington experience of the past few years has cautioned him not to say yes too quickly. "The history of the Hundt administration at the FCC has been one never-ending list after another. He's just like Lieutenant Columbo. He always has just a few more things to talk to you about."

Among other bad memories, Wright told BROADCASTING & CABLE last week, he feels the industry was burned on children's educational TV. Not only did the industry commit to three hours a week for every station in the land, but the new children's guidelines create "an unnecessary collision course" between weekend sports programs and the new children's schedule, Wright said.

FCC Chairman Reed Hundt's latest list for the networks would have them build their digital plants within one year of allocation (specifically, their 26 O&Os in the top 10 markets). The networks consider that wildly ambitious, if not impossible, although they'll admit privately that they would do their best to meet a two-year deadline.

The NBC president says he shares with other broadcasters a confusion about what's going on. One day the industry is going to get its digital spectrum on a one-for-one basis. The next day digital is going up for auction. Then Hundt wants a 5% public interest commitment in exchange for digital. Now the Vice President and the President have followed suit.

Add to all that the high cost of building out digital, the paucity of return, Rupert Murdoch's seeking retransmission consent for DBS and new developments daily on the Internet, and a broadcaster may be forgiven for being wary. As for Wright, he wants to tailor digital to what the consumer wants in the future—at best, a moving target.

Among the new confusions are estimates from the computer industry that 40 million digital-ready PCs will be in the market by 2000, while only 1 million digital television sets will be in place. That may create a grand business opportunity to get digital off the ground, but it may also call for a severe change of course in terms of television programming. And, of course, it may not even be true.

Either way, it doesn't dismay Wright. "We'll play to the audience,"



**Bob Wright: 'Content-based ratings get us into censorship.'**

he said, "whatever's out there." He felt the potential computer capacity was "a good sign. It will put an upward pressure on the TV industry."

Responding to comments that networks and their affiliates may be pulling apart as new media and delivery systems make national programming venues more attractive, Wright noted that "change is difficult, but it is not the kind of issue that will divide us." The stress between networks and affiliates has been evident for years, he said, and will continue. He called it "a dynamic relationship."

Wright said NBC has gone as far as it means to on the so-called V-chip ratings system and that it will resist the inclusion of VSL (violence/sex/language) ratings in the age-based system now in place. "The industry is providing the kind of appropriate information parents need. But content-based ratings get us into censorship, and that could lead to litigation." ■

# Moonves IDs promising pilots

Anne Rice drama and Bronson Pinchot comedy are among early picks

By Lynette Rice

**C**BS on Friday gave the New York advertising community an unusual sneak peek at its fall development in a presentation that even CBS Entertainment President Leslie Moonves conceded was a little premature.

Traditionally, advertisers travel to L.A. to get their first look at development slates.

Joking that he will likely return next year with a pre-pre-upfront presentation on show pitches the network has heard, Moonves unveiled the more promising pilots the network is considering for its fall lineup.

A video with the editing style of *48 Hours* featured the latest lineup of network stars—including Ann-Margret, Penelope Ann Miller, Tom Selleck and Danny Aiello—talking up their comedies and dramas, which so far are only in script form. A decision on the final prime time lineup is expected in May.

"I feel a lot more confident today than I did at this presentation a year ago," Moonves said. "In our first year, our primary goal was to bring more people to CBS.... Now we're looking for more diversity. We don't want to abandon our core audience. It's the reverse: we want to attract the

younger viewers."

Comedy highlights include Bronson Pinchot playing Meego, an alien nanny who cares for a widowed doctor's three kids; Miller starring as a married Manhattan transplant who finds an unlikely friend in her new Queens duplex; Gregory Hines as a widowed dad who re-enters the dating pool, and Jean Smart playing a "Martha Stewart on acid" character.

CBS drama pilots include a new Steven Bochco cop show, this time set in Brooklyn ("the hottest new drama of the season," Moonves beamed); a TV version of the classic western "The Magnificent Seven," and an Anne Rice drama based in New Orleans about two cops, one from real life and the other from the afterlife.

"I think it's time to place your bets on CBS," Moonves told the gathering at the Ed Sullivan Theatre, "because we're coming on strong." ■

# Short retirement for Gumbel

Reported five-year, \$35 million deal includes prime time magazine show

By Steve McClellan

NEW YORK

**I**t looks like CBS will add a third prime time magazine to its lineup next fall—hosted by the recently available NBC veteran Bryant Gumbel.

That show, which will be developed over the summer, will be the centerpiece of a five-year deal (said to be worth around \$35 million) that is bringing Gumbel to CBS.

But the deal has several other components, including the creation by Gumbel of a new production company to jointly develop and produce, with CBS's Eyemark Entertainment, syndicated programs for broadcast, cable and worldwide markets.

At a press conference last week, Gumbel cited two key factors that guided him in his decision: the people he'd be working with and the opportunities afforded him.

The production venture with Eyemark offers an opportunity to earn additional millions as part-owner of shows. Gumbel said that it's possible he will serve as on-air talent or producer, or both, in upcoming syndication projects. No specific projects have been identified.

In addition, his production company



Peter Lund, Gumbel, Heyward announce the move.

will produce three prime time entertainment specials per year for CBS Entertainment. Gumbel will host those, and probably take an executive producer credit as well.

CBS News President Andrew Heyward and Gumbel insisted that the possibility of Gumbel replacing Dan Rather on the *CBS Evening News* never came up in the course of talks. Anchoring the news, said Gumbel, "is something I've never wanted to do." Both Heyward and Gumbel also said there had been no discussion about Gumbel joining *60 Minutes*, as had been speculated.

Gumbel said he would not take on any sports duties at the network, including a role in the Nagano Olympics in 1998. He remains contrac-

tually committed to HBO, where he'll do five programs this year and six more in 1998.

The new magazine show, Gumbel said, would incorporate two of his strengths—live TV and interviewing. The show will also feature other correspondents. It was unclear last week whether Gumbel will serve as executive producer, but Heyward said, "it will be done in a very collaborative way."

As for the decision to leave NBC, Gumbel said it was a "close call. I'm a loyal guy, sometimes to a fault." Gumbel said that when he informed GE's Jack Welsh and Disney's Michael Eisner of his decision, both men wished him well. As for reports that ABC withdrew its offer when it hadn't heard from Gumbel's agent, Gumbel replied, "I'm going to take the high road here. Let's just say I have the utmost respect and admiration for Roone Arledge," who moved to the chairmanship of ABC News two weeks ago.

Gumbel said that his new company will serve as a training ground for minorities to get into the TV entertainment business. Opportunities, he said, will include staff positions and internships. ■

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# REMOTE CONTROL?

**Broadcasters left wondering if the era of Big Government is really over**

*Broadcasters who think they control all that goes on their air should think again. Washington last week again served notice it intends to have its say. Bending to congressional pressure, broadcasters considered revamping their "voluntary" TV ratings system to conform with congressional ideas of what it should be (see below). President Clinton jumped in with demands for big hunks of free time for political candidates—part of his solution for the campaign financing mess (see page 18). Senator Ernest Hollings wants to amend the First Amendment to limit campaign contributions (see page 15). And a Federal Trade Commission commissioner pondered his agency's power to regulate liquor advertising (see page 15).*

## Hill presses for ratings revamp

*McCain meets with NAB, NCTA chiefs; networks divided over what to do next*

By Heather Fleming

### WASHINGTON

**C**ongressional and advocacy group pressure to change the age-based TV ratings system to a content-based system may be paying off.

National Association of Broadcasters (NAB) President Eddie Fritts and National Cable Television Association

(NCTA) President Decker Anstrom in a meeting last week with Senate Commerce Committee Chairman John McCain (R-Ariz.) agreed to resume discussions with advocacy groups on the TV ratings system.

McCain is critical of the two-month-old system and wants the industry to voluntarily implement a system that labels the level of sex, violence and lan-

guage in a program. He came down hard on the TV ratings implementation group for not properly considering the views of parental and children's advocacy groups.

Publicly, most broadcasters are standing firm.

"We have been criticized for not giving viewers enough information, and for not utilizing a content-based ratings system, and I believe this criticism emanates from inside the [Washington] Beltway." ABC President Bob Iger said at an Association of National Advertisers conference. But he is "suspicious" of the criticism because it "began before the system even went into effect, and I believe it to be politically motivated by government officials seeking to control and manage content, which raises very serious legal issues."

NBC President Robert Wright said in an interview (see story, page 10) that the industry is already "providing the kind of appropriate information parents need. But content-based ratings get us into censorship, and that could lead to litigation." Privately, there is disagreement over how to proceed.

Fox is the only broadcast network willing to change the system outright, industry sources say. Fox Senior Vice President for Government Relations Peggy Binzel would not comment on the discussions, but said she would "not deny" the characterization of Fox's position.

ABC and CBS are "willing to talk."

### Tauzin: Free speech has plenty to worry about

**WASHINGTON**—House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) is coming to the defense of the First Amendment.

"Extraordinary new attacks" on the First Amendment are coming from the "left," Tauzin said at an American Federation of Advertisers conference.

He called on the advertising community to help blunt recent attacks on the First Amendment, citing proposed legislation that would restrict liquor ads, alter the new TV ratings system and amend the First Amendment to allow campaign spending limits, and noting efforts to impose additional public interest obligations on broadcasters.

Amending the First Amendment in the interest of campaign reform would be a big mistake, Tauzin told the conference, that advertisers should fight "with every fiber of your being."

On President Clinton's call for free airtime for federal candidates (see story, page 19), Tauzin said government should stay out of "mandating government-preferred programming" on commercial TV.

Regulating advertising of legal products in America is unconstitutional, Tauzin said. He urged the beer, wine and distilled spirits industries to come together voluntarily to define a code of conduct on alcoholic beverage advertising.

He also cautioned against government efforts to alter the TV industry's two-month-old ratings system. "We need to give that system a chance to work," he said.

"I will do everything I can to protect the First Amendment," he said. —HF

sources say, while NBC is taking a hard-line stance.

Pressure to change the system was mounting even before the plan's official release in December. Representative Edward Markey (D-Mass.) and Senator Ernest Hollings (D-S.C.) introduced legislation that offered broad-

casters a choice of switching to a content-based system or restricting violent programming to hours when children were less likely to be watching TV. Hollings has asked McCain to schedule a markup of the legislation, but McCain opposes the legislation outright and has no plans to do so.

"It's common knowledge that the TV industry recognizes that its ratings system is a flop," says Jeff Chester, executive director of the Center for Media Education. "For weeks the word has been out that the industry is ready to satisfy America's parents. We're looking forward to our discussion." ■

## Higher proof needed to regulate liquor ads

*FTC says it's tough to link ads to increased consumption*

By Heather Fleming  
WASHINGTON

The Federal Trade Commission doesn't like alcoholic beverage ads directed at children, but it will have a tough time stopping them.

"[A]ll members of the commission would be deeply concerned about ads for alcohol or tobacco directed at children," FTC Commissioner Roscoe Starek told the American Advertising Federation conference last week.

"Concern, however, is not in itself sufficient for the commission to initiate an enforcement action based on our 'unfairness' authority," he said. Under that authority, he said, even if an ad appears to target kids, the FTC cannot act unless it determines the ad is "likely to cause substantial injury."

Starek said ads are frequently used "simply to induce consumers to switch from one brand to another" or to "differentiate one brand from another."

The FTC is investigating whether certain Siroh Brewery and Seagram TV ads target underage consumers. Starek did not comment on those investigations, but he noted that, in general, proving alcoholic beverage ads are "unfair" is tough.

The last time the FTC visited the issue of alcohol or tobacco advertising was in 1994, when it closed an investigation into whether the R.J. Reynolds "Joe Camel" ad campaign was "unfair." The commission had said that although it might appear "intuitive" that the campaign would lead more children to smoke, "the record did not show a link...sufficient to justify a charge of unfairness in violation of the FTC Act," Starek said.

In 1990 the FTC testified before

Congress that there was no conclusive evidence of a "causal relationship" between advertising and overall alcohol consumption. Two years ago, the National Institute of Alcohol Abuse and Alcoholism reached a similar conclusion after reviewing studies.

Still, the 1996 Supreme Court decision in the 44 *Liquormart* case may leave open the possibility that "the court could defer to the government's

judgment when the restriction concerns advertising about unlawful behavior," Starek said.

Starek cautioned that "alcohol and tobacco advertising...should be addressed through industry self-regulation and, if necessary, narrowly tailored government action consistent with the First Amendment. The best of intentions cannot justify excessive intervention or regulation."

House Commerce Committee ranking member John Dingell (D-Mich.) and Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) also agree that the industry should try to settle the issue of TV alcoholic beverage ads on their own. "Government action should be the action of last resort," Dingell said at the AAF conference. ■

## Campaign financing and the First Amendment

**WASHINGTON**—Will amending the First Amendment help fix the nation's broken campaign finance reform system? Senator Ernest Hollings (D-S.C.), ranking member of the Senate Commerce Committee, urged his colleagues to approve a resolution that would amend the Constitution to allow limits on campaign expenditures. The Senate will continue debating the amendment this week, but overwhelming defeat is expected.

Hollings says the amendment is needed to "correct" the 20-year-old Supreme Court ruling in *Buckley v. Valeo*, which struck down limits on campaign spending as an unconstitutional restriction on free speech. "Our democracy has cancer.... It has to be excised," Hollings said on the Senate floor last week. "[W]hether you get the money from the state, whether you get the money from bundling, soft money, hard money, volunteerism, free TV—just go around and everybody has an eye on it. But if you put a limit...then you have stopped, once and for all, that problem."

Senator Richard Bryan (D-Nev.) agrees. "Money has become the dominant factor in deciding who runs, who wins—and too often, who has the influence and power in the halls of government," he said. Senator Mitch McConnell (R-Ky.) countered that the apparent notion that "there is too much political discourse in this country...is absurd on its face." —HF

**NEW YORK**—ABC Inc. President Bob Iger took President Clinton to task last week for Clinton's attempt to use free airtime as the centerpiece for campaign finance reform. Imposing a free-time obligation "raises serious legal issues," Iger told the audience at a conference in New York sponsored by the Association of National Advertisers. Legalities aside, he said, "limiting campaign spending is not an issue [broadcasters] can solve. Furthermore, the quality of the political debate during campaigns has reached an all-time low, and I firmly believe that free airtime will not solve that problem." —SM

# TCI to raise rates in June

*MSO will recoup some cost increases, eat others*

By Paige Albiniak  
**WASHINGTON**

**T**ele-Communications Inc. will raise its cable rates an average 6.8% per subscriber starting June 1 to offset, it says, programming costs.

Bob Thomson, senior vice president for the company, said increases in programming costs account for about 60% of its overall cost increase. TCI went to great lengths to point out that cable remains substantially cheaper than comparable DBS service and that the FCC would have allowed the MSO to hike rates up to 35% higher than it did. The company will absorb those costs, instead.

Each MSO has a separate deal with the FCC to set its rules surrounding price increases. TCI's deal allows adjustments for inflation and recovery of costs above the prior year's budget. TCI says it will tighten its belt to absorb the additional costs, which will rise an average \$1.72 per subscriber per month.

But TCI also says it doesn't expect to be regulated much longer.

"If we've established anything...it's that intense regulation of tier programming is no longer needed. We are now a self-regulating industry," Thomson says.

The MSO offered a rate study from the University of Denver showing that even with rate hikes, its subscription prices are about half those of DBS. Thomson made it clear, however, that TCI takes seriously the DBS threat: "There is competition from DBS players everywhere. They are offering service comparable to ours in every one of our locations."

Analysts think TCI should be a bit nervous. TCI has "horrendously eroding cash flow," says Porter Bibb, managing partner at the Wall Street firm of Ladenburg Thalmann & Co. Bibb and other analysts think TCI Chairman John Malone is preparing to sell off TCI's cable assets.

Whether cable will face its demise anytime soon remains unknown, but TCI will not be caught completely unaware. It believes its digital cable venture, ALL TV, will give the DBS players serious competition—a belief

**"If we've established anything...it's that intense regulation of tier programming is no longer needed. We are now a self-regulating industry."**

**Bob Thomson,  
senior vice president, TCI**

most of those players share.

"That will be a much more competitive offering for us, certainly," says Jeff Torkelson of DIRECTV. "At that

point they can probably start to compare themselves."

Rate hikes have not been limited to cable. DIRECTV last week upped its rates \$5, or more than 13%. That increase is tricky to decipher; DIRECTV removed Encore channels from its most popular package, "Total Choice," raised rates 4 cents for the package, then charged subs \$4.99 per month to add back the Encore channels. DIRECTV's increases will affect subscribers in other areas too—equipment costs went up, as did pay-per-view costs.

The TCI announcement comes as no surprise: Malone said in October that a 1997 midyear hike was coming. Comcast last raised rates in November 1996. Continental and Time Warner increased rates in January. ■

## Bigelow in for Brill

*Interim Court TV CEO says he's considering many options*

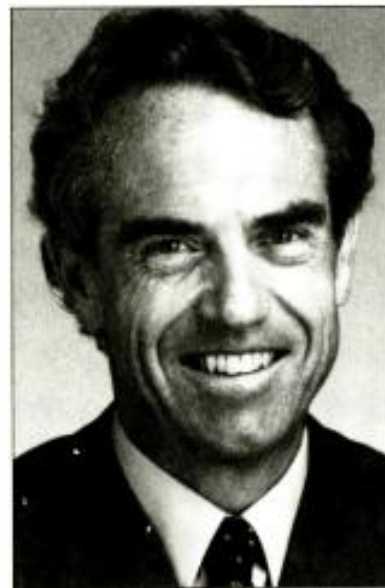
By Joe Schlosser  
**NEW YORK**

**A**mid the unrest at Court TV, the cable network has named former HBO and Time Warner Cable Programming president Thayer Bigelow interim chief executive officer.

Bigelow, who has been in the CEO post since Time Warner announced its purchase of Court TV founder Steve Brill's share in American Lawyer Media nearly four weeks ago, has been on Court TV's partnership committee for the past five years.

Court TV, which is now owned by NBC, Liberty Media and Time Warner, also announced that Brill will work as a consultant to Bigelow. Brill is currently running his American Lawyer Media publications and his online service Counsel Connect, both of which Time Warner has put up for sale.

Bigelow is hopeful that the interim



Bigelow

title will soon be discarded, and says he will waste no time in steering Court TV's ship. The network has 30 million subscribers, but viewership numbers in only tens of thousands, he says.

"We've got to increase our viewership, we've got to expand our distribution," Bigelow says bluntly. "Our ratings have been low, and we're going to bring them up. Under the broad heading of what Court TV has established, I

think there are lots of opportunities to increase our viewership."

Bigelow says Court TV's employee morale is calm despite numerous rumors about the network's future. Last week in BROADCASTING & CABLE, NBC Cable President Tom Rogers quashed any theory of a CNNfn and Court TV merger.

Bigelow says he has spent a lot of time answering employees' questions and concerns about the network's



future since arriving. "Anytime you have a change of leadership, it creates a certain amount of anxiety," he says. "I'm not going to be arrogant and say that's history and everyone is totally calm. They want to see what I'm going to do and what the partnership is going to do."

Bigelow foresees no layoffs in the near future and says that none of the three Court TV partners appears ready to sell.

"I think everyone is interested in their ownership position as it stands right now," he says. "I expect them to fully back us as we try to improve our ratings."

Bigelow describes his working relationship with Brill as good and says he will look for advice when necessary.

"He has a lot of expertise and he's very well connected to the American justice system," Bigelow says. Bigelow says he cannot predict Brill's plans, but he does not expect him to stay in a consulting position once the publications are sold.

"I don't think any kind of relationship with Court TV would last beyond the sale of the publications," Bigelow says. "As for his consulting, there is no firm agreement there."

Along with Erik Sorenson, who has agreed to stay on at Court TV as head of programming, Bigelow is looking into new show ideas for the network. Sorenson was hired by Brill five months ago and will report directly to Bigelow. Bigelow expressed confidence in Sorenson's work and says he is not looking to replace him.

A plan that Brill proposed to launch a series of regional court channels supported by American Lawyer's several legal publications might still be in the works, Bigelow says.

"It's still an alternative that we'll look at very carefully," he says. "It has some good reasoning behind it: the interest of cable operators in local programming is always strong. And the interest of viewers in what's going on locally isn't bad either."

But if the publications were to be sold, Bigelow says, there might be some new challenges. He wonders how many compelling trials are taking place in any local region on a given day.

"If creating these local court channels is such a good idea, then maybe there is a basis for forming another relationship with the publications, even though they might be sold to an outside party," Bigelow says. ■

## Closed Circuit

### COLORADO

#### Vail-ed threat

**N**uclear war" between cable operators and programmers is distasteful but nonetheless possible, TCI Communications' senior VP of finance, Barney Schotters, said at a Janco Partners investors conference in Vail, Colo. While Schotters said he hopes it doesn't go that far, it's conceivable that TCI might drop costly, high-profile nets, such as ESPN, to send a message to the programming sector that TCI is unwilling to accept ever-growing costs.

### DENVER

#### The taxman waiteth

**F**ew things are simple where TCI is concerned, and that extends to the estate of late TCI chairman and founder Bob Magness. Liberty Media Corp. has asked for an IRS ruling on whether Liberty can conduct a tax-free spin-off of its Time Warner interests (about 9% of outstanding TW shares) and a tax-free spin-off of Liberty itself. TCI has asked for a similar ruling on TCI International so that it can sell all or part of its 82% stake in TINTA. But it seems that the IRS is holding off on any rulings until the value of the estate is clear. Under IRS guidelines, estates with sizable stock portfolios are valued at the time of death or six months after—which ever is the lower figure. May 15 marks six months since Magness died. Moreover, the IRS is concerned that the executors of the Magness estate not give the impression that the estate is a seller of the substantial shares it holds in TCI, Liberty and TINTA. The reason: That impression could prompt others to sell, driving down the value of the shares, reducing the value of the estate and thus reducing the tax man's take.

### NEW YORK

#### Fighting for exclusivity

**A**BC and its affiliates almost had a deal that would have limited so-called repurposing of programs

intended for network airing in other venues such as cable networks. Under the deal, any show airing on the network couldn't have been used in an alternative medium for at least six months. But the deal was apparently quashed by the powers-that-be at Disney, ABC's parent. "Disney felt those terms were too limiting in terms of other opportunities to [recoup] some of their huge programming costs," said one source. Grouched one ABC affiliate executive: "They don't get it. Exclusivity is our life's blood. It's the only way we'll survive as the viewing pie gets more and more fragmented." Meanwhile, talks continue. Meanwhile at NBC, President Bob Wright is meeting with station group heads this week over the issue of network programming going to MSNBC. Repurposing is the biggest issue affiliates have had to deal with in the last 30 years said one group head. The problem began with MSNBC/NBC cross-promotion and was exacerbated by MSNBC's rebroadcast of the network's *Dateline*. Television Operators Caucus also had conference call on repurposing issue last week.

### SAN FRANCISCO

#### Karmazin in California

**R**adio insiders are speculating that CBS Radio Chairman Mel Karmazin may try to acquire broadcast rights to the San Francisco 49ers for KPIX(AM) San Francisco. He may also be shopping for a San Francisco outlet for Howard Stern. KPIX is all-talk and airs Don Imus in morning drive. Market insiders say CBS may take the station to all-sports, similar to Imus's flagship WFAN(AM) New York, and plant the 49ers there. The 49ers have one year left on their contract with KGO(AM) San Francisco. Also, radio insiders speculate that CBS's recently acquired modern rock KITS(FM) San Francisco may be the next affiliate for Stern. Stern airs on KOME(FM) San Jose, whose signal covers only a portion of the San Francisco market.

# Clinton calls for FREE AIRTIME

*Broadcasters call plan for federal candidates unconstitutional and unworkable*

By Heather Fleming  
WASHINGTON

President Clinton thinks free airtime for federal candidates is a price that broadcasters should pay for their digital TV licenses. But broadcasters say the plan is unworkable and unconstitutional.

Clinton, himself mired in charges of campaign finance law abuses, said that because the rising cost of TV is the biggest factor in soaring campaign spending, broadcasters must be part of the solution.

"I believe broadcasters who receive digital licenses should provide free airtime for candidates, and the FCC should act to require free air time," Clinton said at the Free Air Time and Campaign Reform Conference. "Free time for candidates can help free our democracy from the grip of big money. In 1997, for broadcasters, serving the public should mean enhancing our democracy."

Clinton issued an executive order last week establishing an advisory panel to examine what broadcasters' public interest obligations should be for their digital channels. The panel will comprise up to 15 private citizens, including broadcast, computer, academic, public interest, and advertising representatives, and will make recommendations to the President within a year.

Clinton also reiterated his support for the McCain-Feingold campaign finance reform legislation, which he said should proceed on a dual track with the FCC's work on free airtime. McCain-Feingold gives federal candidates a variety of incentives to voluntarily limit their spending—including 30 minutes of free TV time and dis-



***"I believe broadcasters who receive digital licenses should provide free airtime for candidates, and the FCC should act to require free airtime."***

counts 50% below the "lowest unit rate" for additional ads.

FCC Chairman Reed Hundt, an advocate of free time for federal candidates, was "thrilled" by the President's comments. "As the President communicated, the FCC has the power, the precedent and the procedures to insure free access to the airwaves for political candidates," he said.

But fellow FCC Commissioner James Quello says he has First Amendment concerns over mandating free time in exchange for digital TV licenses. He acknowledged that "any license...inherently has a public interest obligation," but he opposes "additional, quantifiable" obligations.

The National Association of Broad-

casters (NAB) opposes the free time on the grounds that it is "blatantly unconstitutional" and won't help prevent illegal campaign contributions, reduce the cost of campaigns or stop negative ads.

"Any proposal of free time is unworkable in that some stations cover as many as 33 congressional districts," said NAB President Eddie Fritts.

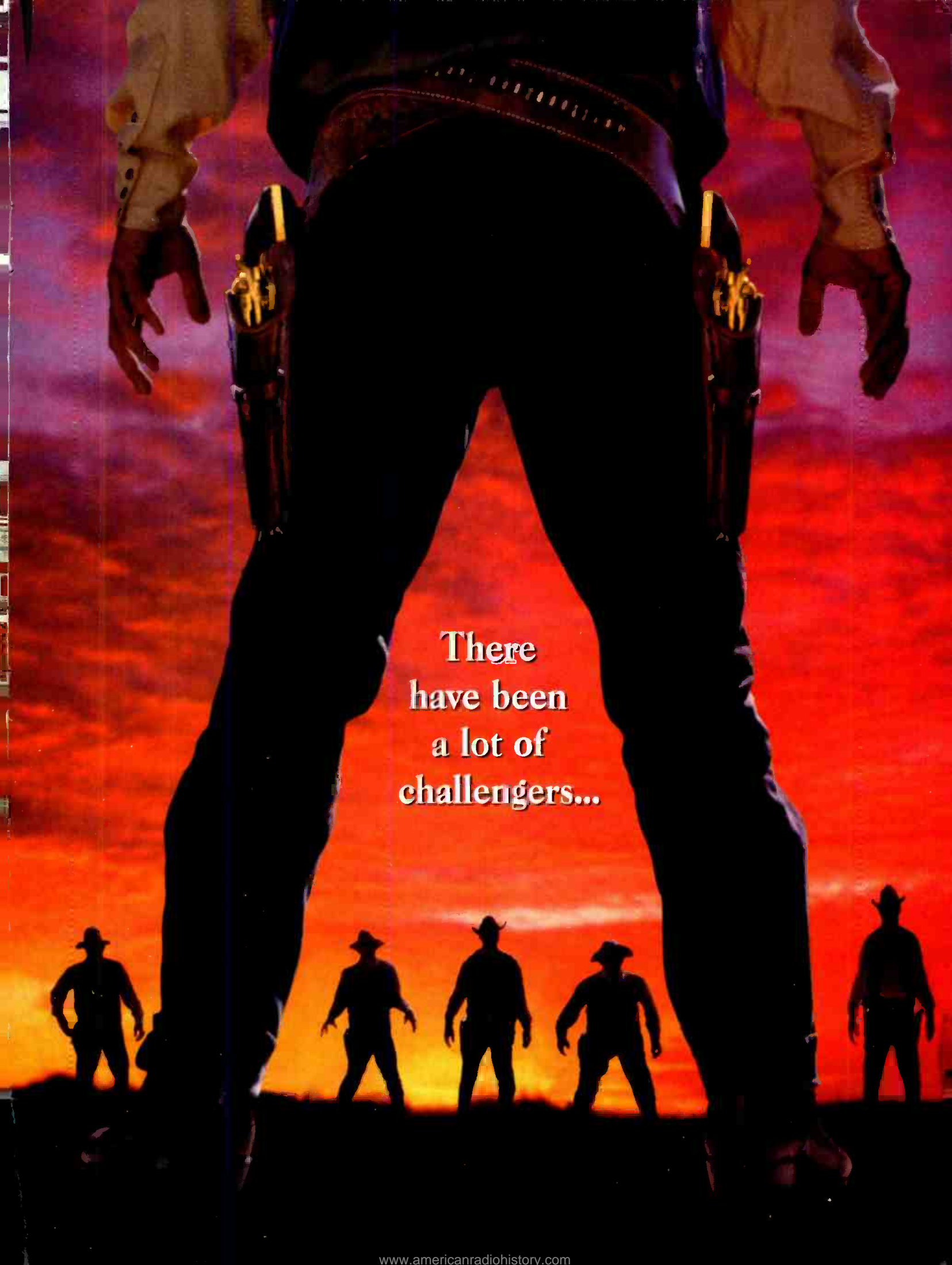
NAB said Clinton and others vastly overstate the amount of money that campaigns spend on advertising. The association cited a September 1996 study by Dwight Morris of PoliticsNow that Clinton and others greatly overstate spending on TV and radio campaign ads. Morris's analysis of the 1994 federal elections concluded that of money spent by House incumbents toward re-election, only 25% was spent for broadcast ads—including consultants' fees, production costs, and airtime. For incumbent Senators' campaigns, TV and radio ads accounted for 40% of spending.

One network lobbyist said it is clear that Clinton is trying to "divert political attention from the current imbroglio" over campaign fundraising.

Addressing constitutional issues, Senator John McCain (R-Ariz.)—sponsor of the free-airtime legislation—commented: "I do not believe money means free speech in America. If it does, there are millions of people in the U.S. with no free speech."

Barry Diller, architect of the Fox network, now chairman of HSN Inc., also backed the President's plan. Diller said broadcasters would no longer be able to pay "lip service" to their public interest responsibilities. Diller told reporters that giving free airtime is "no big deal—broadcasters don't make much money on political advertising. It's a drop in a huge bucket." Even when cigarette advertising, which had accounted for 20% of broadcasters' revenue, was banned from TV, "it was a blink of an eye," he said.

The concept of free airtime for candidates is nothing new, but the Free TV for Straight Talk Coalition—founded by Walter Cronkite and former *Washington Post* reporter Paul Taylor—gave the idea new momentum last year. The



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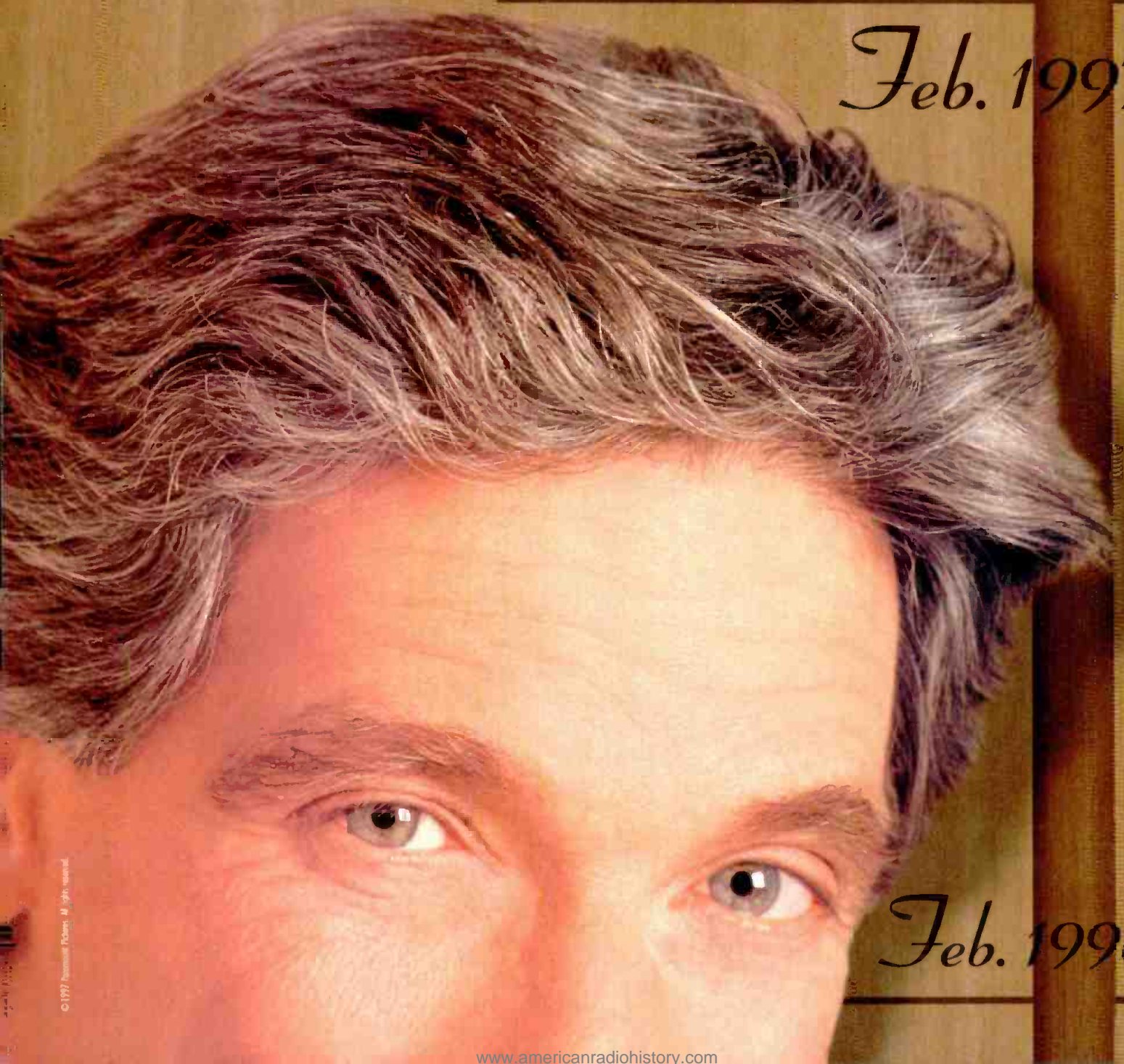
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coalition proposed a schedule and guidelines for free time for presidential candidates that won the support of the campaigns but not the networks, which came up with alternative plans.

How successful was the free time in giving voters more substantive information about the candidates' views? An Annenberg Public Policy Center report mixed results. Comparing 1996 broadcast evening news programs with information offered during the free airtime, the free time had proportionately more policy information less inflammatory language than ads and in some cases was more accurate than debates and ads.

However, the "erratic scheduling" of the free time minimized the audience for free time, the report concluded.

Speaking at the free-time conference, Alex Castellanos—Dole-Kemp '96 media consultant—called the free time "inconsequential" and a "distraction."

Barbara Cochran, CBS News executive producer for politics, said CBS was "disappointed" with the results of its free-time program. Dole and Clinton simply "regurgitated" soundbites they had been using throughout the campaign, she said, and there was no opportunity for journalists to point out inaccuracies. ■

## Broadcasters, DBS operators settle on white areas

**WASHINGTON**—As expected, broadcasters and DBS operators settled their long-standing dispute over white areas.

At issue was which homes qualify to receive DBS-retransmitted distant broadcast signals. Under the Satellite Home Viewer Act, only those customers in white areas—places where customers cannot receive a Grade B—intensity broadcast signal—are eligible to receive the imported signal. Broadcasters had charged that many DBS operators cheat, but DBS operators responded that some customers may receive a Grade B signal from their rooftop antenna but still cannot get a picture in their living room.

EchoStar, Netlink and Primestar agreed to develop with broadcasters prescreening techniques for customers based on ZIP codes and maps. For each market, broadcasters and DBS operators will clearly define the white area.

Under the current system, DBS companies sign up customers who say they cannot receive a local TV signal. A local station may challenge the decision in a letter to the DBS operator afterward. The prescreening process will avoid the subsequent canceling of customer service.

PrimeTime 24, which has been sued by broadcasters over white-area disputes, and DIRECTV did not sign off on the deal. Last week, CBS and Fox fired another shot in the networks' legal battle with PrimeTime 24. The networks asked a Florida court to bar PrimeTime 24 from delivering network signals to viewers within the Grade B signal contour of a local affiliate. The networks said the action would bar the satellite carrier from "signing up still more ineligible subscribers" while their legal challenge to PrimeTime 24 is pending.

"Having been granted an inch by the Satellite Home Viewer Act, PrimeTime 24 has taken a mile," the networks said in their request for a preliminary injunction. —HF

### Over the spectrum

Jesse Jackson wants the FCC to auction digital TV channels, or at least the channels outside the commission's "core spectrum" plan. "At a minimum, the FCC should adopt its core spectrum plan, auction digital TV licenses to new entrants between channels 2 and 6 and 52 and 69...and auction digital TV channels for viable minority- and women-owned new entrants in the digital television market," Jackson said in a letter this month to FCC Chairman Reed Hundt. The Rainbow Coalition president said the FCC can use the channels lying outside the core spectrum to improve minority ownership in the industry. "Any plan to give away free channels to any other interests would waste both the opportunity to promote broader diversity of ownership among new entrants and the chance to generate billions of dollars in federal revenue from the auction of remaining spectrum," Jackson said. His letter follows efforts by BET Holdings Chief Robert Johnson to push for an auction of the digital TV spectrum.

### CBS under FCC eye

The FCC has ordered CBS to turn over political advertising contracts connected with the 1990 primary election to

a group of then-candidates, charging the network's Los Angeles station overcharged them during the election.

In a ruling last week, the Mass Media Bureau said the collection of candidates—including Dianne Feinstein and Pete Wilson—had made a sufficient case of a "lowest unit charge" violation to warrant further investigation. The

bureau ordered CBS to provide the candidates with a series of documents including invoices, logs and other records of advertising time during the 1990 primary election. While ordering CBS to

turn over the documents, the bureau also rejected complaints by the candidates that KCBS-TV had refused to provide information on the preemptible rates available to commercial advertisers and that the station had violated comparable-use and reasonable-access rules.

### Public reallocation

Representative Curtis Weldon (R-Pa.) last week said he is preparing to offer a House version of Senate legislation that would require the FCC to reallocate four channels in the 60-69 range from broadcasting to public safety use. Discussing their push last week for more spectrum, city representatives said they still face opposition from broadcasters. "There are those in the industry who do not want to see this happen," said Mark Schwartz, president of the National League of Cities.



Edited by Chris McConnell





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8.2

14

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7.3

12

INSIDE EDITION

6.8

11

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# CABLE vs. DBS



## The Sky Is Rising

*DBS service with local stations is cable's first serious competition*

**L**ook out, cable: Rupert Murdoch and Charlie Ergen are amassing a "cosmic armada" to steal away your subscribers.

The product of the merger of Murdoch's ASkyB and Ergen's EchoStar, the armada will comprise eight high-power satellites. Once in orbit, they will be able to broadcast hundreds of TV channels from California to Maine.

Sky, as the fleet will be known, claims it will be everything that cable is, and more. Unlike earlier satellite TV offerings, Sky would deliver all the top local TV stations. In addition, it would offer all the cable networks, not just those that channel-strapped

cable systems now do.

And subscribers won't have to pay for the satellite earth stations—the 18-inch rooftop dish antenna and set-top receiver. Officials say those will be included in the price of basic service, just as is in cable. A second set-top for a second set would cost only a few dollars more.

Sky boldly predicts that it will sign up 8 million subscribers within five years, 40% of a projected 20 million. Privately, Sky officials expect to do much better.

Sky will be built on EchoStar's current DBS service, which now counts 440,000 subscribers. Sky's rollout depends on the

### Technology

#### Sky to put stations on the spot (beam)

Advanced satellite would permit Sky to offer local broadcast signals to 75% of country. **PAGE 34**

### Legal/Regulatory

#### Sky goes to Capitol Hill for quick copyright fix

Amendment would facilitate carriage of local broadcast signals. **PAGE 35**

### Programming

#### Broadcasters weigh Sky plan

Most want more information before granting Sky the right to carry their. **PAGE 38**

### Finance

#### Does Sky have a limit?

Sky says it will spend \$3.4 billion to take on cable and other DBS companies. **PAGE 40**

### Management

#### Sky's Strange Bedfellows

Success of 50-50 venture depends on Murdoch and Ergen ability to get along. **PAGE 41**

### Marketing

#### Sky's strategy: More for less

When Sky goes to market, it will offer all that cable does and more. **PAGE 42**

successful launch of a series of satellites over the next two years. If all goes well, it will begin to deliver local signals late this year to 11 or 12 major markets covering 30% of U.S. TV homes. Phase II comes in first quarter 1998, when the coverage goes to 50%; Phase III, in the fourth quarter, when coverage jumps to 75%-80%. But with Sky's big plans come big obstacles.

Sky is pushing the technology. Its plan to provide local signals in up to 80% of the nation's TV homes requires a spot-beam satellite and a dish able to receive signals from satellites in two different orbital slots at the same time. Experts say such technology is doable, but it hasn't been done—at least not on the scale Sky envisions.

The service also relies on advanced TV signal compression

***"Competition is good for our customers and good for our company. If there's one thing that [TCI President Leo Hindery] has talked to us about, it's that. We welcome the competition. We are going to kick some serious butt."***

**—TCI spokesman Bob Thomson**

sion to squeeze at least twice as many TV signals through a DBS channel as is now being done. Sky is counting on at least 10:1 compression to deliver its first 500 channels.

Sky should be able to line up all the cable networks it wants. The 1992 Cable Act, which bars most programmers from discriminating among media has turned cable networks into a commodity. And it should be able to license movies for its near-video-on-demand services, in which films are presented with frequent start times.

But the programming it needs the most to provide the competitive edge—the local TV stations—is far from certain. Broadcasters at an NAB conference in California last week were enthusiastic about the service after a presentation by Murdoch and Ergen. But none have yet promised to give Sky permission to carry their signals.

Sky also must leap some legal and

regulatory hurdles, several of which are being erected by DBS and cable rivals. Most important is legislation that would clarify copyright law to permit Sky and other DBS operators to retransmit local signals. And Sky wants to affirm that it's entitled to the same royalty-free carriage that cable now enjoys.

The obstacles give some comfort to cable and its Wall Street followers. Even if Sky overcomes them, they say, cable will still hold its own.

"Let's say everything goes peachy with these guys and they're able to deliver 75 percent of homes with local spot beams," says Spencer Grimes of Smith Barney. "It still gives cable a year to 18 months to do a number of things, like solidify relationships with customers, tout the value of cable, get digital cable into people's homes."

"Cable will make up for any cash-flow loss with peripheral services," says Chuck Kersch, of Neidiger Tucker Bruner. What's more, the market for multichannel TV services will expand as prices come down, he says. And cable will pick up the larger piece of the bigger pie.

The cable marketplace's answer to DBS in general has been Primestar. A partnership of large cable operators, Primestar has battled DIRECTV and USSB for nearly three years with a medium-power service requiring slightly larger dishes.

And Primestar is to be more than just a direct-to-home satellite service. A cable system can expand its program offerings by "overlaying" Primestar's digital programming on its conventional cable programming. The system can go almost instantly to 150 channels. Of course, it has to put a new and costly digital box in each home that subscribes to the expanded service.

Sky poses the most serious competitive threat to cable in its nearly 50-year history, yet most believe cable is strong enough and agile enough to bear the competition and prosper. Says analyst Ted Henderson of Janco Partners: "This isn't the death knell for cable."

"Competition is good for our customers and good for our company," says TCI spokesman Bob Thomson. "If there's one thing that [TCI President Leo Hindery] has talked to us about, it's that. We welcome the competition. We are going to kick some serious butt." ■



## SKY'S VIEW OF CABLE: 'INFERIOR, CHINTZY'

In announcing the ASkyB/EchoStar merger last month, News Corp.'s Preston Padden let cable have it with both verbal barrels. Some highlights:

***"The easier way to visualize what we will be doing is to imagine a highly cost-effective and functionally superior wireless overbuild of the entire cable industry."***

***"Our goal is to come to market with a television product so superior and a consumer proposition so compelling that a***

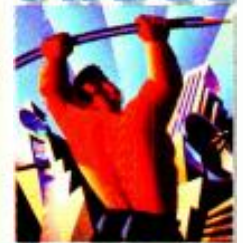
***substantial number of those 70 million [pay TV] households stop writing their checks to their current service—usually cable—and start writing them to Sky."***

***"We will provide consumers with immense value in premium services—eight different channels of HBO for the same cost as the single channel they get today from their chintzy and capacity-strained...local cable company."***

***"We view this estimate [8 million subscribers in five years] as extremely conservative. It assumes that more than two out of three cable customers choose to stay with an inferior product rather than switch to DBS."***

COVER STORY

CABLE



VS. DBS

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# Sky to put stations on the spot (beam)

Targeted technology will allow retransmission of local signals

By Glen Dickson

The key to Sky's plan to retransmit local broadcast signals to 75% of the nation's TV homes is a spot-beam satellite scheduled to launch in October 1998. So how will the new bird work?

Spot-beam technology targets a frequency to a specific area from one or more transponders, as opposed to sending out a widespread signal that can be

received across the continental U.S. (CONUS). While no one has built a satellite composed solely of spot-beam transponders, EchoStar CEO Charlie Ergen says the technology isn't new: "Spot-beam technology has been around the Defense Department and Intelsat for a long time."

All of the Intelsat 7 series satellites

were built with single steerable spot-beam transponders that were reconfigurable upon orbit, says Dan Collins, vice president of sales and marketing for satellite manufacturer Space Systems Loral. According to Collins, Loral also built the first Superbird satellite in 1989 for Satellite Communications Corp. of Japan with a spot-beam transponder. "It had a frequency range of two-tenths of a degree to target metropolitan Tokyo," he says.

Hughes Aircraft, which is contracted to build the spot-beam bird for Sky, won't comment on its spot-beam technology. But Collins says that building a dedicated spot-beam satellite for DBS use is "absolutely technically feasible." Loral is building Sky's first two standard DBS birds.

The size of a spot-beam satellite would be the same as a standard DBS bird, although the weight would be slightly higher because of more complex electronics and RF gear, says Collins. The transponder power of the bird would be lower. "It might take 200 to 250 watts to cover the whole U.S., while it might take only 15 to 20 watts per transponder to cover a smaller



An artist's rendering of one of the standard DBS satellites Space Systems Loral is building for Sky. The first one, Sky 1, ships in August and launches on Sept. 1. The next one is due to launch in early February 1998.

area," he says.

A spot beam might be composed of three grouped transponders, which would equate to 30-50 local TV channels, says Collins. One beam, for example, might cover Albany, N.Y.; New York City; Boston, and Hartford, Conn. "You couldn't avoid having several cities in the same spot beam," he says.

Each spot beam would require a separate uplink center. Sky plans to develop eight regional uplink centers, which correlates with Collins's assumption of grouping several transponders to form one spot beam. Sky needs to be able to transmit 240 channels of local TV sta-

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## DISHES WITH AN APPETITE

Another technical hurdle for Sky to clear is the development of a dual-feed consumer dish that can receive signals from satellites at two orbital slots—EchoStar's at 119 degrees and News Corp.'s at 110 degrees.

The dish would require either two feed horns or an integrated dual-feed horn, with a separate downconverter for each satellite frequency. The IRD then would switch between the signals via the consumer's remote control.

News Corp.'s Preston Padden says Sky already has tested a prototype dual-feed dish receiving signals from EchoStar's birds at 119 degrees and DIRECTV's at 101 degrees.

"We know, given the fact that our satellites will be only nine degrees apart, it will be a piece of cake," he says. Padden adds that the additional low-noise block converter will add about \$10 to the manufacturing cost of the dish.

EchoStar CEO Charlie Ergen says that his company has used multiple-feed dishes in Europe to receive sig-

nals from as many as three satellites. "It's not a problem," he says. "You're essentially just changing the feed in the dish."

Ergen adds that EchoStar had planned to upgrade its DISH network customers to multiple-feed dishes to make use of its orbital slots at 61.5 and 148 degrees. "We don't see any technical showstoppers in this."

In fact, German antenna manufacturer Galaxis already makes a dual-feed dish using its patented Integrated Multifield Technology to look at different European birds. Galaxis spokeswoman Michele Stiles says the company makes versions that can accommodate six or eight degrees of separation between satellites.

Stiles says that accommodating nine degrees of separation is "definitely do-able" with some R&D work. The greater the separation between the satellites, the greater the distance between the two downconverters inside the integrated feed horn needs to be, says Stiles, which results in a bigger feed horn. —GD



tions to cover 75% of U.S. station homes (B&C, March 3), so his assumption of 30-50 channels per beam also looks accurate.

While several cities might be covered by the same frequency, the DBS provider then would limit reception to local markets through the same type of conditional access technology it uses for pay per view, adds Collins.

EchoStar's Ergen confirms that Sky will do exactly that: "Our strategy is to support the local broadcaster. While a signal

may overlap several cities, we'll only turn on the customers in the local DMA. We'll do that with conditional access, the same way we black out games for regional sports networks today."

Sky viewers in Providence, R.I., for example, won't get to see Boston stations—even if they can receive VHF signals of those same stations on their rabbit ears today.

Ergen also confirms that Sky is planning on regional uplink centers. Local station signals probably will be backhauled via fiber to these sites, then MPEG-2 compressed for uplink to the spot-beam bird.

"Our initial economic analysis is that it will be cheaper to go over landlines [as opposed to satellite] to regional uplink centers, as many as eight," he says. "We'll probably work with existing uplink broadcasters for that service, and compress the signal there."

Ergen adds that EchoStar has been designed for local retransmission from "day one." His original plan was to use EchoStar's orbital slots at 61.5 degrees west longitude and 148 degrees west longitude to bring local TV signals to 25% of the population.

"Those half-CONUS transponders are still very much in our business plan," he says. "They'll be used for distance education, public service, data transmission and some local channels for markets we don't have room for."

Ergen also predicts that Sky's competitors will come up with their own strategy for retransmitting local signals. "Back in 1992, everyone said you couldn't do digital compression, and Hughes proved them wrong [with DIRECTV]," he says. "A similar thing's going to happen here." ■

# Sky goes to Capitol Hill for quick copyright fix

*DBS service wants law changed to include TV stations*

By Heather Fleming

**W**ith potentially billions of dollars at stake in the war for multichannel video customers, ASkyB and EchoStar CEOs Rupert Murdoch and Charles Ergen headed to Capitol Hill two weeks ago to pitch their plan to retransmit local broadcast signals.

ASkyB and EchoStar—which are merging to create the Sky DBS service—say their chance to compete head-to-head with cable rests on their ability to retransmit local TV signals. They believe a ruling last year by the Library of Congress's Copyright Office opens the door for Sky to retransmit local broadcast signals, as long as the broadcaster gives consent. However, in areas with overlapping Grade B contours, a network affiliate has the right to block retransmission of a competing affiliate signal.

To prevent such a situation, ASkyB and EchoStar are seeking a legislative change to the Satellite Home Viewer Act that would allow distribution of local signals based on the markets defined by the Nielsen DMA (designated market area) system rather than the actual coverage area.

Under current law, direct-to-home satellite carriers are permitted to import broadcast signals from other markets, but they may provide signals of network-affiliated TV stations only in "white areas"—areas where a Grade B signal can be received with a rooftop antenna.

"It's very difficult to be an alternative to cable if you don't have the channels that get two-thirds of the viewing," Ergen says in explaining the need for legislation. There are 10 reasons that consumers don't buy dishes, and the first nine are the lack of local TV stations, he says. "In real estate it's location, location, location. In DBS it's local, local, local."

ASkyB and EchoStar also want to take advantage of the satellite compulsory copyright license, which allows satellite carriers to distribute broadcast signals without individually negotiating fees with copyright owners.

The copyright royalty rates set up by

the act are 6 cents per subscriber per month per signal for network signals, 14 cents for syndex-proof superstations and 17.5 cents for superstations. Those rates expire in July 1997 and are being renegotiated by a copyright royalty arbitration panel set up by the U.S. Copyright Office. A decision is expected in August.

Because retransmission of local network affiliates would not extend the reach of broadcast signals, ASkyB argues, a special zero-rate royalty category should be created for local signal retransmission.

Bill Roberts, lawyer with the Copyright Office, says his office "lacks jurisdiction" to make a declaratory ruling on whether Sky may retransmit local signals. However, it did "consider" the issue and determined that it would accept statements of account and royalty payments for local retransmission of network signals. "Only the federal court can say definitively whether they are eligible to do this," Roberts adds.

DIRECTV and USSB have no plans to retransmit local signals because of satellite capacity.

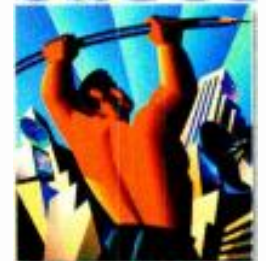
On Capitol Hill, Representative Rick Boucher (D-Va.)—a member of the House Commerce and Judiciary committees—says he will sponsor ASkyB's legislation, but he first wants broadcasters and satellite carriers to reach an agreement on their own. In fact, Murdoch went to Pebble Beach, Calif., last week for the National Association of Broadcasters futures conference to meet with broadcasters about the issue.

Other lawmakers are sympathetic to the case for DBS retransmission of local signals, but they don't want the tables to be tilted against cable either.

House Telecommunications Sub-

COVER STORY

CABLE



VS. DBS

committee Chairman Billy Tauzin (R-La.) said: "I made it abundantly clear [in the meeting with Murdoch] that when and if head-to-head competition emerges, there has to be some regulatory parity as well between the two competitors. The notion that parity in programming has to be accompanied with parity in regulatory treatment seems to be something they're willing to accept."

Senate Commerce Committee Chairman John McCain (R-Ariz.) has expressed similar concerns, and both he and Tauzin intend to examine the issue at hearings this spring. Leaders of the Judiciary Committee have not yet weighed in, and it is unlikely that lawmakers will step in with legislative solutions while talks among industry players are ongoing.

The multibillion-dollar question is how "regulatory parity" between cable and other multichannel video distributors will be defined.

"The [cable] compulsory license was adopted as part of a telecommunications plan that included a whole series of obligations," says Stephen Effros, president of the Cable Telecommunications Association (CATA).

"Giving 5 percent of our gross revenue to the cities, [offering]

PEG [public educational and governmental] program access, leased access—all of that stuff—is part of a communications policy that concluded we got a compulsory license. How those apply to DBS I don't know."

In addition, cable operators are required to carry all local broadcast signals (must carry). The U.S. Supreme Court is considering a case challenging the constitutionality of that law. Court observers expect the must-carry requirement to be overturned, but if it isn't, DTH satellite carriers could face serious obstacles in their effort to pick and choose which local stations they will retransmit. Sky intends to carry all "major" commercial stations in a market.

Under the Cable Act of 1992, DBS operators are required to reserve 4%-7% of their channel capacity for public interest programming. Although the rule is not enforced, the FCC is working on a rule to implement the requirement. ■

## COVER STORY

# CABLE



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## OPPOSING ARGUMENTS TO SKY'S BID

EchoStar and News Corp. will face a series of regulatory hurdles in seeking government approval of their Sky venture (see page 35). Some issues that the deal's opponents may raise include:

**DBS Channel Caps** There are only three DBS orbital slots from which a satellite can cover the entire continental United States (CONUS). Sky's plans call for operating satellites from two of them. Last year the FCC decided to restrict any one company from controlling more than one of the "full-CONUS" slots. The FCC adopted the restriction as part of its rules for auctioning reclaimed channels at one of the orbital positions.

"This one-time auction rule...will essentially insure that each of the three full-CONUS DBS orbital slots will initially be controlled by entities that do not share interests with DBS operators at the other two locations," the FCC said, adding that the increase in competition among multichannel program providers would serve the public interest.

A court challenge to the restriction by DIRECTV is pending. The restriction itself no longer is in effect, but FCC officials say they plan to review the factors that prompted the rule to see if such an orbital slot ownership restriction should still apply.

**Foreign Ownership** MCI already has weathered one foreign ownership battle in its effort to acquire a license for one of the two DBS slots that Sky plans to use.

Opposing MCI's license, cable companies and even EchoStar argue that the FCC should apply foreign ownership limits to DBS operators. Broadcast foreign ownership caps restrict companies from owning more than 25% of a U.S. broadcast license. Companies challenging the MCI license pointed to both News Corp.'s interest in the DBS channels and the acquisition of MCI by British Telecommunications.

Last December the FCC said the restrictions do not apply to subscription DBS services. The commission also said, however, that it will consider "all comments and public interest issues" concerning the license as part of the FCC's review of British Telecom's acquisition of MCI.

**Crossownership** There is no restriction against owning a TV station and a local DBS service of the sort planned by Sky. But some in the cable industry say there should be. They cite the restrictions against common ownership of cable systems and TV stations within a market. If those rules are aimed at keeping cable operators from favoring broadcasters they carry on cable, the industry's lawyers reason, then DBS operators rebroadcasting TV stations should face the same restrictions.

FCC officials have not previously reviewed such arguments. But they likely will have a chance to if the cable industry makes its expected case at the FCC for a DBS/broadcast crossownership restriction.

**Antitrust** News Corp. and EchoStar will be seeking antitrust clearance as well as FCC approval for Sky. Some lawyers point to the conditions placed on last year's Time Warner/Turner merger in predicting that antitrust regulators may want to examine the Sky venture. —CM

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# Broadcasters weigh plan

*TV station groups want more answers before granting Sky permission to carry signals*

By Cynthia Littleton

**C**able programmers are ready to do business with Sky, but the big broadcasters who can make or break its business plan are still non-committal.

To take on the cable industry, Sky Chairman Rupert Murdoch and CEO Charlie Ergen intend to market the service as the only DBS service to offer local stations as part of its regular program menu, thanks to Sky's channel capacity advantage over its DBS rivals DIRECTV, Primestar and AlphaStar.

Murdoch and Ergen outlined their plans last week in a presentation at the

National Association of Broadcasters' conference in Pebble Beach, Calif. The pitch for local broadcasters' retransmission consent was generally well received by the roughly 50 broadcast executives in attendance.

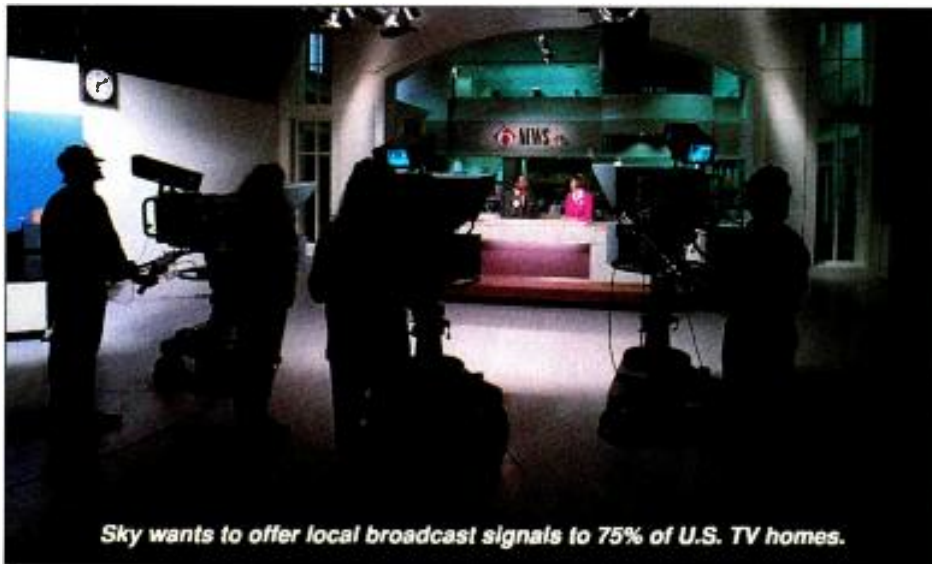
"I don't see how anybody can lose with this deal," said Jim Babb of LIN Television.

Yet the top TV groups that carry the most popular news and entertainment programming in the largest markets were still on the fence as of press time last Thursday. Representatives for the ABC, CBS and NBC owned station groups declined comment on the matter.

Privately, sources within each group said they were waiting for more details on Sky's plan for offering local stations in up to 75% of the country by late 1998.

"We'd hate to be held captive to Rupert for anything," said one broadcasting executive who would not speak for attribution.

In exchange for local retransmission consent, Sky is promising to protect the broadcaster's right to exclusivity in each market. In its preliminary conversations with broadcasters, Sky is not offering any retransmission compensation. On the other hand, it is not asking broadcasters for money for uplinking



Sky wants to offer local broadcast signals to 75% of U.S. TV homes.

their signals to the satellite.

If all goes as planned, Sky's "cosmic armada" of seven satellites will selectively retransmit local stations only within each subscriber's designated market area.

The Supreme Court's decision on must carry this spring may raise other questions about Sky's rollout plans. Most believe the high court will strike down the rules requiring cable systems to carry all local TV stations.

If must carry is upheld, cable operators may lobby the FCC to impose the same rule on DBS providers as a condition of carrying any local stations. At present, an all-or-nothing mandate would be technologically infeasible for Sky and other DBS providers.

As many in the industry predicted, some broadcasters are eager to see the DBS industry, which has about 4.6 million domestic subscribers, mount true competition to cable.

"If you have multiple parties that have need of you, then you have a market, a free market," said Harry Pappas, president of Pappas Telecasting.

While some broadcasters may still be wary of News Corp., cable programmers welcome the new alliance with open arms. That list includes channels owned by some of Murdoch's staunchest business foes—Time Warner's HBO, CNN, Cartoon Network, TNT and other Turner networks.

"We as programmers want to see our

networks distributed as widely as possible," says Eleanor Helms, executive vice president, Turner Home Satellite. Helms added that the Turner networks were about to begin carriage negotiations with American Sky Broadcasting just before its merger with EchoStar and transformation into Sky.

EchoStar's DISH network, which has about 440,000 subs, already has multiyear licensing agreements with most major cable programmers, including Fox, Viacom, Disney/ABC, Turner, Time Warner and Discovery/Liberty Media. Few, if any, of those arrangements are expected to change with DISH's transformation into Sky next year. "Whatever they call it, we'll be on it," said Howard Zaremba, vice president, special markets, for A&E Networks.

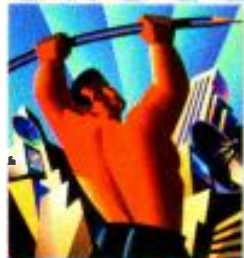
Pay-per-view titles and specialty sports packages are another area of focus for Sky. "The Sky platform will feature an expansive home theater with more than 60 channels of near-video-on-demand," said News Corp.'s Preston Padden in unveiling the EchoStar/ASkyB alliance last month.

Like DIRECTV and Primestar, Sky will have the option of putting together premium out-of-market sports packages from regional sports channels and other sources.

DIRECTV's exclusive DBS distribution arrangement with the NFL extends through at least the upcoming season, according to an NFL spokesperson. ■

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## VS. DBS

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# Does Sky have a limit?

Analysts wonder how much money Murdoch is willing to invest in his U.S. DBS venture

By Price Colman

**W**ith the initial euphoria about the News Corp.-EchoStar Communications' Sky partnership giving way to questions from the financial community, there's a growing sense that the nascent venture has some big money mountains to climb.

Even News Corp.'s shrewd chairman Rupert Murdoch has acknowledged that the venture has some heavy financial lifting ahead. At last week's NAB

In the 500-channel vision of Sky that Murdoch and EchoStar CEO Charlie Ergen have, local content is the key piece of the puzzle, both financially and strategically. The two executives figure that by beaming local broadcast signals to Sky subscribers, they will be cutting cable off at the knees, eliminating what the cable industry has long touted as its essential advantage. With the meteoric rise of

lion for the construction, launch and insurance on eight satellites; \$200 million for two primary uplink operations, one in Gilbert, Ariz., the other in Cheyenne, Wyo.; \$50 million more for eight regional centers to uplink local signals; \$45 million for call centers, and \$600 million in start-up losses.

That adds up to roughly \$3.38 billion, some of which already has been paid. What it doesn't include are certain annually incurred costs such as expenses for backhauling local signals. Then there's the retrofitting of what could be as many as 800,000 EchoStar dishes to receive local signals. At a conservatively estimated cost of \$65 per dish, that comes to roughly \$52 million.

Curt Alexander of Media Group Research buys into most of the start-up cost estimates. The one he questions is the \$600 million in start-up losses. "That's the number they've grossly underestimated, in my opinion," Alexander said. Here's his rationale:

Before the Sky deal was even hinted at, EchoStar was projecting it would take 2.8 million subscribers to reach break-even. That was largely because of how much of the cost EchoStar has to eat on hardware. Every time it cuts the price of its dish and converter box, that pushes break-even time out farther. Enter ASkyB's Preston Padden who, when the Sky deal was announced, acknowledged that the \$700-\$800 a consumer pays to get DBS service started is too expensive and said Sky is prepared to cut that cost in half.

"The only way they can get there is to double the subsidy," said Alexander. Doubling what Sky would pay to subsidize each new customer would substantially add to start-up losses.

Sky has floated a possible response: lease the hardware so customers don't have the big up-front costs. In addition, Sky reportedly has vendors who can supply digital converters at \$270-\$280 apiece, far lower than the current cost of about \$400.

"What happens when they start to give stuff away?" countered Alexander. "Subscribers have no skin in the game."

As Primestar Partners, the number-two DBS player with 1.6 million sub-

**THE \$3.4 BILLION CABLE IN THE SKY**

News Corp., MCI and EchoStar will spend almost \$3.4 billion to get their DBS service up and running. Here's the breakdown (in millions):

<b>ORBITAL SLOTS*</b>	<b>.....\$732.5</b>
<b>EIGHT SATELLITES</b>	<b>.....\$1,750</b>
<b>TWO PRIMARY UPLINKS**</b>	<b>.....\$200</b>
<b>EIGHT BROADCAST UPLINKS***</b>	<b>...\$50</b>
<b>CALL CENTERS</b>	<b>.....\$45</b>
<b>START-UP LOSSES</b>	<b>.....\$600</b>

Notes: \*At FCC auction in January 1996, MCI paid \$682.5 million for 28 channels at 110 degrees and EchoStar paid \$52.3 million for 24 channels at 148 degrees. \*\*EchoStar has an uplink in Cheyenne, Wyo. ASkyB will complete construction of its planned uplink in Phoenix to provide backup for Sky. \*\*\*Sky plans eight regional uplinks to gather and uplink local broadcast signals. EchoStar's Charlie Ergen has said the primary Cheyenne and Phoenix uplinks may be able to serve as two of six.  
Source: Sky

COVER STORY

**CABLE**



**VS. DBS**

New Media Conference in Monterey, Calif., Murdoch conceded that it's going to take nearly \$3.4 billion in start-up costs to get the company firmly stationed in the DBS firmament.

"It's going to cost us a ton of money," said Murdoch, one of the few media moguls who may actually measure his money by weight. "We are taking on a big risk. But we think we can overcome the barrier to entry, at the same time protecting and promoting local broadcasting."

According to what's been disclosed about the Sky structure, EchoStar will own 50%, News Corp. 40% and MCI 10%. With MCI's contribution being primarily its 28 transponder licenses at 110 degrees west, for which it paid \$682.5 million, that would put a total value on the enterprise of nearly \$7 billion. The more likely scenario is that all principals acknowledge that MCI overpaid for the 110 licenses and the actual value is closer to \$5 billion.

DBS, with its crystal clear pictures and robust channel capacity, some have come to view local content essentially as cable's only advantage.

That may be an oversimplistic view, but some analysts are questioning whether Sky's betting the farm on local is a wise wager: "There's no economic rationale for local retransmission unless you want to make the case that this will create cable's worst nightmare and you'll get 10 million defectors and that will justify the investment," contended Rick Westerman of UBS Securities.

Part of what has analysts scratching their heads at this point is that Sky has only just begun to reveal its financial underpinnings. The picture according to Murdoch and Ergen looks something like this: \$732.5 million for orbital slots, including the \$682.5 million that MCI—a 10% partner in Sky—paid for 28 transponder frequencies at 110 degrees west longitude; \$1.75 bil-



# Sky's strange bedfellows

*Last year, Rupert Murdoch and Charlie Ergen were competitors, now they're partners: will it work?*

By Harry A. Jessell

scribers, has learned with its hardware lease arrangement, lower upfront costs can push subscriber growth but may also translate into higher churn. Primestar reportedly has about a 30% churn rate, compared with DIRECTV's estimated 10%.

Thus, if Sky leases or gives away hardware, it likely will have to implement a customer retention program, much as cable has. That's another burden to the bottom line, further pushing out Sky's break-even point.

One analyst's preliminary model shows Sky having \$23.6 million in negative EBITDA (earnings before interest, taxes, depreciation and amortization) in 1998 before reversing course and showing positive cash flow of \$237 million in 1999.

A closer look at the financials for Sky has done little to dim the enthusiasm for the venture of Jimmy Schaeffler, founder and principal of the Carmel Group: "I still see tremendous promise. If you took even the best of all of the systems that preceded it, they still wouldn't measure up to what this system has.... They didn't have local content."

But even Schaeffler acknowledges that the company faces financial challenges. For instance: EchoStar has about \$1.2 billion in debt going into the deal, and EchoStar President Carl Vogel has told analysts that Sky will go to debt markets for \$700 million to \$1 billion in junk bonds to cover start-up costs. Some analysts expect the company to add about another \$1.2 billion in debt. Alone, EchoStar couldn't have handled that debt load.

Now, "If [Sky] runs into problems, News Corp. will step in," said Ted Henderson of Janco Partners.

Murdoch's financial resources and formidable business savvy are the underlying reasons that everyone wants to know more before offering public assessments of how long it will take Sky to reach break-even or at what point Murdoch might conduct a strategic retreat.

"He lost a ton of money in Europe on BSkyB. He's losing carloads of money with JSkyB. He's going to lose carloads of money here, if and when he ever does turn it positive," said Alexander. "The guy's got money and he's shown a willingness to take incredible risks to lever up in pursuit of prosperity. It has all worked out for him.... But this is a very risky endeavor in our opinion. We don't know what his puke point is." ■

**O**f all the questions surrounding the Sky venture, perhaps the most intriguing one is: Can Charlie Ergen and Rupert Murdoch get along?

Both are strong-willed, aggressive entrepreneurs. Both would have preferred to go it alone and compete with the other rather than cooperate. Indeed, Ergen's spirited bidding at an FCC auction a year ago forced Murdoch and MCI to pay a whopping \$700 million for the last prime DBS orbital slot.

But the enormous risks and cash demands of DBS force them together. As it is, the partners say their 50-50 joint venture will demand a total investment of \$3.4 billion.

Murdoch, who turned 66 last Tuesday, will be chairman of Sky. He commands a vast global media empire through his Australia-based News Corp. The U.S. portion of that empire includes the Fox broadcast network and a string of minor cable networks, including FX and Fox News Channel. Sky is his fourth attempt to crack the U.S. satellite market since 1983.

Ergen, who will be in day-to-day control of Sky as CEO, is trying to parlay the small fortune he made selling backyard satellite dishes throughout the 1980s into a great one through DBS.

When big media companies gave up on DBS, he began gathering as many orbital slots and channels as he could. Finally entering the DBS market two years after pioneers DIRECTV and USSB, he captured a significant piece of the market by slashing prices on dishes and programming.

Murdoch does not always play well with others. His revolutionary 1994 broadcast partnership with New World Communications ended with his buying out New World. And his 1995 DBS partnership with MCI was starting to unravel over control issues even before MCI decided to merge with British Telecom.

"Murdoch will let Ergen be the front man with the broadcast industry and the



*Ergen (l) is CEO, but Murdoch is chairman. They will control equal number of seats on board.*

regulators, because he's the little guy," says analyst Porter Bibb of Ladenberg Thalman.

Asked which he feared more—cable or Murdoch—Ergen flatly responded that he was comfortable in the partnership. "If I wasn't going to have control, I wouldn't have done the deal. I'm not going to pick up the telephone every time I have to make a decision," he said.

After a long day of planning sessions last Wednesday, Sky's Preston Padden says, Murdoch deferred repeatedly to Ergen. "On a long list of issues, he said, 'Charlie, it's your decision.'"

Arguing in favor of Ergen's retaining control are two facts. First, he knows as much about the home satellite business as any man alive, having started at that business and prospered. Second, his Englewood, Colo.-based EchoStar will be the surviving company. Murdoch's New York-based ASkyB is to be dissolved.

Much may depend on the makeup of that board. Padden says the number of seats hasn't been determined but that Murdoch and Ergen will have an equal number. In any event, he says, he, Murdoch and News Corp. co-CEO Chase Carey will be on the board. ■

COVER STORY

CABLE



VS. DBS

# SKY'S STRATEGY: More for Less

By Harry A. Jessell

**S**ky is promising to come to market late this year or early next with a DBS service that will deliver more channels at a lower cost and undercut its entrenched DBS and cable competitors.

Convinced that the high upfront consumer cost of DBS has severely slowed its growth, Sky is pledging to slash that cost by at least half.

A consumer who signed up for EchoStar's Dish service today is faced

with a \$700 bill—\$200 for the dish, \$200 for the installation and \$300 for a year's worth of programming. (EchoStar demands the programming money because it is subsidizing the cost of the dish.)

"It's too big a check for the average family to switch [from cable]," says News Corp.'s Pre-

ston Padden. "We hope to cut it in half. We'd like to get it down to \$200."

According to Padden, the key to achieving the lower numbers is to drastically reduce the hardware cost for consumers. Sky is counting on "strategic partners" not only to help with sales of dishes and installation, but also to carry the cost of the dishes, he says. That means Sky subscribers would lease dishes.

"It's very similar to what cable does," says Padden. "Let's say we sell the basic service for \$29.99 per month. That would include the first set-top box. If the consumer has another TV set, he would have to pay another \$3 or \$4 for another box."

Sky is hoping its strategic partners include one or more of the regional Bell operating companies. The telcos that have been struggling to get a foothold in the TV business would bundle the Sky service with their own telephone services.

Padden declines to talk about the state of his teleo negotiations. But, he says, all does not depend on their success. "We have a lot more options today than we did before we



**"It [\$700] is too big a check for the average family to switch. We'd like to get it down to \$200."**

—Preston Padden

announced our partnership with Charlie [Ergen]."

Sky also is counting on its 10% partner, MCI, for some help. "MCI is a marketing powerhouse that prides itself in being able to achieve a 15% share of any market on which it sets its sights," says Padden.

But Sky's principal marketing asset in News Corp. itself. It knows how to sell and it can bring all its considerable U.S. media muscle to bear on selling Sky. Look for spots on Fox, FX, Fox News Channel and the Fox Sports Channels. Look for ads in *TV Guide*. ■

## COVER STORY

## CABLE



## VS. DBS

### DBS COMPRESSION: HOW HIGH CAN SKY GO?

Besides a spot-beam satellite, the other key technology to Sky's local retransmission plan is digital compression. To transmit hundreds of local channels along with premium services and pay-per-view, the DBS venture will need to squeeze as much data as possible in each transponder.

By spring 1998, Sky will have 50 satellite transponders on four satellites with full CONUS (continental U.S.) coverage—two existing EchoStar birds at 119 degrees, and two new Sky birds at 110 degrees. Assuming an average of 10 to 1 compression, that would give Sky 500 channels (BROADCASTING & CABLE, March 3, 1997).

"Everybody's pounding their chest right now, making hyped-up statements," says DBS analyst Jim Schaeffler of The Carmel Group. "As for 10 to 1 compression, you'll know it's there when you're able to see it."

EchoStar is already achieving 6 to 1 compression today, says CEO Charlie Ergen. "And that's without using statistical multiplexing or the new generation of encoders," he says.

EchoStar is installing Divicom statistical multiplexing gear at its Cheyenne, Wyo., uplink center, which Ergen says should give EchoStar at least a 15% gain in operational efficiency. And he expects further developments in chip sets and compression algorithms to boost compression rates higher.

"When I started two years ago, we were at 4 to 1," he says. "We'll be well beyond 6 to 1 at the end of the year."

While EchoStar is using Divicom encoding gear in Cheyenne, News Corp. is installing equipment from its subsidiary Digi-Media Vision at Sky's Gilbert, AZ facility. Ergen says there will be no compatibility problems at the consumer's IRD: "We may have split systems, but they're both MPEG-2/DVB-compliant signals."

Ergen says he is also open to working with other compression vendors such as Imedia, which is providing statistical multiplexing gear to TCI's Headend In The Sky and has demonstrated 24:1 compression.

"It's our opinion that in the new EchoStar/Sky, everything is open to negotiation," he says.

—GD



# Find your NICHE

Nearly 100 new cable networks have been launched in the last year alone. Although limited channel capacity has created an ultra-competitive marketplace, niche networks are fast becoming the cable carriage winners. While the key to carriage is often strong financial backing and connections to cable operators, digital technology and plant upgrades will dramatically open up the new network playing field in the near future.

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## NATPE considers L.A. move

*Holding convention close to home after 1999 would save distributors big bucks*

By Cynthia Littleton

**T**he era of go-go spending at NATPE is over. The economics of the syndication business have changed. Southern California, here we come?

To help major distributors control costs and attract more international buyers, NATPE officials are considering relocating syndication's annual sales convention to Los Angeles after 1999. The 400,000-square-foot programming bazaar is committed to New Orleans for the next two years.

Some major distributors say they're considering scaling down their presence at NATPE next year, arguing that the convention is no longer crucial for domestic syndication sales in the light of rapid consolidation in broadcasting.

"We're all under pressure to cut costs," said Greg Meidel, NATPE's 1997 chairman, at the association's annual winter luncheon in Los Angeles. "But bottom line—NATPE is a selling convention.... Many of our members had record sales this year."

Moving the show to Los Angeles is "the single most cost-effective step" NATPE can take to help distributors trim their NATPE budgets. Meidel writes in the latest edition of the association's monthly newsletter.

Los Angeles is central to the operations of virtually all major distributors, saving companies thousands of dollars on travel and lodging for staff in New Orleans, Las Vegas, San Francisco and other traditional NATPE locales. Yet Los Angeles also has obvious negatives as a national convention site, starting with its growing reputation for random gunplay in the streets.

As chairman of the Universal Television Group, Meidel is the first distribution executive to take on the year-long job of plotting the course of a NATPE exhibition.

### CBS wins again

In the week of March 3-9, CBS earned its first back-to-back prime time win since the 1994-95 season, garnering a 9.7 Nielsen rating/16 share in households ahead of NBC (9.4/16), ABC (8.0/14) and Fox (7.7/13). This marks CBS's third weekly win for the season. NBC still held the top spot in adults 18-49 (6.1/17), while Fox held firmly to its No. 2 spot in the key demo (5.5/15).

After meeting with dozens of NATPE members since the close of this year's show in mid-January, Meidel says the most common concerns raised by the major players who drive attendance were the timing, cost and

length of the convention.

NATPE officials face a tough balancing act because some prominent members want the trade show to come after the February sweeps, while others prefer to stick to January. The 1998 gathering is locked into Jan. 19-22 in New Orleans, but there will be further debate on holding future conventions later in the year, NATPE officials say.

Finally, Meidel says he's "leaning" toward recommending that the Tuesday-Thursday exhibition be extended by half a day on the preceding Monday. Again, the syndication community is divided on whether the convention is already too long or too short. Meidel acknowledges, but an extra half-day would give everyone a little more time to do business. ■

## 'Vibe' tunes for late night

*CTTD talk/variety strip cleared in almost 90% of country; could launch in summer*

By Cynthia Littleton

**V**ibe is ready to make some late-night noise in nearly 90% of the country.

As of last week, Columbia TriStar Television Distribution had cleared its talk/variety strip on 160 stations covering 88% of the country. *Vibe* is cleared in all top 10 markets and in 45 of the top 50.

With sales nearly completed, CTTD is considering launching *Vibe* this summer to get ahead of the rush of show premieres in September. The entertainment/talk hour, executive-produced by Quincy Jones and David Salzman, is preparing for battle in one of TV's most competitive dayparts.

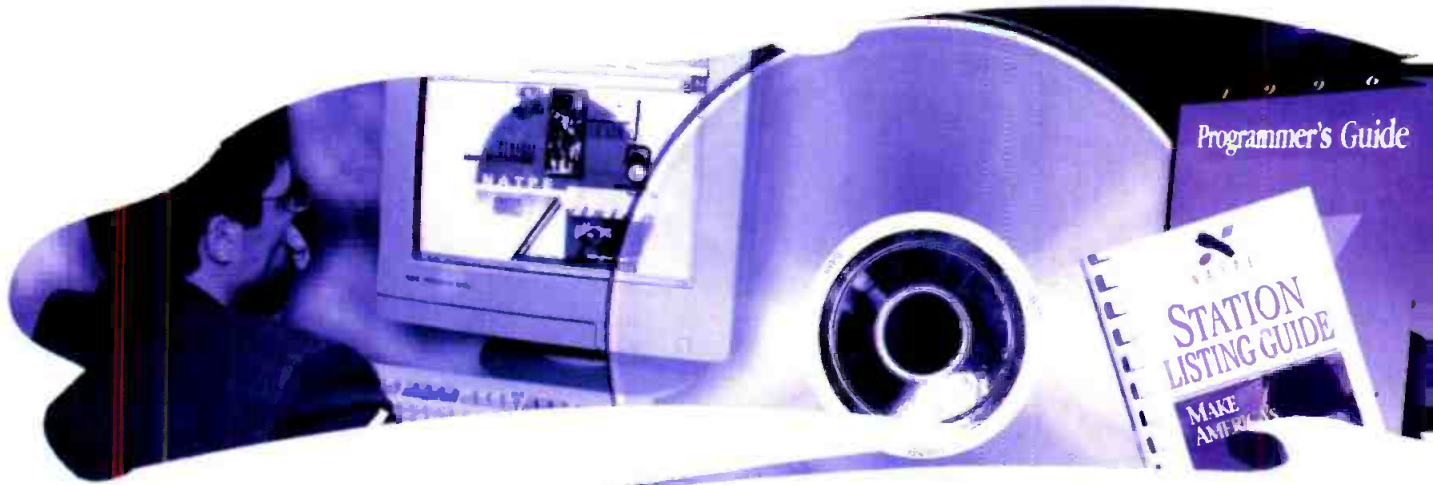
*Vibe*, hosted by comedian Chris

Spencer, is patterned after Jones/Salzman's monthly music and lifestyle magazine of the same name. Keith Clinkscales, president of the magazine, is also serving as an executive producer of the TV series.

If *Vibe* magazine's performance over the past three years is any indication, the TV version should be able to count on a lot of initial sampling from urban twentysomethings and the advertisers who want to reach them.

The magazine, founded in 1993, was named one of 10 "hot" up-and-coming magazines of 1996 by *Adweek*, which reported that *Vibe* last year showed a 111% year-to-year increase in ad revenue and a 26% increase in circulation. ■

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# Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen Mar. 3-9

KEY: RANKING/SHOW [PROGRAM RATING/SHARE] • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 97.0 MILLION HOUSEHOLDS; ONE RATINGS POINT=970,000 TV HOMES  
 YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • \*PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY

Week 25	abc	ETN	NBC	FOX	U/PIN	WB	
	5.7/9	10.8/18	9.0/15	8.0/13	3.1/5	2.8/4	
MONDAY	8:00	79. <b>Spy Game*</b> 6.3/10	11. <b>Cosby</b> 12.3/20	66. <b>Jeff Foxworthy</b> 7.3/12	37. <b>Melrose Place</b> 8.8/14	99. <b>In the House</b> 3.2/5	101. <b>7th Heaven</b> 3.1/5
	8:30		12. <b>Ev Loves Raym</b> 12.1/19			97. <b>Mal &amp; Eddie</b> 3.3/5	
	9:00	87. <b>ABC Monday Night Movie—The Apocalypse Watch, Part 2</b> 5.5/9	10. <b>Cybill</b> 12.7/20	31. <b>NBC Monday Night Movie—Lethal Weapon 2</b> 9.4/16	62. <b>Married...w/Chld</b> 7.4/11	101. <b>In the House</b> 3.1/5	108. <b>Life w/Roger</b> 2.6/4
	9:30		13. <b>Ink</b> 11.7/19		68. <b>Pauly*</b> 7.2/11	106. <b>Mal &amp; Eddie</b> 2.9/5	111. <b>Life w/Roger</b> 2.4/4
	10:00		51. <b>EZ Streets</b> 8.1/15				
TUESDAY	8:00	10.8/17	9.8/16	10.6/17	9.5/15	2.4/4	
	8:30	32. <b>Roseanne</b> 9.3/15	36. <b>Promised Land</b> 8.9/14	29. <b>Mad About You</b> 9.5/16	29. <b>Fox Tuesday Night Movie—Sister Act 2: Back in the Habit</b> 9.5/15	101. <b>Moesha</b> 3.1/5	
	8:30	46. <b>Ellen</b> 8.4/13		27. <b>Mad About You</b> 9.9/16		109. <b>Goode Bhvr</b> 2.5/4	
	9:00	8. <b>Home Imprvmt</b> 13.0/20	24. <b>CBS Tuesday Movie—When the Cradle Falls</b> 10.2/17	19. <b>Frasier</b> 11.1/17		114. <b>Sparks</b> 2.0/3	
	9:30	18. <b>Spin City</b> 11.2/18		24. <b>Just Shoot Me</b> 10.2/16		113. <b>Sparks</b> 2.1/3	
WEDNESDAY	8:00	9.9/17	7.8/13	8.3/14	8.6/14	3.5/6	3.3/5
	8:00	62. <b>Grace Undr Fire</b> 7.4/12	45. <b>The Nanny</b> 8.5/14	51. <b>Frasier</b> 8.1/14	40. <b>Beverly Hills, 90210</b> 8.7/14	97. <b>The Sentinel</b> 3.3/5	101. <b>Sister, Sist</b> 3.1/5
	8:30	53. <b>Coach</b> 8.0/13	46. <b>Temporarily Yrs</b> 8.4/14	75. <b>Chicago Sons</b> 6.7/11			96. <b>Sister, Sist</b> 3.4/6
	9:00	13. <b>Drew Carey</b> 11.7/18	55. <b>Feds*</b> 7.8/12	59. <b>Wings</b> 7.5/12	46. <b>Party of Five</b> 8.4/13	94. <b>Star Trek: Voyager</b> 3.6/6	95. <b>Jamie Foxx</b> 3.5/6
	9:30	21. <b>Arsenio*</b> 10.6/17	72. <b>EZ Streets</b> 7.0/12	50. <b>Just Shoot Me*</b> 8.2/13			99. <b>Jamie Foxx</b> 3.2/5
THURSDAY	8:00	6.7/11	7.7/13	15.6/26	5.9/9		
	8:00	89. <b>High Incident</b> 5.0/8	40. <b>Diagnosis Murder</b> 8.7/14	2. <b>Friends</b> 17.5/29	81. <b>Martin</b> 5.8/9		
	8:30			4. <b>Suddenly Susan</b> 16.4/26	77. <b>Living Single</b> 6.4/10		
	9:00	80. <b>Vital Signs</b> 6.1/10	82. <b>Moloney</b> 5.7/9	1. <b>Seinfeld</b> 20.4/32	82. <b>New York Undercover</b> 5.7/9		
	9:30			5. <b>3rd Rock fr/Sun</b> 15.9/26			
FRIDAY	8:00	9.8/18	6.3/12	7.3/13	5.6/10		
	8:00	56. <b>Family Matters</b> 7.7/15	91. <b>Dave's World</b> 4.5/9	68. <b>Unsolved Mysteries</b> 7.2/14	85. <b>Sliders</b> 5.6/10		
	8:30	56. <b>Boy Meets World</b> 7.7/14	90. <b>Dave's World</b> 4.7/9				
	9:00	33. <b>Sabrina/Witch</b> 9.0/16	66. <b>JAG</b> 7.3/13	33. <b>Dateline NBC</b> 9.0/16	82. <b>Millennium</b> 5.7/10		
	9:30	37. <b>Step by Step</b> 8.8/15	70. <b>Nash Bridges</b> 7.1/13	87. <b>Crisis Center</b> 5.5/10			
SATURDAY	8:00	5.9/11	8.6/16	5.9/11	7.1/13		
	8:00	91. <b>Dangerous Minds</b> 4.5/9	53. <b>Disney's Scott Hamilton</b> 8.0/15	93. <b>Dark Skies</b> 4.0/8	77. <b>Cops</b> 6.4/13		
	8:30				62. <b>Cops</b> 7.4/14		
	9:00	75. <b>Saturday Night at the Movies—In the Army Now</b> 6.7/12	59. <b>Early Edition</b> 7.5/14	72. <b>The Pretender</b> 7.0/13	62. <b>America's Most Wanted: AFB</b> 7.4/13		
	9:30		23. <b>Walker, Texas Ranger</b> 10.4/20	74. <b>Profiler</b> 6.8/13			
SUNDAY	7:00	7.1/12	15.0/25	9.0/15	8.7/14		2.3/4
	7:00	85. <b>Lois &amp; Clark</b> 5.6/10	6. <b>60 Minutes</b> 14.7/26	(nr) <b>NBA Basketball Game 2</b> 8.2/15	70. <b>World's Funniest Kids' Outtakes</b> 7.1/12		116. <b>Brotherly Lv</b> 1.6/3
	7:30				49. <b>The Simpsons</b> 8.3/13		115. <b>Nick Freno</b> 1.9/3
	8:00	59. <b>Am Fun Hm Vid</b> 7.5/12	3. <b>Touched by an Angel</b> 16.6/26	24. <b>3rd Rock fr/Sun</b> 10.2/16	44. <b>King of the Hill</b> 8.6/13		112. <b>Parnt 'Hood</b> 2.2/4
	8:30			40. <b>Boston Common</b> 8.7/13	22. <b>The X-Files</b> 10.5/16		107. <b>Steve Harvey</b> 2.8/4
9:00	58. <b>ABC Sunday Night Movie—Sneakers</b> 7.6/12	7. <b>CBS Sunday Movie—To Dance with Olivia</b> 14.3/24	37. <b>NBC Sunday Night Movie—Murder Live</b> 8.8/15			105. <b>Unhap Ev Af</b> 3.0/5	
10:00						109. <b>Life w/Roger</b> 2.5/4	
10:30							
WEEK AVG	8.0/14	9.7/16	9.4/16	7.7/13	3.0/5	2.7/4	
STD AVG	9.4/16	9.7/16	10.7/18	8.0/13	3.2/5	2.6/4	

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# 'Zoom' zooms again

WGBH-TV revives kids series

By Cynthia Littleton

Public broadcaster WGBH-TV Boston is reviving one of PBS's most-watched series next year, a kids show whose catchy theme strikes a chord with many twenty- and thirtysomethings working in television today.

In short, WGBH-TV is gonna zoom, zoom, zoom-a-zoom—again. PBS affiliates nationwide aired WGBH-TV's

original *Zoom* on weekday afternoons from 1972 to 1978. Then as now, *Zoom* is aimed at 8-12-year-old graduates of *Mr. Rogers' Neighborhood* and *Sesame Street*.

"We looked around the landscape of children's programming and realized there's nothing on quite like it," says Kate Taylor, executive producer for the project and director of children's programming for WGBH-TV. "It's a kids show made up of contributions

from other kids."

Those contributions range from short poems to simple recipes to home-made animation, each of which earns a "submitted by" slate identifying the creator and his or her hometown. *Zoom*'s regulars are seven kids from the Boston area who bring the submissions to life in a fast-paced format that's part *Laugh-in* and part MTV.

After shooting a pilot for a new-model *Zoom* last year, WGBH-TV is now recruiting corporate sponsors for 40 half-hour episodes targeted for debut in fall 1998. If the financial support is there, producers hope to launch tie-in programs with local schools and museums. ■

## SYNDICATION MARKETPLACE

### Tape change for Rosie?

No decision has been made, but the crew of *The Rosie O'Donnell Show* is considering switching to an afternoon taping schedule on the day before broadcast. The show has been sent out live from NBC studios in New York at 10 a.m. ET since its debut last June, but the star and crew apparently grew accustomed to taping in the afternoons during the show's successful two-week stint at Universal Studios Hollywood last month. Sources close to the show say it's unlikely a change will be made in the taping schedule until the start of next season.

### 'Cape' closing down

MTM has decided to pull the plug on *The Cape* at the end of this season. The big-budget show had a marquee star (*L.A. Law*'s Corbin Bernsen) and top-flight production values, but MTM's first stab at the action-hour marketplace never took off with viewers. *The Cape* has averaged a 2.4 Nielsen Media Research household rating season-to-date.

### Norville nativity

She's the anchor of *Inside Edition*, but she gave the scoop to *Live with Regis & Kathie Lee*. On last Tuesday's edition of *Live*, Deborah Norville surprised hosts Regis Philbin and Kathie Lee during an appearance on the show by announcing that she is expecting her third child in mid-September.

### NSS POCKETPIECE

Top ranked syndicated shows for the week ending Mar. 2, as reported by Nielsen Media Research. Numbers represent average audience/stations/% coverage.

1. Wheel of Fortune	13.0/228/99
2. Jeopardy!	10.8/224/99
3. Home Improvement	10.7/231/98
4. Seinfeld	8.5/228/98
5. Oprah Winfrey Show	8.4/235/99
6. Fox Hollywood Theatre II	7.2/201/96
6. Simpsons	7.2/205/96
8. Xena: Warrior Princess	7.0/227/98
9. Entertainment Tonight	6.8/190/96
10. Hercules, Journeys of	6.5/233/98
10. Wheel of Fortune-wknd	6.5/178/82
12. Star Trek: Deep Space Nine	6.2/237/98
13. Century 16	5.8/217/98
14. Paramount Plus 2	5.7/197/93
15. Home Improvement-wknd	5.6/221/96

### Home is where the show is

As promised, Meredith Corp. is moving forward with plans to launch a TV version of its 75-year-old monthly magazine, *Better Homes and Gardens*. The show, designed as an advertiser-friendly weekend lifestyle vehicle in the *Martha Stewart Living* vein, will be executive-produced by news veteran Joel Cheatwood, who produced NBC's daytime news magazine *Real Life* last year before joining NBC's Chicago O&O, WMAQ-TV, as head of news programming. *Better Homes and Gardens Weekly* will focus on home decorating, gardening, cooking and parenting; a national search is under way for male and female co-hosts. The Station Store, the Tulsa, Okla.-based distribution arm of Dallas ad

agency Larkin, Meeder & Schweidel, is offering the weekly half-hour on a straight barter basis of 3 1/2 minutes local, 3 1/2 minutes national. To date, *Better Homes* has been cleared on WNBC(TV) New York and 45 other stations covering about 40% of the country.

### 'Witz' hits 30%

A quick update on second-year renewals for *Kwik Witz*: Beau & Arrow Productions' sketch comedy game show has been picked up for a sophomore season in about 30% of the country. Among the recent recruits were WRC-TV Washington, WXIA-TV Atlanta, KOMO-TV Seattle and WTXN(TV) Hartford, Conn.

### Clear sailing

Eyemark Entertainment's golden girls have cleared 94 of the top 100 markets. Eyemark says it has lined up 175 stations covering nearly 95% of the country for the fall debut of its new half-hour strips, *Martha Stewart Living* (which is expanding from a weekly), and *The Gayle King Show*.—CL

### Errata

The title of the Marquee Group's upcoming weekend sports series *More Than a Game* was incorrectly reported as *More Than Just a Game* in the Feb. 17 BROADCASTING & CABLE.





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<i>1993 Television Reporting</i>	<i>CNN</i>
<i>1992 National Television Reporting</i>	<i>NBC News, Dateline</i>
<i>1991 National Television Reporting</i>	<i>PBS, Frontline</i>
<i>1990 Network Television Reporting</i>	<i>ABC News</i>



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<i>Richard Cherkis</i>	<i>Videotape Editor</i>
<i>Bob Read</i>	<i>Senior Producer - Investigative Unit</i>
<i>Sheila Sitomer &amp; Charles Lachman</i>	<i>Executive Producers</i>



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# And the winner is...TV

*Award shows proliferate on strength of ratings*

By Lynette Rice

**S**eats remained empty, host Vanessa Williams flubbed a few lines, and Billy Bob Thornton showed up to present a prize in a John Deere hat, but the March 11 broadcast of the Blockbuster Entertainment Awards was nevertheless deemed a success by UPN.

Another day, another awards show.

While nothing can rival the annual juggernaut that is the Academy Awards—scheduled March 24 on ABC—there's still value in airing a trophy show, executives say.

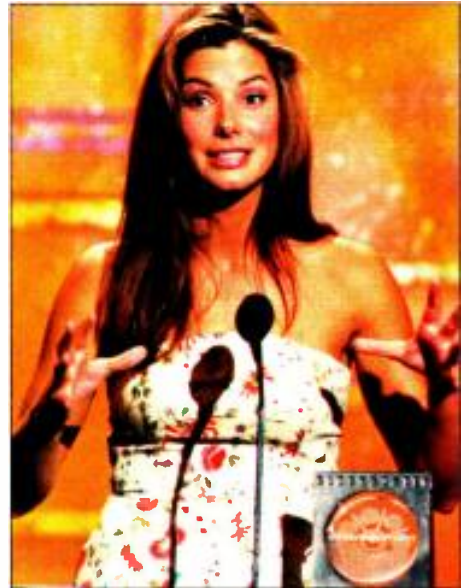
"They are as close a guarantee as you can get for a good [rating] on TV these days," says Jeff Bader, ABC's vice president of scheduling. "With established shows like the Oscars, the Country Music awards, the daytime Emmys...everybody recognizes the

name. They always get a TV audience."

"They're a replacement to what used to be variety television," says Ken Ehrlich, a veteran producer of the Grammys and VHI Honors, who oversaw last week's awards show in Los Angeles. "I think there's an audience for them. [People] like seeing the stars whose music they buy and whose movies they go to, in a format that brings them all together."

This season has provided plenty of opportunities to stargaze via the television set: the Country Music Awards and the People's Choice Awards on CBS, the Golden Globes and Screen Actors Guild awards on NBC, and the Billboard Music and Cleo Awards on Fox, to name only some of the network offerings. So dizzying is the array that even stars mock the shows that honor them.

At last month's American Comedy Awards on ABC, for instance, Kelsey Grammer poked fun at a portion of the Golden Globe broadcast and this year's trophy show lineup. "We interrupt day three of the Dustin Hoffman Golden Globe tribute to bring you the American Comedy Awards, one of 30 televised awards in coming weeks," Grammer said. "All these shows are just one big gigantic plot to get actors to work for nothing."



*Sandra Bullock at Blockbuster Awards*

"I don't think there are too many," argues media buyer Paul Schulman. "Advertisers are well aware of which ones are the dominant shows, and certainly the Academy Awards is the king."

A dozen or so advertisers—many of them repeat buyers such as American Express, McDonald's and IBM—have already locked up the coveted spots in this year's Oscar telecast. A 30-second spot will set them back \$835,000 this year, up from \$795,000 in 1996 and \$685,000 in 1995.

Lesser-known award shows may

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## NBC adds educational fare

In an attempt to boost its educational slate, NBC this fall will expand its Saturday morning block of teen-oriented programs to three hours by adding two new half-hour shows.

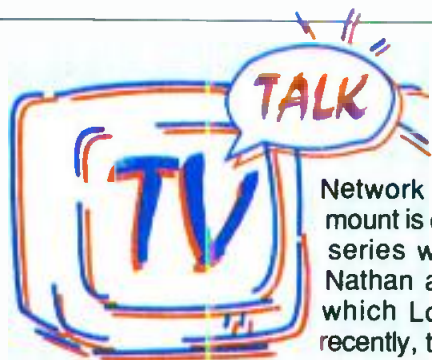
"All of our Saturday morning programs meet the FCC's educational guidelines and strive to respond to the needs of the community by tackling such vital issues as violence in high schools, peer pressure and drinking and driving," says John Miller, supervisor of Saturday morning programming.

New to the schedule is *City Guys*, created by Peter Engel in association with NBC Enterprises, which follows the relationship of an African-American boy and an Anglo boy from different neighborhoods.

NBC also will air a spin-off of *Hang Time* that will take the small Indiana high school basketball team on the road for some adventure.

The 1997-98 fall schedule is as follows: 9:30-10—*Saved by the Bell: The New Class*; 10-10:30—*City Guys*; 10:30-11—*Saved by the Bell: The New Class* (its ninth season); 11-11:30—*Hang Time* (third season); 11:30-12—*Hang Time* spin-off (new adventure series); 12-12:30—*NBA Inside Stuff*.

—LR



### Low deal

Actor Rob Lowe has signed a two-year deal with Paramount Network TV. Already, Paramount is developing a comedy series with producers Mort Nathan and Barry Fanaro in which Lowe will star. Most recently, the actor appeared in Stephen King's ABC miniseries

*The Stand* and two original Showtime telefilms.

### Curry replaces Lauer

As expected, Ann Curry was named news anchor for NBC's *Today*, replacing Matt Lauer, now co-anchor of the program with Katie Couric. In addition to anchoring the news during the daily morning show, Curry will continue to contribute to *Dateline* and serve as occasional anchor for Sunday's *NBC Nightly News*. In other NBC News moves, David Bloom, Los Angeles correspondent, was named White House correspondent effective March 17.

### 'Shining' return

ABC has set aside April 27, 28 and May 1—at the beginning of the May sweeps—for the three-part miniseries *The Shining*. Rebecca De Mornay and Steven Weber are set to star in the TV retelling of the Steven King horror novel and theatrical. The network said it will

release a rating for the miniseries at a later date.

### 'Buffy' slays competition

The WB on March 10 aired the two-hour premiere of *Buffy the Vampire Slayer* and scored big. The youthful drama earned a 5.1 Nielsen rating/8 share in overnight markets, beating UPN's Monday comedy lineup for the first time. The premiere of the series also improved 42% in ratings and 60% in share over the Monday season-to-date average. Because of delayed markets, nationals for The WB will not be available until March 18.

### Jay jumps

NBC's *The Tonight Show with Jay Leno* has enjoyed boosts in key adult demos this year over the same period last season, outrating the competition on CBS and ABC. Among the improvements: a 16% increase in adults 18-49, to 2.8/14; a 10% boost in adults 18-34, to 2.2/11. The February sweeps also saw double-digit increases for Leno in adults 18-49 and 25-54 over the same month last year.

### UPN kids numbers up

Programming for kids on Sunday has proved successful for UPN, which has seen a 45% season-to-date increase in rating among kids 2-11 (1.6 vs. last year's 1.1) and a 36% increase in kids 6-11 (1.5 vs. 1.1). The network programs two hours of animated children's shows every Sunday. —LR

not command the same rates for spots but still offer a value to advertisers that want to reach women or the atypical TV viewer, media buyer Bill Croasdale says.

"Awards shows are more like event television, and event programming reaches the most elusive," said Croasdale. "These viewers are very selective in what they watch, and the best shows to greet them with are programs that are events."

A trophy show still has to perform to keep its place on the schedule, as evidenced by NBC's recent decision to drop the SAG awards after a lackluster three-year run on the network (viewership was down roughly 1.9 million Feb. 22 from its first airing). But other young shows, such as last week's *Blockbusters*—which earned a respectable 4.9/8 for UPN, up from last year's 3.8/6—may have found a welcome home on the netlet.

"I think it's a great show. It's done great for us," says Michael Sullivan, UPN's entertainment president. *Blockbuster Awards* are given to celebrities in the music and film industry, based on some 11 million votes from fans. "It's all about the fans giving their feedback." ■

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Herb Brubaker is President and Chairman of the Television News Center. A 20-year veteran of NBC News in Washington, Brubaker has served as "Nightly News" producer and Jessica Savitch's line producer.

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# Pulitzer fires volley against Sinclair

By Elizabeth A. Rathbun

**T**he volleying continues in the war of words between Sinclair Broadcast Group Inc. and opponents of the company's plans for TV station LMAs bound by family ties.

In the latest missive, delivered to the FCC last Tuesday, attorneys for Pulitzer Broadcasting Co. accuse Sinclair of being hypocritical and inconsistent in responding to FCC requests for more information about LMA plans in Greenville, S.C.

Pulitzer last September filed against Sinclair's planned sale of WFBC-TV Anderson/Greenville, S.C., to LMA partner Glencairn Ltd. Glencairn is controlled by Carolyn C. Smith, the mother of Sinclair President David Smith. Sinclair also is acquiring WLOS(TV) Asheville/Greenville.

Pulitzer contends that the sale of WFBC-TV to Glencairn, followed by an LMA with Sinclair, would pose a cross-interest problem and hinder competition. "In a genuinely competitive marketplace, Sinclair would have no concern except its own performance. Here, by contrast, Sinclair has become the guarantor of Glencairn's success...while providing Sinclair an unfair competitive wedge...relative to other television broadcasters," Pulitzer said in its March 11 letter to the FCC.

At the heart of Pulitzer's complaint are trusts set up by Smith for her grandchildren, the children of the four Smith brothers who run Sinclair. The trusts own 90% of Glencairn's equity in non-convertible, nonvoting stock, according to Sinclair. The voting stock is held by Glencairn President Edwin L. Edwards Sr., who controls 3% of the company's equity. Carolyn Smith controls 7%.

Sinclair maintains an option to purchase Carolyn Smith's interest in Glencairn, according to company documents filed last August with the Securities and Exchange Commission. But even if Sinclair exercised that option, it would have no say in Glencairn's day-to-day operation, Sinclair attorneys said in a Feb. 24 letter to the FCC.

The FCC several times has sought more information about the Smith trusts, contending in a Jan. 30 letter to Sinclair that "we do not find your [earlier] reply fully responsive." Sinclair was asked to "address the concern that

this [trust issue] will affect the Smith brothers' incentive to compete with Glencairn's stations."

Sinclair attorneys replied that because Sinclair is a public company, "the Smith brothers have no conceivable incentive to divert...cash flow to another company." There is no evidence, only "rank speculation," that competition would be damaged, they added.

The trustees have no family relationships with the Smiths and have not worked for Sinclair, Sinclair said. Two of the four trustees were replaced in January because they had "minor connections" with one or more of the Smith brothers, Sinclair said, adding that the brothers are willing to give up their authority to appoint the trustees to assuage the FCC's concerns.

Meanwhile, Pulitzer contends that "the trusts create a disincentive for the Smith brothers to compete—by creating an incentive for the Smith brothers to insure that both companies perform well."

Similar objections to Sinclair's plans in San Antonio, Tex., and Bloomington, Ind., also are pending. Because Sinclair is publicly owned, the FCC staff is moving "as quickly as we can." There is a "great likelihood" the issue will go before the full commission, says Clay C. Pendarvis, chief of the Mass Media Bureau's television branch.

## Clear Channel cleared in Albany

The FCC has OK'd a temporary waiver of its one-to-a-market rule for Clear Channel Communications to own WXXA-TV Albany, N.Y., and four radio stations. Clear Channel comes by the radio stations—WXCR(FM) (formerly WZRQ), WQBK-AM-FM and WQBJ(FM), all Albany—via its 80% ownership of Radio Enterprises Inc.

In its March 7 order, the FCC notes that WXXA-TV is "a nondominant UHF television station, [while] three of the radio stations are relatively small." And the radio stations have lost more than \$3 million over the past three years, the FCC documents say. Common ownership would create "substantial cost savings and economic benefits" and serve the public interest "by helping to revitalize these radio stations."

## ABC plans Minneapolis simulcast

ABC Radio has made its first deal since being acquired by the Walt Disney Co.

That leaves observers wondering about ABC's intentions as a radio owner. ABC long has been the subject of speculation that its 10 FM and 11 AM stations would be sold. Indeed, the broker involved in last month's formation of Chancellor Media Corp. has said the new group would target ABC's radios.

But last Tuesday, ABC said it would buy Minneapolis/St. Paul-area stations WREV-FM, KCFE(FM) and KREV(FM) (subject to FCC approval). The stations join ABC's KDIZ(AM)-KQRS-FM there and will simulcast an active rock format, ABC says. The price of the deal was not disclosed. The sellers are James R. and Susan M. Cargill of St. Paul, who also own KLBB(AM) St. Paul and WLOL(AM) Brooklyn Park, Minn.

## ABRY financing radio deals

ABRY Broadcast Partners, the force behind TV station buyers Nexstar Broadcasting Group Inc. and Sullivan Broadcasting Co., is making "a significant equity investment" in radio group Connoisseur Communications Corp., ABRY partner Peggy Koenig says.

Connoisseur owns and operates 23 radio stations in six markets and is well positioned to buy another \$500 million worth, Koenig said last week in a news release. Most recently, Westport, Conn.-based Connoisseur bought KCRR(FM) Grundy Center, Iowa (B&C, March 10).

## Counting consolidation's effects

Radio is starting to look more like the cable TV industry with consolidation changing the face of station ownership, BIA Research Inc. reported last Wednesday. The top 10 radio groups ran 265 stations and controlled about 22% of radio ad revenue in 1995, BIA said. In 1996, the top 10 owned 652 stations—a 146% increase—and controlled 33% of the revenue, BIA said. That amounts to \$3.7 billion in estimated billings, compared with \$2.3 billion in 1995.

CBS Corp. again led the way, with \$1.014 billion in 1996 revenue, followed by the combined Chancellor Broadcasting Co./Evergreen Media Corp., with \$672 million; Jacor Communications Inc. (\$407.1 million); American Radio Systems Corp. (\$376.85 million), and Disney/ABC (\$295.35 million). CBS also topped the 1995 list, but revenue then was a mere (by comparison) \$495.75 million. ■

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# Changing Hands

The week's tabulation  
of station sales

## Proposed station trades

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

### THIS WEEK:

TVs  $\square$  \$147,075,000  $\square$  4  
Compos  $\square$  \$49,050,000  $\square$  7  
FMs  $\square$  \$81,501,000  $\square$  8  
AMs  $\square$  \$1,563,551  $\square$  3  
Total  $\square$  \$279,189,551  $\square$  22

### SO FAR IN 1997:

TVs  $\square$  \$1,101,654,000  $\square$  19  
Compos  $\square$  \$3,416,319,698  $\square$  69  
FMs  $\square$  \$620,883,680  $\square$  83  
AMs  $\square$  \$42,816,268  $\square$  57  
Total  $\square$  \$5,181,673,646  $\square$  228

### SAME PERIOD IN 1996:

TVs  $\square$  \$423,025,510  $\square$  22  
Compos  $\square$  \$1,344,070,234  $\square$  68  
FMs  $\square$  \$365,227,630  $\square$  65  
AMs  $\square$  \$26,297,412  $\square$  45  
Total  $\square$  \$2,158,620,786  $\square$  200

Source: BROADCASTING & CABLE

## TV

**Swap of WSAV-TV Savannah, Ga., and WJTV(TV) Jackson and satellite WHLT(TV) Hattiesburg, Miss., for WTVR-TV Richmond, Va.**

Value: \$80 million (B&C, Jan. 13)

**Swapper, WSAV-TV, WJTV, WHLT:** Raycom Media Inc., Montgomery, Ala. (Bryan Kent Hawkins, president/33.3% owner); owns KOLD-TV Tucson; WAFB(TV) Baton Rouge and KSLA-TV Shreveport, La.; WDAM-TV Laurel/Hattiesburg, Miss.; KAME-TV Reno; WECT(TV) Wilmington, N.C.; WUPW(TV) Toledo, Ohio; WACH-TV Columbia, S.C.; KSFY-TV Sioux Falls (and satellites KABY-TV Aberdeen and KPRY-TV Pierre), S.D., and WTNZ-TV Knoxville and WMC-TV-AM-FM Memphis, Tenn.; is buying WAFF(TV) Huntsville, Ala.; WTOG-TV Savannah, Ga.; KWWL(TV) Waterloo/Cedar Rapids, Iowa; WPNB-TV Traverse City/Cadillac-wtcom-TV Cheboygan/Cadillac and WLUC-TV Marquette, Mich.; ktvo (TV) Ottumwa, Iowa/Kirkville and KFVS-TV Cape Girardeau, Mo.; WSTM-TV Syracuse, N.Y.; WITN-TV Washington/Greenville, N.C.; WTVM(TV) Columbus, Ohio, and KNDO(TV) Yakima-KNDU(TV) Richland/Yakima, Wash.

**Swapper, WTVR-TV:** Media General Inc., Richmond, Va. (J. Stewart Bryan III, president/4.6% owner; Cede & Co., 80.8% owner); owns WBMG(TV) Birmingham/Montgomery and WHOA-TV

Montgomery, Ala.; WJKS(TV) Jacksonville and WFLA-TV Tampa, Fla.; WTVQ-TV Lexington, Ky.; KALB-TV Alexandria, La.; WNCT-TV Greenville, N.C.; WCBD-TV Charleston, S.C.; WDEF-TV Chattanooga and WJHL-TV Johnson City, Tenn., and WSLS-TV Roanoke, Va.; is selling WUTR(TV) Utica, N.Y. (see item, below). Media General also owns cable TV systems in Fairfax County and Fredericksburg, Va.; newspapers including *Tampa Tribune*, *Winston-Salem (N.C.) Journal* and *Richmond (Va.) Times Dispatch*, and 40% of *Denver Post*.

**Facilities:** WSAV-TV: ch. 3, 100 kw visual, 20 kw aural, ant. 1,476 ft.; WJTV: ch. 12, 316 kw visual, 63.1 kw aural, ant. 1,630 ft.; WHLT: ch. 22, 1,200 kw visual, 120 kw aural, ant. 800 ft.; WTVR-TV: ch. 6, 100 kw visual, 15.1 kw aural, ant. 1,049 ft.

**Affiliations:** WSAV-TV: NBC; WJTV: CBS; WHLT: CBS; WTVR-TV: CBS  
**Broker:** Media Venture Partners

**WGXA(TV) Macon, Ga.; KTVE(TV) El Dorado, Ark./Monroe, La., and WYDO(TV)\* Greenville and WFXI(TV) Morehead City/Greenville, N.C., and construction permit for WFXZ(TV) Jacksonville, N.C. (to be satellite of WFXI)**

**Price:** \$58.5 million (B&C, March 3)  
**Buyer:** Bain Capital Inc., Boston (to form GOCOM Communications LLC [Richard L. Gorman, president]); owns WFXL-TV Albany, Ga. Bain also owns 62nd Street Broadcasting LLC (for holdings, see "Changing Hands," Feb. 17)

**Seller:** GOCOM Television LP, Charlotte, N.C. (Richard L. Gorman, president/owner); no other broadcast interests

**Facilities:** WGXA: ch. 24, 1,290 kw visual, 252 kw aural, ant. 800 ft.; KTVE: ch. 10, 316 kw visual, 63.1 kw aural, ant. 2,027 ft.; WYDO: ch. 14, 1,104 kw visual, ant. 686 ft.; WFXI: ch. 8, 316 kw visual, 31.6 kw aural, ant. 817 ft.

**Affiliations:** WGXA: ABC; KTVE: NBC; WYDO: Fox; WFXI: Fox \*GOCOM is buying

**WUTR(TV) Utica, N.Y.**

**Price:** \$7.75 million

**Buyer:** Ackerley Group Inc., Seattle (William Ackerley, president/COO); owns KGET-TV Bakersfield, KCBA-TV Salinas/Monterey and KFTY(TV) Santa Rosa/San Francisco, all Calif.; KKTV-TV Colorado Springs, Colo.; WIXT-TV Syracuse, N.Y., and KVOS-TV Bellingham-Seattle-Tacoma, Wash.; 14.4% of KGME(AM) Glendale/Phoenix-KEDJ (FM) Sun City and KHOT-FM Globe/

Phoenix, Ariz.; has LMA with KION-TV (formerly KCCN-TV) Monterey, Calif.  
**Seller:** Media General Inc. (see swap item, above)

**Facilities:** Ch. 20, 1,150 kw visual, 173 kw aural, ant. 800 ft.

**Affiliation:** ABC

**Broker:** Media Venture Partners

**WTEV(TV)\* (formerly WNFT) Jacksonville, Fla., and KTFO(TV)\* Tulsa, Okla.**

**Price:** \$825,000 for stock

**Buyer:** MGA Broadcasting Co. Inc., San Antonio, Tex. (Van H. Archer III, president/owner). Archer owns KASN (TV) Pine Bluff/Little Rock, Ark., and WJTC(TV) Pensacola, Fla.

**Sellers:** Robert Rosenheim, Richard Kaylor, Douglas Bornstein, Lionville, Pa.

**Facilities:** WTEV: ch. 47, 5,000 kw visual, 500 kw aural, ant. 980 ft.; KTFO: ch. 41, 1,350 kw visual, 270 kw aural, ant. 1,510 ft.

**Affiliation:** WTEV: UPN; KTFO: not available \*Clear Channel Communications Inc. has TBAs and options to buy both stations

## COMBOS

**Exchange of WVAE(FM) Fairfield/Cincinnati, Ohio, for WGH-AM-FM Newport News/Norfolk and WVCL(FM) (formerly WLTY) Norfolk, Va.**

Value: \$25 million

**Swapper, WVAE:** Heritage Media Corp., Dallas (James Hoak, chairman; Paul W. Fiddick, president, Radio Group); for holdings, see "Changing Hands," Jan. 27

**Swapper, WGH-AM-FM, WVCL-FM:** Susquehanna Radio Corp., York, Pa. (David E. Kennedy, president/8.7% owner; Susquehanna Pfaltzgraff Co., ultimate owner); owns WRRM-FM Cincinnati; KNBR(AM)-KFOG-FM San Francisco and KFFG(FM) Los Altos/San Jose; WNNX-FM Atlanta; WFMS-FM and WGRL-FM Indianapolis; WSBA(AM)-WARM-FM York, Pa.; KTCK(AM) and KLIF(AM)-KPLX-FM Dallas/Fort Worth and KRBE-FM Houston, and 49% of CP for KNBR-FM Haltom City/Dallas/Fort Worth, Tex.; is buying WHMA-AM-FM Anniston, Ala.; KHQT-FM Los Altos, Calif., and KHTX-FM Carson City, Nev. (to be Fair Oaks/Sacramento, Calif.); is selling WARM(AM) Scranton-WMGS (FM) Wilkes-Barre, Pa. (plus LMAs for Wilkes-Barre-area stations WBHT-FM and WKQV-FM, and JSA for WKQV [AM]). Susquehanna Cable Co. owns cable systems in York and Shelbyville, Ind.

**Facilities:** WVAE: 94.9 mhz, 10.5 kw, ant. 1,056 ft.; WGH(AM): 1310 khz, 5 kw; WGH-FM: 97.3 mhz, 74 kw, ant. 415 ft.; WVCL: 95.7 mhz, 40

kw, ant. 881 ft.

**Format:** WVAE: smooth jazz; WGH(AM): sports talk; WGH-FM: contemporary country; WVC: news/talk

**Control of Spring Broadcasting LLC, which owns WBSM(AM) (formerly WSUB)—WQGN-FM Groton, Conn.; WKRS(AM)—WXLC(FM) Waukegan, Ill.; WFHN(FM) Fairhaven and WSUB(AM) (formerly wbsm) New Bedford, Mass., and WFPG-AM-FM and LMA with option to buy WKOE(FM) Ocean City/Atlantic City, N.J.**

**Price:** \$15 million

**Buyer:** Broadcasting Partners Holdings LP (BPLP), New York (to be 48.3% owner); MidMark Capital LP (to be 46.9% owner). BPLP's general partner is VS&A-BP LLC (Jeffrey T. Stevenson, president). Its 96.1% LP is VS&A Communications Partners II LP, whose LPs include Amoco Corp. Master Trust for Employee Pension Plans and H.J. Heinz Co. Consolidated Retirement and Pension Fund. BPLP has interest in Pilot Communications LLC, which owns WNSB(AM) (formerly WNDR)—WNTQ-FM and WLTJ(FM) (formerly WXCD) Syracuse and WAQX-FM Manlius/Syracuse, and WEZW(AM)—WMME-FM Augusta and WTVL(AM)—WEBB-FM Waterville, Me.

**Seller:** William C. Sherard, Rockville, Md. (to be 2.9% owner); owns 28.3% of WUST(AM) Washington

**Facilities:** WBSM: 980 khz, 1 kw day; WQGN-FM: 105.5 mhz, 3 kw, ant. 275 ft.; WKRS: 1220 khz, 1 kw day; WXLC: 102.3 mhz, 3 kw, ant. 322 ft.; WFHN: 107.1 mhz, 3 kw, ant. 370 ft.; WSUB: 1420 khz, 5 kw day, 1 kw night; WFPG(AM): 1450 khz, 1 kw; WFPG-FM: 96.9 mhz, 50 kw, ant. 400 ft.; WKOE: 106.3 mhz, 3 kw, ant. 308 ft.

**Formats:** WBSM: news/talk; WQGN-FM: CHR; WKRS: news/talk; WXLC: CHR; WFHN: AC; WSUB: news/talk; WFPG(AM): AC; WFPG-FM: lite favorites; WKOE: country

**Broker:** Veronis Suhler & Associates; MidMark Capital LP

**WMWR(AM) (formerly WMAZ)—WAYS (FM) Macon, Ga.**

**Price:** \$4.7 million

**Buyer:** U.S. Broadcasting LP, Macon (Magic Broadcasting II Inc., owner [Donald G. McCoy, president/88% owner]); owns WDEM-AM-FM, WDDO (AM)—WPEZ(FM) Macon and WMGB(FM) Jeffersonville/Macon, Ga. McCoy owns 65% of general partner that owns KTOM-AM-FM Salinas/Monterey, Calif., which is being sold ("Changing Hands," March 10).

**Seller:** Ocmulgee Broadcasting Co.

Inc., Macon (Eddie Esserman, principal); no other broadcast interests.

**Note:** Ocmulgee bought WMAZ-WAYS for \$1.5 million ("Changing Hands," March 25, 1996).

**Facilities:** AM: 940 khz, 50 kw; FM: 99.1 mhz, 100 kw, ant. 648 ft.

**Formats:** AM: news/talk; FM: oldies

**KUNA(AM) Indio/Palm Springs—KUNA-M LaQuinta, Calif.**

**Price:** \$1.825 million

**Buyer:** News-Press & Gazette Co., St. Joseph, Mo. (David R. Bradley Jr., president); owns KESQ-TV Palm Springs, Calif., and KVIA-TV El Paso, Tex. **Note:** News-Press needs waiver of FCC's one-to-a-market rule to KUNA-AM-FM and KESQ-TV.

**Seller:** Pennino Broadcasting Corp., Palm Springs, Calif. (John R. Banoczi, president); no other broadcast interests

**Facilities:** AM: 1400 khz, 1 kw; FM: 96.7 mhz, 650 w., ant. 578 ft.

**Formats:** Both Spanish

**Broker:** Exline Co.

**KEDO(AM)—KLYK-FM Longview, Wash.**

**Price:** \$1.8 million

**Buyer:** Entertainment Communications Inc., Bala Cynwyd, Pa. (Joseph M. Field, president/70.3% owner);

owns KFXX(AM) Oregon City and KGON(FM) Portland, Ore.; KNRK(FM) Camus and KMTT-FM Tacoma, Wash.; is acquiring KIRO-AM-FM, KNWX(AM) and KNDD(FM) Seattle and KBSG-AM Auburn/Federal Way-KBSG-FM Tacoma, Wash. (for other holdings, see "Changing Hands," Jan. 13)

**Seller:** Longview Broadcasting (Rodney Etherton, president/owner)

**Facilities:** AM: 1400 khz, 1 kw; FM: 105.5 mhz, 700 w, ant. 859 ft.

**Formats:** AM: full service; FM: CHR

**KBBR(AM) North Bend-KACW-FM Coos Bay, Ore.**

**Price:** \$450,000

**Buyer:** Bay Broadcasting Corp., Crescent City, Calif. (Laurence Goodman, president); owns KHSN(AM) Coos Bay-KOOS-FM North Bend. Goodman is president of Pelican Bay Broadcasting Corp., which owns KFVR(AM)—KCRE-FM Crescent City.

**Seller:** Big Bay Radio Inc., Coos Bay (David W. Walker, president); no other broadcast interests

**Facilities:** AM: 1340 khz, 1 kw; FM: 103.3 mhz, 100 kw, ant. 521 ft.

**Formats:** AM: country; FM: AC

**Broker:** Exline Co.

**WXAL(AM)—WZMJ(FM) Demopolis, Ala.**

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**Price:** \$275,000

**Buyer:** Debco Productions Inc., Demopolis (R. William Jones, president; Barbara E. Jones, secretary/owner)

**Seller:** Hugh Edmonds Broadcasting Co. Inc., Brent, Ala. (Hugh Edmonds, principal); no other broadcast interests

**Facilities:** AM: 1400 khz, 1 kw; FM: 106.5 mhz, 50 kw, ant. 492 ft.

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

**Broker:** Thorburn and Associates (seller)

**RADIO: FM**

**Swap involving KITS(FM) San Francis-**

**co, KPIX-FM San Francisco and KLOU(FM) St. Louis**

**Value:** \$75 million

**Current owner, KITS:** Entertainment Communications Inc. (Entercom), Bala Cynwyd, Pa. (Joseph M. Field, president/70.3% owner); for holdings, see "Changing Hands," Jan. 13

**Current owner, KPIX-FM, KLOU:** Westinghouse Electric Corp./CBS Inc., Pittsburgh (Michael H. Jordan, chairman; Mel Karmazin, CEO, CBS Radio); owns KCBS(AM)-KLLC(FM) (formerly KRQR), KPIX-AM, KOME-FM, KFRC-AM-FM and KYCY(FM) San Francisco, and KMOX(AM) St. Louis (for additional

holdings, see "Changing Hands," March 3)

**Future owners:** ■ KITS: Westinghouse/CBS ■ KPIX-FM: Bonneville International Corp., Salt Lake City (Bruce T. Reese, president; Church of Jesus Christ of Latter-Day Saints, owner); owns KOIT-AM-FM San Francisco; KIDR(AM) Phoenix; KBIG-FM Los Angeles; KTMX-FM Chicago; WMXV-FM New York; KZPS-FM and KDGE-FM Dallas/Fort Worth; KSL-TV-AM Salt Lake City, and wwzz(FM) (formerly wxvr) Braddock Heights, Md./Washington and wxtr(AM) Frederick, Md./Washington-wwvz(FM) Waldorf, Md./Washington (formerly wqsi-wxtr-FM); is swapping KMBZ(AM)-KLTH(FM) and KCMO-AM-FM Kansas City, Mo., and KIRO-AM-FM and KNWX(AM) Seattle for KLDE(FM) Houston; is selling KHTC-FM Phoenix. Note: Bonneville is paying \$39.6 million for KPIX to interim owner Entercom ■ KLOU: Entercom

**Facilities:** KITS: 105.3 mhz, 15 kw, ant. 1,470 ft.; KPIX-FM: 95.7 mhz, 69 kw, ant. 1,289 ft.; KLOU: 103.3 mhz, 100 kw, ant. 920 ft.

**Formats:** KITS: modern rock; KPIX-FM: news; KLOU: oldies

**Broker:** Star Media Group Inc. (KPIX-FM)

**KDEO-FM Waipahu/Honolulu, Hawaii**

**Price:** \$2 million

**Buyer:** Caribou Communications Co., Denver (J. Kent Nichols, president; Desert Communications III Inc., 42% owner); owns KOMQ-AM-FM and KPOI-FM Honolulu, and KTNT-FM Edmond/Oklahoma City and KATT-FM and KYIS-FM Oklahoma City

**Seller:** Loew Broadcasting Corp., Waipahu (Robert M. Loew, president/60% owner); is buying CP for KORL-FM Honolulu

**Facilities:** 102.7 mhz, 61 kw, ant. 1,893 ft.

**Format:** Classic rhythm AC

**Broker:** Kalil & Co.

**WLIE(FM) Bridgehampton and WBZ(FM) Southold, N.Y.**

**Price:** \$1.65 million

**Buyer:** MAK Communications Inc., N.Y. (Malcolm A. Kahn, president/owner); no other broadcast interests

**Seller:** Peconic Bay Broadcasting Corp., Southold (Joseph J. Sullivan Jr., president/owner); has applied to build FM in Southampton, N.Y.

**Facilities:** WLIE: 102.5 mhz, 4.5 kw, ant., 367 ft.; WBZ: 101.7 mhz, 5.5 kw, ant. 341 ft.

**Format:** WLIE: country; WBZ: soft AC

**Broker:** Richard A. Foreman Associates

**KIAQ(FM) Clarion/Fort Dodge and KTLB(FM) Twin Lakes, Iowa**

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**Price:** \$1.493 million (\$1,244,117 for KIAQ; \$248,883 for KTLB)

**Buyer:** Three Eagles Communications Inc., Lincoln, Neb. (Rolland C. Johnson, chairman/18% owner); owns WCCQ(FM) Crest Hill/Joliet, Ill.; KQAD (AM)-KLQL(FM) Luverne, Minn.; KMEM (AM)-KNET-FM and KFOR(AM)-KFRX(FM) Lincoln and KTTT(AM)-KKOT (FM) Columbus, Neb., and KBRK-AM-FM Brookings and KJUV(AM)-KZNC(FM) Huron, S.D.

**Seller:** James D. Ingstad, Fargo, N.D.; owns KCHA-AM-FM Charles City, KLKK(FM) Clear Lake, KGLO(AM)-KIAI-FM Mason City, KCZE-FM New Hampton, KCZY-FM Osage, all Iowa; KLIZ-AM-FM and KVBR-AM-FM Brainerd, KYSM-AM-FM Mankato, KQWB(AM) (formerly KQFN) West Fargo-KQWB-FM Moorhead, KNUJ(AM)-KXLP(FM) New Ulm, KRFO-AM-FM Owatonna, KNSG(FM) Springfield, KNUJ-FM Sleepy Eye, KNSP(AM) Staples, KWAD(AM) and KKWS(FM) Wadena, KLLZ-AM-FM Walker, and KOWO(AM)-KRUE(FM) Waseca, all Minn., and KLXX(AM), KBYZ(FM) and KKCT(FM), all Bismark, N.D.; is buying KPFX(FM) Fargo; is selling KRKQ(FM) Boone/Des Moines, Iowa; has applied to build FMs in Faribault and Pillager, Minn., and Bismark

**Facilities:** KIAQ: 96.9 mhz, 100 kw, ant. 578 ft.; KTLB: 105.9 mhz, 25 kw, ant. 328 ft.

**Formats:** Both country

**Broker:** Chapin Enterprises (seller)

**KALK(FM) Winfield/Mount Pleasant, Tex.**

**Price:** \$500,000

**Buyer:** SLT of Indiana Inc., Sarasota, Fla. (co-owners John W. Biddinger, Dan Young). Biddinger owns 36% of, and Young has interest in, Sun-Group Inc., which owns KMJJ-FM Shreveport, La.; KKSS-FM Santa Fe/Albuquerque, N.M., and KEAN-AM-FM and KFXJ-FM Abilene, KKYS-FM Bryan and KYKX-FM Longview, all Tex.; has applied to build FMs in Cameron, San Angelo, Winona and Winters, Tex. Biddinger also co-owns company buying WTOT(AM)-WJAO-FM Mariana and WYDA(FM) Graceville/Mariana, Fla.; 17% of company that owns KBBX(AM)-KESY-FM Omaha, Neb., and KWSN(AM)-KRRO-FM Sioux Falls, S.D.; has applied to build FM in St. Joseph, Minn.

**Seller:** Parker-Hill Communications Inc., Mt. Pleasant (Donna Rhea Hill, principal); no other broadcast interests

**Facilities:** 97.7 mhz, 22.5 kw, ant. 328 ft.

**Format:** Light AC

**Broker:** William R. Rice Co.

**WNOX(FM) Loudon, Tenn.**

**Price:** \$400,000

**Buyer:** Dick Broadcasting Co. Inc. of Tennessee, Knoxville, Tenn. (James A. Dick Jr., C. Arthur Dick, Emily D. McAlister, each 30% owners)

**Seller:** C-K Inc., Knoxville (Charles R. Ketron, president/50% owner)

**Facilities:** 99.1 mhz, 6 kw, ant. 328 ft.

**Format:** Urban contemporary

**KWBR(FM) Pismo Beach/Arroyo Grande, Calif.**

**Price:** \$350,000

**Buyer:** Winsome Media LLC, Cambria, Calif. (co-owners Delbert E. Clegg Jr., Walter D. Howard); no other broadcast interests

**Seller:** Maverick Broadcasting Co., Bakersfield, Calif. (James H. Elison, principal); no other broadcast interests. Note: Maverick was to sell KWBR to American General Media for \$500,000 ("Changing Hands," Dec. 30, 1996)

**Facilities:** 95.3 mhz, 4.2 kw, ant. 390 ft.

**Format:** AOR

**WLJI(FM) Summerton, S.C.**

**Price:** \$108,000

**Buyer:** Glory Communications Inc., W. Columbia, S.C. (Alex Snipe Jr., president/owner); owns WFMV(FM) South Congaree, S.C.

**Seller:** Summer Town Partners, Manning, S.C. (partners Jean M. Hovermale, Christine Harvin)

**Facilities:** 98.3 mhz, 6 kw, ant. 314 ft.

**Format:** Urban inspirational

**RADIO: AM**

**Remaining 50% of WKAT(AM) North Miami, Fla.**

**Price:** At least \$1,001,051

**Buyer:** Howard Premer, North Miami

**Seller:** Howard Ullman, North Miami

**Facilities:** 1360 khz, 10 kw day, 1 kw night

**Format:** Spanish

**KMUS(AM) Muskogee, Okla.**

**Price:** \$400,000

**Buyer:** Children's Broadcasting Corp., Minneapolis (Christopher T. Dahl, president/9.4% owner); for holdings, see "Changing Hands," Jan. 20

**Seller:** Oklahoma Sports Properties Inc., Tulsa, Okla. (Fred M. Weinberg, president/owner); owns KTRT(AM)

Claremore, KADS(AM) Elk City, KOKC (AM) Guthrie, KBIX(AM) Muskogee and KMYZ(AM) Pryor, all Okla. Weinberg also owns KMTW(AM) Las Vegas.

Note: Oklahoma Sports bought KMUS for \$50,000 ("Changing Hands," March 25, 1996)

**Facilities:** Not available

**Format:** Not available

**WZRS(AM) Smyrna, Tenn.**

**Price:** \$162,500

**Buyer:** Moody Bible Institute of Chicago, Chicago (Joseph M. Stowell, president; Robert C. Neff, VP, broadcasting); owns WMBV(FM) Dixon's Mills, Ala.; WRMB(FM) Boynton Beach, Fla.; WAFS(AM) Atlanta; WMBI-AM-FM Chicago, WDLM-AM-FM East Moline and WGMR (FM) Monee, Ill.; WIWC(FM) Kokomo, Ind.; WJSO(FM) Pikeville, Ky.; WGNB(FM) Zeeland, Mich.; WMBU (FM) Forest, Miss.; KSPL(FM) Kalispell, Mont.; WCRF (FM) Cleveland and WVMS(FM) Sandusky, Ohio; WVMN(FM) New Castle, Pa.; WMBW(FM) Chattanooga, WMKW(FM) Crossville and WFCM(FM) Murfreesboro, all Tenn.; KMLW(FM) Moses Lake and KMBI-AM-FM Spokane, Wash.; is buying WCIE-FM Lakeland and WSOR (FM) Naples, Fla.; is buying CP for FM in Vero Beach, Fla.; is selling WKES(FM) St. Petersburg, Fla.; has applied to build FMs in Prichard and Tuscaloosa, Ala.; La Crosse, Sebring and Sebastian, all Fla.; Crown Point and Mitchell, Ind.; Keokuk, Iowa; Wilmington, N.C.; Las Cruces, N.M., and Wenatchee, Wash.

**Seller:** Salvation Broadcasting Inc., Mt. Juliet, Tenn. (Charles Eady, president); no other broadcast interests

**Facilities:** 710 khz, 250 w day

**Format:** Southern gospel

—Compiled by Elizabeth A. Rathbun

**Errata**

■ The power of WLST-FM was incorrectly reported in the March 3 "Changing Hands." It is 100 kw. And David Winters is president/55% owner of buyer Badger Communications LLC, not manager/55% owner.

■ Several items were omitted from the deal involving WEXL(AM) Royal Oak/Detroit, Mich., and WEJM-FM Lansing, Ill. ("Changing Hands," March 10). Broadcasting Asset Management Corp. was the broker for WEJM, which sold for \$14.75 million. Also, the seller of WEXL was Sparks Broadcasting, Detroit (Garnet Sparks, president; no other broadcast interests.

**Amplification**

Norman Fischer & Associates was the broker for the \$14 million sale of KIKM-FM Flower Mound, Tex., from Hunt Broadcasting Inc. to First Broadcasting Co. LP ("Changing Hands," March 10).



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# Radio's time is now

*With consolidation, medium may be in best position to lure advertisers from papers*

## Radio

By Donna Petrozzello

**S**trengthened by competitive selling, younger audiences and consolidation, radio is stepping up efforts to lure advertising dollars away from newspapers.

Media buyers, planners and industry watchdogs say radio may have a better chance to whittle away at newspaper's lock on ad revenue this year than in the past.

Daily newspapers claim an average 24% share of local market revenue. Newspapers generated \$36.1 billion in local revenue in 1995 and \$27 billion from national, retail and classified advertisers in the first nine months of 1996, according to the Newspaper Association of America (NAA).

By contrast, radio claims an average 7% of local market ad revenue, earning \$11.4 billion in 1995 and \$12.4 billion in 1996 in combined national, local and network ad revenue, according to the Radio Advertising Bureau.

"Everybody looks at that big, fat number for local newspaper advertising and thinks 'If I could get 10 percent of newspaper's share, it would double my business,'" says Robert Coen, director of forecasting for McCann-Erickson. "If radio tries hard enough, it may be able to chip off more newspaper ad revenue now."

"In most markets, for radio to expand its revenue base and sustain it, it will have to do it at the expense of other media, principally newspapers," says Miles Groves, vice president and chief economist for the NAA.

Despite its lock on market share, annual revenue growth has paced slower for newspapers than for radio. In a report last year, Veronis Suhler & Associates estimated the compounded

## Radio vs. Newspapers: How the revenue compares

Following is a comparison of annual gross revenue for radio and newspapers during 1995 and 1996 in the nation's top 10 markets (dollars in millions).

1995	RADIO	NEWSPAPER
New York	\$428	\$2,164
Los Angeles	\$476	\$1,929
Chicago	\$319	\$960
San Francisco	\$198	\$710
Philadelphia	\$186	\$658
Dallas	\$200	\$667
Houston	\$181	\$378
Washington	\$194	\$571
Boston	\$171	\$587
Detroit	\$167	\$260

1996	RADIO	NEWSPAPER
New York	\$475	\$2.3 billion
Los Angeles	\$526	\$2.0 billion
Chicago	\$338	\$929*
San Francisco	\$229	\$702*
Dallas	\$218	\$759
Philadelphia	\$204	\$709
Houston	\$199	\$400
Washington	\$196	\$602*
Boston	\$194	\$599*
Detroit	\$180	\$235*

\*Fourth quarter 1996 revenue not included. Sources: Radio figures compiled by Duncan's American Radio; newspaper figures compiled by Competitive Media Reporting.

revenue growth of publicly traded newspapers at 4.3% between 1991 and 1995. In the same time, radio's compounded revenue growth averaged 17.8%.

Groves says radio should entice advertisers to use a combination of newspaper and radio. To that end, the Interep Radio Store's new business development division last summer launched CityNets, an unwired network of radio stations in 20 markets designed to complement newspaper ad campaigns with radio spots.

Interep's Stewart Yaguda says CityNets has converted \$500,000 from newspaper to radio revenue since last July. "CityNets is a major breakthrough in meeting the challenges of effectively selling radio in the age of super duopolies," Yaguda says.

Coen and others say emerging technology and the changing perception of newspaper readers may make papers particularly vulnerable to competition in coming months.

Anticipated growth of employment and sales advertising on the Internet and related interactive media is expected to challenge newspapers' lock on classified ads. According to Jupiter Communications, ad revenue for on-line services totaled \$301 million in 1996.

"As people learn to use the new media, such as the Internet, newspapers won't have the stranglehold on the ad dollars that they once had," says Harry Tropp, associate media director and media planner at BBDO Worldwide Inc.

Nick Cannistraro, president/GM of the Newspaper National Network, says classified ads generally constitute 40% of newspaper advertising, national ads 10% and retail advertising 50%.

Many media buyers and advertisers perceive newspaper readers as 35 and older, and they consider younger

consumers more likely to give more attention to intrusive media such as radio, television and direct mail than to newspapers. "Many of the new mass marketers are more in need of that intrusiveness than are traditional retailers," Coen says.

Media buyers and planners say radio's targeted reach at a specific age group, its flexible inventory, promotional schedules and efficiency are key selling points against newspapers. "Network radio is the best at reaching a target demographic," says media buyer Leslie Sturm, vice president and broadcast supervisor at the Media Edge. "It is flexible in terms of promotions, both nationally and locally, and it's portable. It's everywhere."

A recent survey of leading retail ad executives commissioned by Arbitron

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for the RAB and conducted by Edison Media Research, found that retailers consider radio most effective in delivering younger consumers and most effective in repeatedly reaching its target audience.

The same survey described newspapers as a broad-reach medium that earns high marks for credibility and effectiveness at highlighting sale merchandise and one that is used most often when people prepare



Interep's Stewart Yaguda says a key to boosting radio advertising is selling as a complement to newspaper campaigns.

to make a purchase. "If you are a department store, you can put 10 items on sale in one page in a newspaper, but you can't do that in a 30-second or 60-second radio commercial," Tropp says.

"Radio is a targeted medium based on audience demographics or listener interest," Cannistraro says. "But while radio stations typically reach a small percentage of households in a market, daily newspapers reach 60 to 70 percent of the market's consumers."

The perception of radio as having little broad-based reach may change. As radio groups operate clusters of stations in single markets, they can offer advertisers commercial inventory in a variety of formats targeted at different audience segments. Some say radio's ability to sell six stations in a package, as opposed to one or two stations, may help define it as a broad-based medium to advertisers.

"Since radio now can sell advertising across six or eight stations, offer six formats and cover a very broad audience spectrum, that makes it formidable," Groves says. "I think the legislative changes have benefited radio."

Others argue that advertisers may shy from radio because they fear larger station groups will drive up ad rates. "Because of consolidation, advertisers have less negotiating ability with individual stations. We've heard stories to the effect that radio pricing is going up as a result," Tropp says.

Lyle Schwartz, senior vice president and group supervisor at Young & Rubicam in New York, says that while "consolidation will not change the audience levels for radio," it should make better "marketing partners of stations, clients and advertising agen-

cies."

A number of radio industry advocates are making a similar appeal. At the RAB's latest marketing leadership conference in Atlanta, RAB Chairman Gary Fries implored sales teams to be "pro-radio," not "anti-newspaper. To go after advertisers who've built their careers on newspaper advertising with an anti-newspaper approach is like telling people they're stupid, and that's wrong. We have to sell the assets of

radio."

In an effort to quickly capitalize on newspapers' downside, some radio group owners have urged sales teams to work toward pushing radio's share to 10%. But radio group managers participating in a panel discussion at a Kagan Seminars Inc. meeting last week agreed that 10% may be too high a target.

"Ten percent is a lofty goal when each percentage point is worth billions," said David Crowl, president of Jacor Communications. "I would take an 8 percent share."

Crowl and other panelists agreed that radio sales teams have to sell advertisers results, but must be more creative about developing sales opportunities and event marketing.

"The key to growing ad revenue is increasing ways to manage clusters of stations," says Bruce Reese, president of Bonneville International Corp.

"As an industry, radio has to better manage its customer focus," says Jim deCastro, chief operating officer of Evergreen Media Corp. "The whole key to success in radio is moving the dial. If you get ratings, sales will follow."

"With consolidation, we have to sell radio for its reach," says Joel Hartstone, managing director of StoneGate Group. "But not with separate sales teams and not by selling radio as an entertainment medium that just sells spots. We need to think of radio as an industry that sells somebody else's product." ■

## Network radio ratings fall in fall

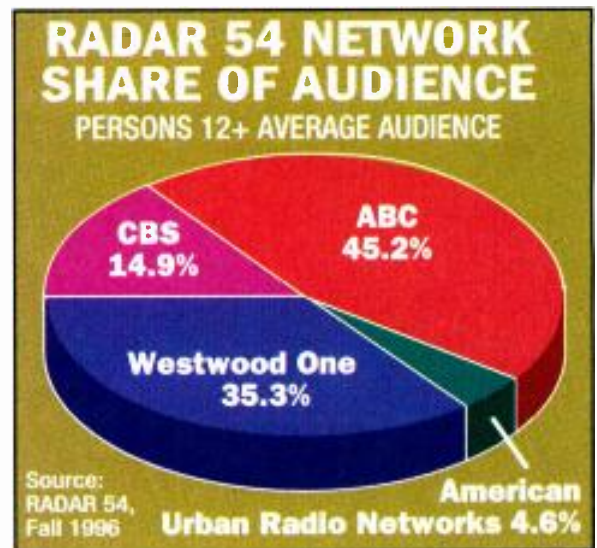
'RADAR 54' shows 3.8% drop; ABC's Paul Harvey still top personality

By Donna Petrozzello

**N**etwork radio ratings dropped an average 3.8% in the fall 1996 RADAR report, as audience share declined for seven of 14 networks.

The latest RADAR 54 report, compiled by Statistical Research Inc. of Westfield, N.J., shows that audience share dropped for four of Westwood One Radio Networks' six networks. Both the CBS Radio Network and CBS's Spectrum network lost audience share, as did ABC Radio Networks' Prime network.

All audience share reports are based on listeners 12-plus as reported in RADAR 54. Comparisons are made with the spring 1996 RADAR 53 report. Statistical Research surveyed 11,775 people 12-plus between October 1995



and October 1996 for RADAR 54.

The latest survey put ABC Radio Networks with the largest share of overall network radio audience, followed by Westwood One, CBS and American Urban Radio Networks (AURN). ABC correspondent Paul Harvey was network radio's top-rated personality, and ABC claimed nine of the top 10 network radio programs.

Of those networks that lost audience

# technology

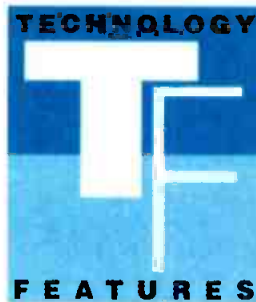
*n, pl 2*: a manner of accomplishing a task esp. using technical processes, methods or knowledge

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share, Westwood One's CNN+ was down 7.5%, its Country network was down 6.9%, its Source network was down 4.5% and its Young Adult network was down 2.5%. Audience share dropped 2.4% for CBS Radio Network's Spectrum network and fell 1% for the CBS Radio Network. ABC's Prime network lost 0.3% of its audience.

Six of the 14 networks gained audience share, with the largest increase posted by ABC's Advantage network, whose audience share climbed 45.9% between RADAR surveys.

ABC last year replaced its Excel network, targeted to young adults, with Advantage, which also is focused on young adults. ABC's Platinum network maintained its 10.4% share of network radio's overall audience share and its second-place overall rank.

ABC's Prime maintained first place, with 18% of the overall audience. Westwood One's Variety network ranked third, with 9.5% of the overall audience.

Audience share climbed 8.3% for ABC's Galaxy network; AURN was up 6.9%; ABC's Genesis network was up 3.4%; Westwood One's Adult Contemporary network rose 2.6%, and Westwood One's Variety network was up 1.5%.

Bill McClenaghan, senior vice president of research and development at

## Presidential staff



ABC News Radio went to the White House last Wednesday to air a special public service program, *Straight Talk on Drugs*. ABC-TV's *World News Tonight* anchor Peter Jennings moderated the live one-hour broadcast, which featured a discussion between President Clinton, parents and children about the dangers of drug use by young adults. Among those on hand for the event (with ABC News Radio unless otherwise noted) were (back row, l-r): Arnot Walker, *World News Tonight*; Steve Densmore; Kristi Kiernan; Steve Jones; Art Ganthier; Peter Doherty, and David Kantor. Front row (l-r): Sheri Thomas; Nancy Gabriner, *World News Tonight*; Camille Connally; President Clinton; Jennings; Bernard Gershon, and Lynn Andrews.

ABC Radio Networks, attributed some of the overall 3.8% decline in network audiences to the elimination of Excel. But McClenaghan says that "Advantage network is a growing network and should reach the size of Excel in the

next RADAR survey."

According to RADAR data analyzed by Glenn Bryant of AURN, ABC seized 45.2% of the network radio audience; Westwood One claimed 35.3%; CBS, 14.9%, and AURN, 4.6%. ■

## R I D I N G G A I N

### Sears, GM, U.S. government radio's big spenders

Interop's latest survey of national radio advertisers for 1996 ranked Sears, General Motors and the federal government as radio's biggest spenders. Interop reported Sears spending \$52,154,000 General Motors spending \$43,147,000 and the U.S. government spending \$42,732,000 in radio advertising last year. Interop pegged total national radio revenue at \$2.1 billion for January-November 1996.

Business and consumer service advertisers—including political ads—were radio's top national revenue generators, beating the retail advertising category. Interop said. Food and soft drink/snack advertisers upped their national radio budgets in 1996.

Radio's top 25 national advertisers increased their radio budgets by an average 10% between 1995 and 1996, Interop reported. Newcomers

### Country time



Visiting Westwood One's suite at Nashville's annual Country Radio Seminar are Alan Box, president of EZ Communications and a Country Radio Broadcasters (CRB) board member; entertainer Naomi Judd, and Ed Salamon, president/former, Westwood One Radio Networks and CRB president.

to the top 25 in 1996 were Time Warner, National Amusements, GE and Quaker Oats, Interop said.

### SFX adds Sunshine

SFX Broadcasting Inc. announced

plans to purchase its second concert promotions group, privately owned Sunshine Promotions of Fishers, Ind. An SFX spokesman called the rumored purchase price of \$50 million "reasonable." SFX says the deal will be funded exclusively from the group's existing credit facility. With Sunshine, SFX also will acquire Suntex Inc., an advertising specialty company producing promotional T-shirts, and Tour Design Inc., which provides tour support services and produces multi-media ad campaigns for concerts and other entertainment events.

Also, SFX gains control of various entertainment/concert venues that Sunshine operates. These include the Deer Creek Music Center near Indianapolis, the Polaris Amphitheater in Columbus, Ohio, and the Murat Centre theater and ballroom in Indianapolis. Sunshine is SFX's second concert-oriented purchase. The group bought concert promoter Delsener/Slater last fall.—DP



# Cable

March 17, 1997

## Cable's class of 1995

A look at how the major cable launches of that year have fared

By Joe Schlosser

It has been almost two years since a gutsy little group of eight cable networks got off the ground.

They were tabbed the major newcomers of 1995 (in a Paul Kagan Associates analysis) and include two networks that technically kicked off in December 1994. Two of the eight that constitute "the class of 1995" have quickly climbed to success, five have made steady progress and one has fallen into relative obscurity. Considering the limitations new networks face, analysts say the class has been a "moderate success."

The head of the class is arguably The History Channel.

Since its launch in January 1995, the network has conquered more than 35 million subs and by year's end is expected to be in more than 40 million homes. Last year alone The History Channel added 19.2 million subscribers, nearly double that of any other network. The network is co-owned by Disney, Hearst and GE and counts A&E as a co-owned network.

Not too far back is Home & Garden Television. The E.W. Scripps-backed network has 25.5 million subscribers after a little over two years in the market. Home & Garden gained 12 million subscribers in '96, the fourth-best gain of all cable networks. The network credits its unique and family-oriented programming for that success.

Next come five self-described up-and-coming networks: Classic Sports Network, CNNfn, Outdoor Life Network, Speedvision and The Golf Channel. All count 6 million-10 million subs. The Golf Channel may deserve an asterisk by its name, though. It started 1995 as a premium channel and switched to the basic cable tier that September. Since its conversion, The Golf

PROGRESS REPORT			
NETWORK (launch Date)	SUBSCRIBERS (in millions)		
	1st year	Current	Year-end '97**
Home & Garden*	10.0	25.5	30.0
Golf Channel (January)	1.4	8.3	14.5
History Channel (January)	9.0	35.5	40.0
Classic Sports (May)	3.5	10.0	15-20
Outdoor Life (September)	4.1	6.5	13.5
CNNfn (December)	5.5	7.7	n/a
Great American Country (Dec.)	n/a	1.2	n/a
Speedvision (December)	7.5	8.5	14.0

\*Launched end of December 1994 \*\* Projected

Channel has gained 7 million subs and says it will have an estimated 14.5 million by January 1998.

Bringing up the rear is the low-budgeted Great American Country, backed by Jones Intercable. The 24-hour country music video network, launched in December 1995, has an estimated 1.4 million subscribers.

"The class of 1995 as a whole is doing pretty well," says Bill Marchetti, an analyst with Paul Kagan Associates. "Almost all have compelling programming and have good niches that need to be filled."

The "unique factor" may well be the reason behind the success of The History Channel and Home & Garden Television.

"A good chunk of consumers indicate in surveys that compelling programming and programming that has not been seen before are what they really desire," Marchetti says. "Both The His-

tory Channel and Home & Garden Network do well in surveys because of just that."

But other networks believe there is more to it.

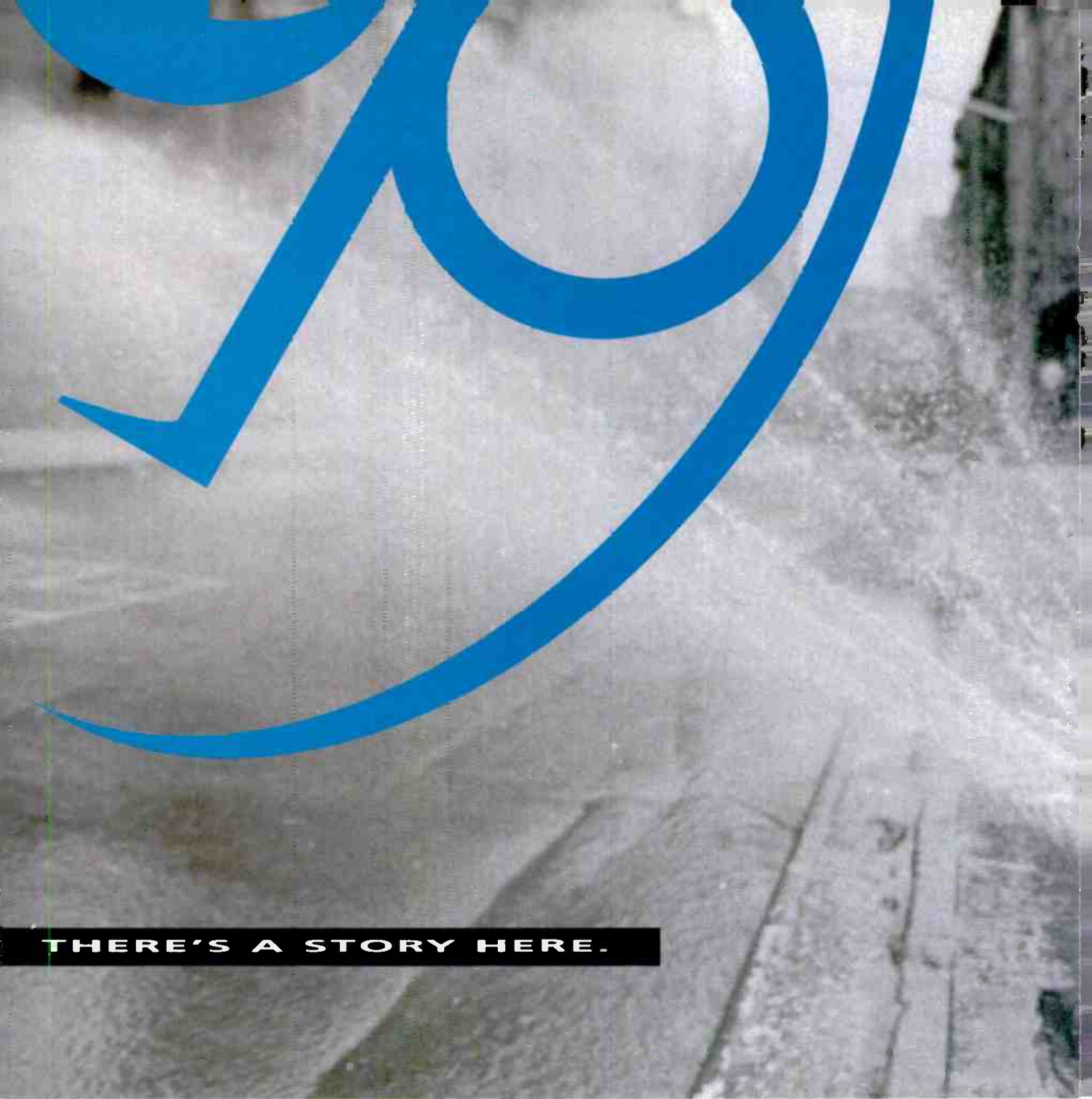
Having a co-owned network and sufficient funding can lift a network into a different subscriber zone. Having an advertising staff already in place or the ability to spin off on the success of an established network is an important support system.

"It does take support. Nothing gets done without having friends, on both a financial and a business level," says Chris Murvin, The Golf Channel's senior vice president of business affairs. "To do your own promoting is tough."

A new trend for start-up cable networks has been the "pay for carriage" scheme made famous by Rupert Murdoch and the Fox News Channel. Six of the eight networks deny paying upfront fees, and most say their networks charge MSOs subscriber fees from the outset.

Only Outdoor Life admits to both. A handful of the networks say they offer operators various "bonus packages."





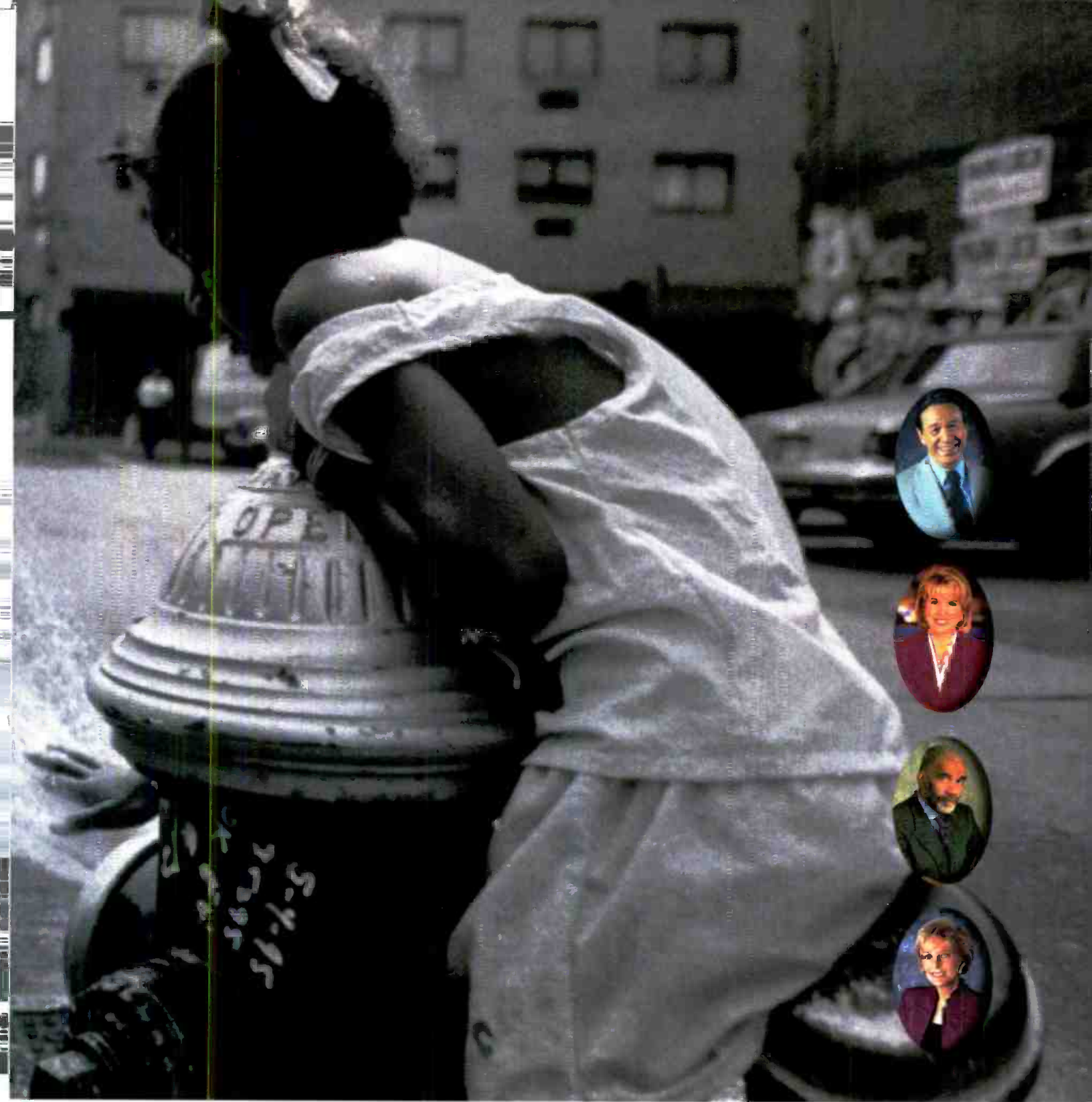
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real stories · real people

Such packages generally entail reduced fees and a greater share of advertising revenue.

## THE HISTORY CHANNEL

The History Channel has found its niche and then some. Officials from the network estimate that it will be in more than 40 million homes by the end of year and in over 50 million by 2000.

"The overall consumer interest in the programing we offer is unbelievable," says Dan Davids, senior VP and general manager at The History Channel. The network carries documen-



taries, movies and a host of acquired miniseries. Such programing has turned not only operators' heads, but some analysts' as well.

"In a little over two years, what they have done really stands out," Marchetti says of The History Channel. "They are right there with ESPN2, The Learning Channel and Sci-Fi as the top growing networks over the last few years." Even with limited analog space, MSOs have found room for the channel.

"I wouldn't say operators are knocking down our door," Davids says. "But they have shared their research with us and their customers have put us at the top or near it in almost every instance."

Davids says The History Channel is carried in 70 of the top 100 markets and airs in almost every major American city. As part of the A&E Network family, The History Channel has been promoted on A&E and other networks since it launched in January '95.

## CNNfn

CNNfn had instant brand recognition and has the backing of a major cable operator. Since its launch in December 1995, the network has followed CNN's lead. In its 14 months on the air,

CNNfn has grown to nearly 8 million subscribers.

"The CNN brand is a treasure," says Lou Dobbs, a CNN executive vice president and on-air presence on both networks. "You cannot overrate the importance of that. CNN gives us not only brand recognition but a breadth of resources that we draw upon for our programing that is absolutely essential."

Asked where CNNfn would be without the CNN branding, Dobbs says with a laugh, "we'd probably look something like our competition."

CNNfn carries live stock quotes from all three major U.S. stock exchanges along with various business news and economic reports. The demographic base is upwardly mobile and, male-dominated, a group that analysts say operators desire. Officials at CNNfn would not project how many subscribers the network will have by year's end.

## HOME & GARDEN TELEVISION

According to Susan Packard, Home & Garden's chief operating officer, it's not upfront payments or deals on subscriber fees that are HGTV's major selling point. Rather, the network prides itself on its 100% original programing in prime time and 80% original programing overall. Home & Garden's shows cover everything from home building to crafts to decorating.

"We are unique," Packard says. "We're nonviolent, nonsexual, family fare. Everything on our air is TV-G."

The result she says, can be seen in Home & Garden's strong local ad sales and positive feedback from MSOs and viewers. The network has 25.5 million subscribers and projects it will add another 6 million over the next 12 months. By year's end Packard says, Home & Garden will have well



over 30 million subscribers. During the past six months the network has received carriage on operators in Los Angeles, Chicago

and New York.

"We're moving from suburban to urban," Packard says. "We're starting programing about gardening in smaller areas and other city living-type shows."

## THE GOLF CHANNEL



## THE GOLF CHANNEL

In January 1995, The Golf Channel teed up as a premium service hoping to entice the estimated 25 million-40 million golfers and golf viewers in the country to pay for exclusive golf tournament coverage. Eight months later, the channel converted to a basic cable network after interest from the gallery seemed stymied by the pay-to-watch theory. Since then, The Golf Channel has seen its subscriber count steadily rise. It is in 8.3 million homes in the U.S. and airs in several Asian nations.

"We should almost be considered for the class of '96," says The Golf Channel's Murvin. "It took us a little while to change the momentum and get operators up to speed. But the switch has really paid dividends."

The Golf Channel is backed by large cable operators and Murdoch's News Corp. Murvin says the financing has helped get the channel on cable systems quickly but that their aid alone is not enough.

"We don't have a sister network like The History Channel has A&E and CNNfn has CNN," he says. "We've had to do it one step at a time. We're trying to use every opportunity we get to get exposure for The Golf Channel."

Murvin says The Golf Channel does not pay upfront carriage fees and that it relies heavily on subscriber fees. The network offers "some incentives,"



While we realize that some people get a little

# HOPPED-UP

when they hear

the words "spring break," that's probably because they're thinking about millions of

# HORMONAL

young adults reveling

on the beach. But if it's MTV's Spring Break you're thinking about, that's a different story:

it's a supremely exciting weekend of MTV programming with great live musical performances and

an excellent concentration of valuable viewers. (Specifically, more than 14.5 million teens and young adults watched

MTV's Spring Break '96—making it the biggest year ever in the show's decade-long history.\*) Frankly,

MTV's Spring Break is one big

# LOVE-FEST

for those interested in targeting

oodles of big-spending 18-34 year-olds. Sure it takes place on a beach. So what? Ride the wave.



Read between the lines.

© 1996 MTV Networks. All rights reserved. MTV, Spring Break, and Music Television are trademarks of MTV Networks. \*Source: Nielsen Media Research, 1996. MTV Networks is an Equal Opportunity Employer.

but he says the cost of sports programming is too high to "give away" the channel. Instead, he says, the demographic group the network draws (males 18+ with incomes starting at \$50,000) should be incentive enough.

Murvin also says the buzz generated by golfing phenomenon Tiger Woods has brought a lot of attention to the network. This year The Golf Channel will carry 70 professional tournaments, six senior PGA events, 10 LPGA tournaments and four or five Senior PGA Tour stops.

## CLASSIC SPORTS NETWORK

Brian Bedol, Classic Sports' CEO, claims his network is the "only real" independent that launched in '95. Bedol says Classic Sports is the lone network of the eight that does not have leverage in the market through either an MSO backing or a co-owned



network. And, he adds, Classic Sports does not pay MSOs upfront fees but relies instead on subscriber

fees.

"What we have done has been entirely on the merits of the programming and the programming promotion," Bedol says. "We're not complaining, but that is how it is. We are thrilled with where we are right now."

Classic Sports claims just over 10 million subscribers and hopes to have 15 million-20 million by the end of the year. Classic Sports will add a handful of new subscribers this week in Pennsylvania and New Jersey and will announce "many" more in the next few months. The programming on Classic Sports is just that: highlights and entire rebroadcasts of both classic and recent sporting events.

## OUTDOOR LIFE

Outdoor Life officials say the network has found its niche. The channel offers a variety of programming, from skiing to horses and to fishing to the environment. The channel combines in one package what a host of different networks offer in bits and pieces. Outdoor Life officials say. The 24-

# OUTDOOR LIFE

Television With A View

hour network, which launched in July 1995, says it is now in over 6.5 million homes.

"You can find similar programming occupying a few hours a day on a variety of networks," says Roger Williams, Outdoor Life's executive VP and chief coordinating officer. "Discovery might do some nature programming. ESPN may carry a fishing show in the morning, but no one brings it all together in one place with the depth that we do."

Backed by three large MSOs (Comcast, Cox and Cablevision), Outdoor Life got off to a fast start. After one year, the network had over 4 million subscribers, the majority of them on the three cable systems. Since then, Outdoor Life has steadily grown, and Williams says it will likely reach 13 million by year's end.

"With Cox, Comcast and Continental we had a launch base, a chance to establish the niche and claim the position we have in the marketplace," he says.

Outdoor Life offers operators a \$1 upfront fee for each subscriber as well as other incentives. But Williams says that that is nothing compared with what is going on in the market.

"We're not at 15 million subscribers because we don't go out and offer \$5 a subscriber and five free years for carriage," he says. "We could do that if we weren't investing in our many hours of original programming. That's not our business, though; we want to be thought of as an original programmer, not a rerun network."

## SPEEDVISION

Speedvision Network started the same year and in the same Stamford, Conn., building as Outdoor Life. Speedvision also is backed by the same three large MSOs and is marketed in a similar fashion. The network completed its

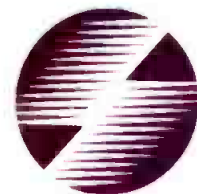


first year with 7.5 million subscribers and has added another million to get to its current 8.5 million. Williams says the network will be in more than 13 million homes by the end of the year.

Its programming is literally vehicle driven.

Whether the subject is cars, boats or planes, Speedvision seems to have a show about it. Williams says Speedvision, like Outdoor Life, has over 1,700 hours of original programming a year. The network also carries NASCAR auto racing, mostly qualifying events.

"Just as ESPN and other networks carry certain Outdoor Life programming, it is the same for Speedvision," Williams says. "We offer it 24 hours a day, and most of it is original and not reruns."



SPEEDVISION NETWORK

## GREAT AMERICAN COUNTRY



When Great American Country launched in December 1995 with a lineup of all-country music videos, Country Music

Television and The Nashville Network had been on the air for over a decade. Both CMT and TNN are based on country music, and both have a large following. To date, Great American Country, backed by Jones Intercable, stands at only 1 million subscribers after 14 months.

"They were the only real network to start in '95 without their own niche or new, compelling programming," Marchetti says. "Cable operators hesitate a little bit before adding a similar genre."

Great American Country was the only network not to return phone calls from BROADCASTING & CABLE. ■

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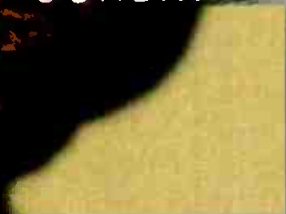
# TURNER CLASSIC MOVIES presents

## The Most Award-Winning Month On Television!

SUNDAY

MONDAY

TUESDAY



**BEST DIRECTOR WINNERS**  
 8:00pm **A Place in the Sun** (1951), George Stevens  
 10:00pm **On the Waterfront** (1954), Elia Kazan  
 12:00am **Ben-Hur** (1959), William Wyler  
 4:00am **Casablanca** (1943), Michael Curtiz

**ACTRESS WINNERS**  
 8:00pm **Doctor Zhivago** (1965)  
 12:00am **Citizen Kane** (1941)  
 2:00am **The Hospital** (1971)  
 4:15am **Vacation From Marriage** (1946)

**BEST PICTURE WINNERS**  
 8:00pm **The Broadway Melody** (1928/29)  
 10:00pm **Cimarron** (1930/31)  
 12:00am **The Life of Emile Zola** (1937)  
**BEST PICTURE NOMINEES**  
 2:30am **Flirtation Walk** (1934)  
 4:15am **Smilin' Thru** (1932/33)

**BEST SUPPORTING ACTRESS WINNERS**  
 8:00pm **The Subject Was Roses** (1968), Jack Albertson  
 10:00pm **Ryan's Daughter** (1970), John Mills  
 1:00am **A Thousand Clowns** (1965), Martin Balsam

**SPECIAL/TECHNICAL EFFECTS WINNERS**  
 8:00pm **2001: A Space Odyssey** (1968)  
 10:00pm **Tom Thumb** (1958)  
 12:15am **The Bridges at Toko-Ri** (1955)  
**SOUND EFFECTS WINNERS**  
 2:15am **Grand Prix** (1966)

**BEST PICTURE NOMINEES**  
 8:00pm **Mrs. Miniver** (1942)  
 10:00pm **Casablanca** (1943)  
 12:00am **An American in Paris** (1951)  
**BEST PICTURE WINNERS**  
 2:00am **One Foot in Heaven** (1941)  
 4:15am **Love Affair** (1939)

**BEST SCORE WINNERS**  
 8:00pm **Exodus** (1960)  
 12:00am **Sunset Blvd.** (1950)  
 2:00am **The Adventures of Robin Hood** (1938)  
 4:00am **Now, Voyager** (1942)

**ROBERT CALDWELL'S WINNING CHOICES**  
 Great performances that never won.  
 8:00pm **The Whisperers** (1967), Dame Edith Evans, Best Actress  
 10:00pm **Moulin Rouge** (1952), Best Picture  
 12:15am **The Maachurian Candidate** (1961), Angela Lansbury, Best Supporting Actress

**BEST PICTURE WINNERS**  
 8:00pm **The Bridge on the River Kwai** (1957)  
 10:00pm **Around the World in 80 Days** (1956)  
**BEST PICTURE NOMINEES**  
 2:00am **Mutiny on the Bounty** (1952)

**BEST SUPPORTING ACTRESS WINNERS**  
 8:00pm **Separate Tables** (1958), Wendy Hiller  
 10:00pm **Harvey** (1950), Josephine Hull  
 12:00am **Key Largo** (1948), Claire Trevor  
 2:00am **The V.I.P.s** (1963), Margaret Rutherford

**GREAT ACTRESS WHO NEVER WON**  
 8:00pm **The Spy Who Came in From the Cold** (1965), Richard Burton  
 10:00pm **The Sea Wolf** (1941), Ida Lupino, Edward G. Robinson, John Garfield  
 12:00am **Mourning Becomes Electra** (1947), Rosalind Russell  
 69th Annual Academy Awards® Presentation

**BEST PICTURE WINNERS**  
 8:00pm **West Side Story** (1961)  
 10:00pm **The Apartment** (1960)  
**BEST PICTURE NOMINEES**  
 1:00am **The Elephant Man** (1980)  
 3:30am **Network** (1976)

**OSCAR CHAMPIONSHIP WINNERS**  
 8:00pm **Fiddler on the Roof** (1971)  
 11:15pm **To Catch a Thief** (1955)  
 1:15am **Shane** (1953)  
 3:30am **Bound for Glory** (1976)

**WINNING INTERNATIONAL FILM WINNERS**  
 8:00pm **Black Orpheus** (1959)  
 10:00pm **Gate of Hell** (1954)  
 12:00am **Forbidden Games** (1952)  
**WINNING INTERNATIONAL FILM NOMINEES**  
 1:15am **The Four Days of Naples** (1962)  
 3:00am **Fellini Satyricon** (1970)

ALL TIMES EASTERN. Programming subject to change. Repeats from top left: Todd Lincoln: *The Apartment* (1960), Audrey Hepburn: *Breakfast at Tiffany's* (1961), Clark Gable: *Citizen Kane*, Gene Kelly: *On the Waterfront* (1954), Betty Davis: *Now, Voyager* (1942), Errol Flynn: *The Adventures of Robin Hood* (1938), Verel Speed: *Scarlet* (1935), Walter Brennan: *A Streetcar Named Desire* (1951).  
 Filmed in color: *David Copperfield*, *How to Succeed in Business Without Really Trying*, *James Stewart*, *Katharine Hepburn*, *The Philadelphia Story* (1940), *Marilyn Monroe*, *Robert Taylor*, *Gregory Peck*, *Casablanca* (1945).  
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# 31 DAYS OF OSCAR®

## WEDNESDAY

## THURSDAY

## FRIDAY

## SATURDAY



**BEST ACTRESS WINNERS**  
 8:00am *To Kill a Mockingbird* (1962), Gregory Peck  
 10:15am *True Grit* (1969), John Wayne  
 12:30pm *Lies of the Field* (1963), Sidney Poitier  
 2:45pm *Coming Home* (1978), Joanne Whalley-Kilmer

**BEST ACTRESS WINNERS**  
 8:00am *Elmer Gantry* (1960), Burt Lancaster  
 10:15am *Judgment at Nuremberg* (1961), Maximilian Schell  
 12:30pm *Chinatown* (1974), Faye Dunaway

**BEST ACTRESS WINNERS**  
 8:00am *Stalag 17* (1953), William Holden  
 10:15am *Sergeant York* (1941), Gary Cooper  
 12:30pm *Yankee Doodle Dandy* (1934), James Cagney  
 2:45pm *Watch on the Rhine* (1930), Paul Lukas

**BEST ACTRESS WINNERS**  
 8:00am *The Philadelphia Story* (1940), James Stewart  
 10:15am *Boys Town* (1938), Spencer Tracy  
 12:30pm *The Informer* (1935), Victor McLaglen  
 2:45pm *The Story of Louis Pasteur* (1936), Paul Muni

**BEST PICTURE WINNERS**  
 8:00pm *The Great Ziegfeld* (1936)  
 11:00pm *You Can't Take It With You* (1938)

**BEST PICTURE WINNERS**  
 1:00pm *San Francisco* (1936)  
 3:45pm *Stage Door* (1937)

**BEST PICTURE WINNERS**  
 8:00pm *The Greatest Show on Earth* (1952)  
 10:30pm *From Here to Eternity* (1953)  
 12:45am *On the Waterfront* (1954)  
 2:00am *King Solomon's Mines* (1936)  
 4:30am *Crossfire* (1947)

**BEST PICTURE WINNERS**  
 8:00pm *Ben-Hur* (1959)  
 11:00pm *Gigi* (1958)

**BEST PICTURE WINNERS**  
 8:00pm *Annie Hall* (1977)  
 10:15pm *Kramer vs. Kramer* (1979)  
 12:30am *Ordinary People* (1980)  
 2:45am *Midnight Cowboy* (1969)



**BEST ACTRESS WINNERS**  
 8:00pm *Hud* (1963), Patricia Neal  
 10:30pm *Coal Miner's Daughter* (1980), Sissy Spacek  
 12:45am *Sophie's Choice* (1982), Meryl Streep  
 2:00am *Women in Love* (1970), Glenda Jackson

**BEST ACTRESS WINNERS**  
 8:00pm *The Miracle Worker* (1962), Anne Bancroft  
 10:15pm *The Country Girl* (1954), Grace Kelly  
 12:30pm *Roman Holiday* (1953), Audrey Hepburn

**BEST ACTRESS WINNERS**  
 8:00pm *A Streetcar Named Desire* (1951), Vivien Leigh  
 10:15pm *Johnny Belinda* (1948), Jane Wyman  
 12:30pm *Mildred Pierce* (1945), Joan Crawford  
 2:45pm *Gaslight* (1944), Ingrid Bergman

**BEST ACTRESS WINNERS**  
 8:00pm *Jezebel* (1938), Bette Davis  
 10:15pm *Dangerous* (1935), Bette Davis  
 12:30pm *Morning Glory* (1932/33), Katharine Hepburn  
 2:45pm *The Sin of Madelon Claudet* (1931/32), Helen Hayes

**BEST DIRECTOR WINNERS**  
 8:00pm *Gone With the Wind* (1939), Victor Fleming  
 10:15pm *The Treasure of the Sierra Madre* (1948), John Huston  
 12:30pm *The Deer Hunter* (1978), Michael Cimino

**BEST SUPPORTING ACTRESS WINNERS**  
 8:00pm *Mister Roberts* (1955), Jack Lemmon  
 10:15pm *Sweet Bird of Youth* (1962), Ed Begley  
 12:30pm *The Sunshine Boys* (1975), George Burns

**BEST SOUND WINNERS**  
 8:00pm *Breakfast at Tiffany's* (1961)  
 10:15pm *Calamity Jane* (1953)  
 12:30pm *Neptune's Daughter* (1949)  
 2:45pm *The Sandpiper* (1945)

**BEST SUPPORTING ACTRESS WINNERS**  
 8:00pm *Paper Moon* (1973), Tatum O'Neal  
 10:15pm *Murder on the Orient Express* (1974), Ingrid Bergman  
 12:30pm *A Patch of Blue* (1965), Shelley Winers

**BEST SUPPORTING ACTRESS WINNERS**  
 8:00pm *A Midsummer Night's Dream* (1935)  
 10:15pm *Tabu* (1930/31)  
 12:30pm *The Picture of Dorian Gray* (1945)

MARCH  
 PRIMETIME HIGHLIGHTS

TURNER CLASSIC



MOVIES  
 Movie Heaven

Hollywood's Biggest Night, All Month Long! Every movie, every day in March has earned an Academy Award® or nomination. Turner Classic Movies—the only network that can bring you subscribers 342 movies that have earned over 1,000 nominations and 311 awards! All commercial-free.

# Roll out the boxes

Digital boxes loom again on the cable horizon

By Richard Tedesco

**L**ike the much-awaited comet Kahoutek, the arrival of digital set-tops has occurred with an impact rivaling that of the cosmic washout.

But once again, the industry seems to be buzzing about the prospects for the new box technology to take its place in appreciable numbers over the next year. The charge has been led by Tele-Communications Inc., which has its ancillary Headend in the Sky (HITS) business to build, along with its own ALL TVa service.

Apart from ALL TV rollout, TCI plans to launch HITS with different operators in six systems by the end of March, according to Richard Fickle, HITS vice president of business development. The strategy calls for the introduction of HITS in systems of approximately 1,000 subscribers, 10,000 subscribers and 50,000 subscribers. That's intended to help develop a template for the business in systems that correspond to one of the three sizes.

"We want to demonstrate that the economics make sense for those size markets," Fickle says. "and we're going to help these MSOs, particularly because we want these guys to be successful." Larger MSOs that are likely to launch with HITS this year presumably won't need as fully structured a service as smaller operators require.

Fickle figures penetration of 5% to 10% is attainable within the first six months of offering service, with 25% a goal that can be reached in the second or third year. TCI hopes to deploy the 500,000 boxes it anticipates receiving this year.

By year's end, HITS is expected to serve as many as 100 markets outside of TCI's systems. TCI has already begun transmitting feeds via HITS to a few major MSOs, but larger players are generally maintaining silence about plans to launch digital service this year. That includes Continental Cablevision, Comcast Communications, Cablevision Systems Corp. and Time Warner Cable. A spokesperson for Time Warner says only that the MSO is planning

one system test, with a fourth-quarter deployment for an undetermined number of units.

Cox Communications, which has 350,000 digital boxes on order from General Instrument, plans to be in most of its major markets in front of approximately 2 million subscribers. "The markets we're going into are pretty high-profile and competitive," says Lynn Elander, Cox director of product development, adding that digital service permits Cox to serve "niche needs" for delivery of both video and non-video text.

TCI has been the most public about its plans, projecting that five million of its subscribers will have access to the service this year. It began by launching in Hartford, Conn.; Arlington Heights, Ill., and Fremont, Calif., earlier this year, claiming a 75% conversion ratio for Hartford system test-users, before a quiet commercial launch in early January.

ALL TV offers three price points: \$69.99 for 170 channels with four premium services; \$49.99 for 150 channels, including two premiums and 18 special interest channels that are also in the high-priced package; and \$34.99 for 100 channels.

## Supply Side

From the supply side, General Instrument has the jump on its competitors, claiming that it shipped 100,000 units of its DCT-1000 last year and manufactured 200,000 more since. Overall, GI expects to ship a million boxes this year, according to David Robinson, GI vice president and general manager of digital network systems.

GI also expects to install the requisite technology in 100 headends serving systems with 1 million subscribers this year after assembling 12 headends



Henri Joubaud (above) of Canal+, which has entered the digital box race. ICS's Rodman Hicks, (left) has a lease plan that allows operators to pay \$10 per box.



last year. The hardware for eight more headends shipped recently, Robinson says, noting that "we're about on schedule for headend deployments."

That's a sticking point in the deployment picture, Cox's Elander says: "The gate to load [digital] is not the boxes; there is as much a 'gating' factor in the headend technology." That's because digital feeds from various sources need encoding, and different-size systems have different technical requirements.

Aside from the technical stumbling blocks, financing the digital rollout is a significant obstacle, particularly for smaller operators, who typically have less cash than the big players. For that market, GI has been working on an off-balance-sheet leasing program for its digital boxes recently introduced by one of its largest distributors, ICS/Itochu Cable Services based in Deerfield Beach, Fla.

The ICS program is a 60-month leasing plan that would allow prospective operators to pay \$10 or less per digital box. In most cases, ICS expects operators to assume ownership of the boxes at the end of the lease period, but it will pick up any boxes outstanding at the end of that term, according to Rodman Hicks, ICS senior vice president and general manager of national sales and marketing. "We will take any company that takes this box," says Hicks. "The cable company picks up the box at the end of the lease. And if they don't take it, we do."

ICS figures that the income guaranteed from each household taking digital service secures the leasing plan. This week, at the NCTA show, it hopes to start signing up operators to lease contracts and seeks a similar plan with



Scientific-Atlanta.

Scientific-Atlanta is on target for fall introduction of its digital boxes, led by the Explorer, the latest generation in a series that has seen several field trials. That goes back to the rollout of the Full Service Network, Time Warner's eternal trial in Orlando, Fla. S-A expects to announce some distribution deals at NCTA, says Bob Van Orden, S-A business unit director for digital video systems, who declined to talk projected numbers for units to be produced or shipped.

Time Warner was the big feather in S-A's digital cap late last year, when the two announced a deal that called for delivery over three years of 500,000 digital boxes at something less than \$400 per unit.

S-A may still be a year away from supplying any significant deployments, according to an industry source. But Van Orden sounds distinctly upbeat. "We're marketing this aggressively to the industry," Van Orden says, adding, "We've hit a number of milestones in the [digital] project on time, and it's going quite well."

A prime selling point in Van Orden's mind is the capability of S-A's boxes to eventually accommodate real video on demand. "That's going to be a very competitive weapon against DBS," which, he adds, can't accommodate VOD.

Most operators will pay as much as \$450 per box and get a box powered with advanced graphics capability provided by Power TV, says Van Orden, adding that S-A has managed to consolidate the number of chips in its digital boxes. Prices will come down accordingly as it generates sales.

"We've invested an enormous amount of money and time in the ASIC consolidation, and that's coming to fruition now," he says. "A small number of chips can provide the same level of functionality."

Along with transforming program selections, the digital age is making strange bedfellows of competing suppliers. Pioneer New Media Technologies has licensed the Power TV software from S-A for Time Warner's Pegasus digital system. "It's kind of a very strange relationship," says Jim Slade, vice president, business and product development, for Pioneer New Media.

Pioneer's digital Voyager box will be available for deployment in December, according to Slade, who says some field testing has already begun on the boxes. Pioneer expects to deploy into several

Time Warner systems on the heels of a single system deployment at year's end. Pioneer's deal with Time Warner calls for delivery of 200,000 units over three years. It expects to deliver 50,000 to 75,000 in its first year of production, Slade says.

A dark horse in the digital box race has emerged in France, where Canal+ has designed Mediaguard, a "smart" card with microcomputer for conditional access, and Mediahighway, software that enables interactive functions. Canal+ will exhibit the technology at the NCTA show, having enlisted Thomson Electronics, Philips Electronics, Sony Electronics and Pioneer to manufacture its boxes. "We are now in production with different manufacturers. The idea is to license Mediaguard and

## Digital Boxes from...



General Instrument



Canal+

## Wink TV: In and Out of the box

Wink Communications ITV technology—a software technology that enables enhanced TV applications—is ready to debut in the U.S. both inside and outside the digital box.

Wink is talking to digital set-top makers here about including its technology in their digital boxes. General Instrument will incorporate the software in its digital set-tops in the next few months according to Barak Kassar, Wink senior marketing manager.

But Wink has a long-term goal to be placed in a more ubiquitous box here. "Ultimately," says Kassar, "we will be in TV sets in the U.S."

The technology already is integrated in some TVs in Japan. Most recently, the company struck a deal with Sony Television for inclusion in a 32-inch model that Sony intends to ship domestically at the rate of 1,000 units per month. Toshiba Corp. and Victor Corp. of Japan are the other companies that incorporate the Wink system in their sets.

Applications of the technology include screen overlays of text, interactive information access, or ordering functions or audience polling. Wink expects to have it in TV sets here by the end of this year or early 1993. —RT

Mediahighway on an open basis," says Henri Joubaud, head of technology for Canal+. The \$300 boxes will include modems for Net access and memory, Joubaud says.

Whether or not this offshore assault captures cable systems here, it seems evident that there will be plenty of digital set-top product in the pipeline in the foreseeable future. Now the only question is how quickly the boxes turn into a meaningful business for cable operators, big and small. ■



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# Life after must carry: Last shall be last

*Duplicate signals, independents, PBS stations in harm's way; handicappers divided over cable reaction if rules go*

By Steve McClellan

It's always dangerous to predict how the U.S. Supreme Court will decide any particular case, but the industry consensus on must carry is that the court will do away with it.

There is also agreement that some stations—including commercial independents, affiliates and PBS outlets—will be dropped from cable systems.

What is unclear is how many and how soon, although some believe that as many as 500 over-the-air stations could be adversely affected.

Michael Ruggiero, an Indianapolis-based consultant who specializes in must-carry and retransmission-consent issues, says there will be fallout for broadcasters. To what degree and how fast will depend on pressure exerted by cable programmers itching to launch new services as well as competitive pressures on operators from DBS and wireless systems.

Cable operators are conflicted, says Ruggiero. On one hand, most of them don't like taking any channel off their system. "They hate having the phone ring" from irate subscribers, he says.

At the same time, he says, cable operators have been "pent up with very negative feelings for must carry for many years. So they may flex their muscles right from the get-go and zap a lot of stations."

Ruggiero and others say it's hard to guess just how fierce operators will be in their efforts to free up channel space at the expense of broadcasters. Most likely, he says, operators will focus first on weeding out duplicate signals from the same network source among the six commercial networks and PBS.



*The betting is the Supreme Court will eliminate must carry.*

Although statistics aren't available, Ruggiero says many systems pick up duplicate signals. "It's a widespread practice," he says. Usually what happens is that an operator determines from ratings books that a station technically out of its market is more watched than an in-market station with the same affiliation. So the operator has a retransmission-consent deal with the out-of-market station, while the in-market station, invokes must carry.

If must carry goes away, "you will probably see more reaction by operators to get rid of duplicate stations than anything else," he says. And in many cases it may just be the out-of-market station that gets carried because the operator feels that station has more to offer its viewers.

That weeding-out process, if it does occur, may well reshape some Nielsen television markets (designated market areas, or DMAs). "The cable operators are going to have more of a say on the control of DMAs," he says. "They will actually have the ability to reshape DMAs to fit their own clusters."

"I would bet that it would go away," NBC Cable President Tom Rogers says, of the must-carry regulations. "I think all cable program services are beneficiaries to some extent." But some will have greater opportunities than others, he says.

For MSNBC, the benefit would be to reach the 50 million-sub level more quickly than planned. He says the network has commitments that will bring it to 50 million by 2000. "If must carry goes away, it might happen a little earlier."

But Rogers says that other cable services with which NBC is involved, such as Court TV and The History Channel, could benefit more dramatically. "Court TV would clearly be helped," he says, "services with local programming opportunities that aren't high cost." History would benefit too, because it has proved to be popular, and operators want to add it if they can find the space.

And what about losers in the must-carry equation? Rogers cites the "enormous number of duplicate PBS stations." If PBS outlets are not grandfathered or granted some sort of exception, "the single biggest loser as a class will be public broadcasting."

PBS President Ervin Duggan declined to be interviewed for this story. A Duggan spokesperson said he will wait for the court's decision before he comments publicly on the issue.

Rogers also says that over-the-air home shopping stations are "great candidates" to be dropped if must carry disappears. "They're a double whammy for operators," he says. "They represent a signal not wanted in the first place, and they're also seen as making revenue off the operator's carriage without the system's participation."

Barbara Laurence, president of the Global Shopping Network, New York, says GSN, which is trying to launch an over-the-air home shopping network, is prepared to negotiate to give cable operators a percentage of gross retail sales in exchange for carriage.

Laurence also says GSN is prepared to negotiate cash payments for carriage on cable, although nothing near the magnitude of the \$10 per subscriber that News Corp. is said to be offering for Fox News Channel.

Aside from those negotiations, Laurence says the stations GSN is acquiring—including KCNS(TV) San Francisco, WNDS(TV) Boston and WRAY-TV Raleigh, N.C.—cover their markets



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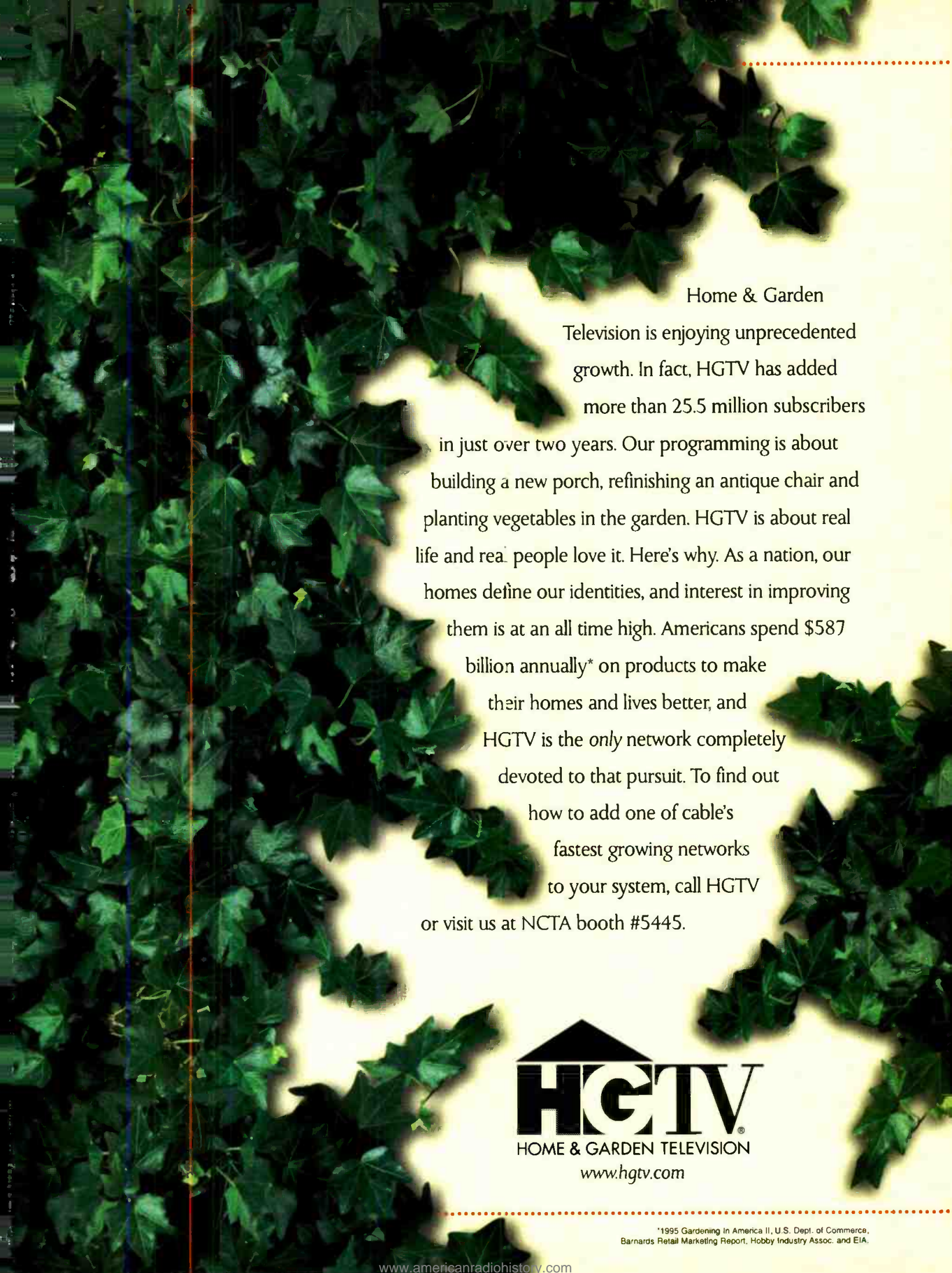
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\*1995 Gardening in America II, U.S. Dept. of Commerce, Barnards Retail Marketing Report, Hobby Industry Assoc. and EIA.

widely. In addition, some offer niche programming, like KCNS's Chinese-language programming, which sizable minority groups in the community find appealing. "I don't think operators will want to alienate subscribers by taking that away," she says.

Paxson Communications Chairman Bud Paxson, who doesn't want to see must carry disappear, and says the impact on broadcasters will be dramatic if it does. "In 1986 there were 800 full-power television stations, and now there are 1,600," he says. "One reason it's doubled is because of must carry."

If must carry goes, not all of those stations that have come on board since 1986 will suffer, Paxson says, because three new networks have launched in that time: Fox, WB and UPN. But "great suffering will go on" among smaller stations without affiliate status and among subsets such as religious stations, he says. Paxson estimates that up to 250 stations may be hurt badly. In addition, he says, "there are about 300 unbuilt construction permits that you can kiss goodbye because nobody will build them because nobody will finance them. It will be a sad day for the broadcasting community if must carry fails."

Paxson says his stations, which carry primarily infomercial programming and some specialty programs (such as foreign-language blocks), might be dropped by some cable operators. But it doesn't matter, he says, because he's decided to create a new niche network with a programming partner (March 10).

Talks with many major programmers are ongoing, says Paxson, although he declined to identify any of the parties, saying it's too early in the process. But other sources report that among those Paxson has talked to are Seagram-owned Universal, Sony-owned Columbia TriStar and DreamWorks SKG.

With over-the-air distribution of more than 60% of the country through owned stations, LMAs and proposed acquisitions, "we are now well past the point of critical mass," says Paxson, adding that the company intends to acquire stations up to the legal limit (for UHF) of 70% coverage of the country.

"The old way of doing business was to create a network and go in search of affiliates," Paxson says. "We've just done it backward. We have the affiliates; now we are in search of a network."

Cable operators downplay the significance of must carry, although they acknowledge that if it goes away, some

**"I don't know why the broadcast stations should be in any different position than the cable channels from our customers' point of view."**

— Charter's Barry Babcock

stations may be dropped.

But in most cases, in most markets, says St. Louis-based Charter Communications Chairman Barry Babcock, "there wouldn't be much of a change."

But Babcock does say that "there will clearly be certain isolated locations where some stations will be dropped from the channel lineup because they are not pulling their own weight."

Babcock believes that will be a rare occurrence, though. "Probably 99 percent of the stations in the country are going to have continued coverage," he says "and 1 percent won't." And that 1% is probably going to make "a lot of noise, and there's going to be a big hoopla. But in the final analysis, I don't know why the broadcast stations should be in any different position than the cable channels from our customers' point of view. If people don't want to watch them, [the channels] should be challenged. By the same token, if it's programming that people do like, those channels deserve to be carried." ■

## Utilities power up telco presence

*Although not a major threat to cable operators, city-owned systems look to capitalize on new opportunities*

By Price Colman

**T**he telecommunications tug-of-war typically features telco vs. cable vs. wireless in various permutations, but the electric utility sector is showing signs of increasing its presence at the party.

No one's suggesting that the utilities, public or private, are getting ready to take a run at the sector, but there are some interesting examples of agile opportunists going after weakened traditional powers.

The American Public Power Association (APPA) lists 65 municipally owned cable systems, for instance. In all but a few cases, they weren't started not so much because of discontent with the commercial cable purveyor but to rationalize the core utility business.

"Getting into cable, I think, was seen as less an entrepreneurial venture than

a logical extension of the existing communications facilities for the utility's own internal purposes," says Todd Tuten, legislative counsel on telcom and other issues for the APPA. "They may have been in an area not served by cable, or they may have been in an area where the city was not happy with the service."

But the unhappiness factor is becoming a force. In Boulder, Colo., and Celina, Ohio, city officials—encouraged by local cable customers—are looking into the possibility of offering their own services: a city-owned fiber-optic system.

Ingram & Associates of Findlay, Ohio, in early March unveiled a survey of Celina and surrounding areas that showed 87% of 134 people surveyed (including 124 TCI customers) would subscribe to a city-owned system.

The results prompted one Celina city official to say, "These results are so overwhelming as to indicate significant public anxiety over current service levels."

In a letter to Celina's mayor,



Thomas J. Cantrell, director of government affairs and franchising for TCI's Midwest region, sought to assure the city that TCI was aware of its concerns regarding the desire for new services and keeping a lid on rates; however, Cantrell said, regulatory constraints limit TCI's ability to offer new services.

"We simply cannot expect to succeed if we are unnecessarily shackled by a hostile regulatory ball and chain," he said. "Why would we even try? Therefore, given the untenable business climate created by the Telecommunications Commission of Northwestern Ohio, it is extremely unlikely that TCI, in the near future, will make any investments beyond traditional cable TV service in Celina or elsewhere in Northwestern Ohio."

"It's not just TCI," says Steve Ingram, principal and founder of Ingram & Associates. "I'm working with other communities with Time Warner Cable. A lot of it has to do with dissatisfaction with the cable company—especially now, with rate increases every six months. The electric utility people say we provide service.... If we hire the right people, we ought to be able to do cable too."

It's more complicated than that, of course. But then again, the utilities are considerably more sophisticated than they used to be, and in many cases, they already have poles in place to support another wire.

Part of what's spurring utilities to action is the 1992 Energy Policy Act, which opened the nation's transmission grid for wholesale power purchases and thus inaugurated wholesale competition. That was followed only last year by a rulemaking from the Federal Energy Regulatory Commission (FERC) that permitted wheeling, or transmitting power over someone else's lines.

With competition moving from the retail to the wholesale market, utilities are exploring services that can add value to the customer and revenue to the utility, including video, voice, data and even demand-side energy management.

In other words, the utility people are approaching the communications-delivery business the way the cable and telco people are: bundled services. Moreover, the majority of the utility players in cable are taxpayer-owned, not shareholder-owned, which means they can keep margins razor thin.



*TCI blames the Telecommunications Commission of Northwestern Ohio (above) for creating a business climate in Celina, Ohio, that has spurred the city to investigate providing its own cable service.*

For Boulder voters, the issue is less one of dissatisfaction with TCI's core cable operation than of discontent with the pace of progress. Boulder is one of a handful of cities that still conduct public voting on the cable franchise, and in the November 1996 election, residents rejected a TCI proposal that could have extended the MSO's franchise for 19 years. TCI had included what it considered sufficient plums in the proposal—Internet services by 1999, to declare Boulder a techno test-bed—but it wasn't enough.

Now a group called Citizens for Better Cable is pushing for a feasibility study to determine whether sentiment and economics could support a city-owned system capable of offering a range of services.

Two things complicate the situation for Boulder: officials are in the midst of franchise renegotiations with TCI, and residents will have to face paying for it.

"I believe a lot more public process has to take place before the [city] council is sure that a significant portion of the community favors a municipal system," says Richard Varnes, who oversees cable for the city manager's office.

In Cedar Falls, Iowa, the municipal system overbuilt the incumbent TCI and has managed to siphon as much as 25% of the system's 4,000-5,000 subscribers. But Tom Graves of the Iowa

Cable and Telecommunications Association questions whether the overbuild strategy will become a trend.

"It's a level of government that regulates us, and now they're going into business against us," Graves says. "We say [they are] welcome to it if they have the guts to not regulate the local cable company. That's what we're asking Iowa legislators to do—remove cable regulation."

From TCI's perspective, the municipal overbuild threat isn't much of a threat, as long as the playing field is level.

"It's not even a competitive threat," says Doug Watts, vice president, government affairs, at TCI. "There's no place that I know of where the municipality is willing to go head-to-head with the cable operator. Most of the places where they want to get into cable business, they want to be the only game in town.... The business is a lot more complicated and difficult than people on the outside give it credit for. Once they get on the inside for a little while, they end up wanting to get back on the outside."

Maybe. Then again, savvy newcomers that pick their targets of opportunity carefully, capitalizing on existing infrastructure advantages and bundling potential, may start picking off some of cable's low-hanging fruit.

"I think, yes, there are going to be increased opportunities for all utilities, including public power systems," says the APPA's Tuten. "I don't think the focus is primarily on video services. I'm sure there will continue to be growth there, but I don't foresee an explosion." ■



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# E COMMON SHOW.



# Deciphering future of LMDS

FCC sets rules for auctioning spectrum; wireless service could have host of applications

By Chris McConnell

**T**he abbreviation stands for "local multipoint distribution service," but proponents of the LMDS wireless technology say that could mean a variety of things to subscribers.

High-speed Internet access, educational services, telephony and hundreds of video channels are among the offerings that backers of the LMDS technology hope to deliver. Last week they moved a step closer to their goal with a long-awaited FCC decision setting rules for the new service.

The action will allow the LMDS proponents to bid for two spectrum blocks in 984 areas nationwide. The licenses to be auctioned include a 1150 mhz block of spectrum, a chunk that proponents say will be large enough to accommodate a variety of different services.

"It's more bandwidth than any service has ever been given," says Shant Hovnanian, CEO of CellularVision USA, a New York LMDS operator already transmitting a 49-channel video programing package to viewers in Brooklyn and Queens. Viewers receive the programing through six-inch-square antennas.

"LMDS is like a big, wet piece of clay," says David Mallof, president of Washington-based WebCel. Mallof and others hope to use the electromagnetic clay in cellular systems. The LMDS cell sites, they predict, will each deliver a signal about five or six miles.

Mallof's company hopes to use such a system to deliver a high-speed Internet access service that would allow users to bypass the local telephone company. "We view interactivity as central," says Mallof, adding that his company has no plans to pursue any of the video programing services envisioned by others. He voices hopes that his company might eventually deliver Internet access to 20% of the country.

Also eyeing the Internet access business is CellularVision USA. Hovnanian says his company is preparing to offer a 500 kilobit-per-second Internet access service and eventually hopes to provide a 54 megabit-per-second service.

"That basically can bring an ele-

**"A quantified programing obligation would improperly place the heavy hand of government on the programing decisions of the LMDS providers."**

**—Rachelle Chong  
FCC Commisssioner,**

phant into your home," Hovnanian says. He also says the additional spectrum and digital compression technology will allow his company to deliver "at least 200 channels" to New York viewers.

Another company that plans a mix of interactive TV and traditional programing is Weslaco, Tex.-based Rio-Vision. Company vice president Jon Schill envisions a 150-200 channel service that would incorporate local TV stations.

Schill adds that his firm has signed an agreement with the University of Texas to devote some of the bandwidth to an educational service. He predicts that LMDS spectrum bandwidth could allow students to send audio and video signals back to a classroom as well as receive them.

RioVision and the other LMDS proponents will have a chance to develop such services once the FCC auctions off the LMDS licenses. In its action last week, the commission said those bidding successfully for the licenses will have 10 years to provide a "substantial service" within their service areas.

The FCC did not set limits on the number of licenses an entity can acquire. As expected, however, the FCC did restrict cable and telephone

companies from acquiring the 1150 mhz LMDS licenses within their own service areas. The Clinton administration had urged such a restriction, citing concerns that telephone and cable companies acquiring the LMDS frequencies within their own service areas would lack incentive to develop services.

The restriction will remain in effect for three years.

Commissioners also said they reserve the right to impose future public interest obligations on the LMDS licenseholders. The public interest issue for weeks had stalled the rule-making as well as the commission's effort to set satellite radio rules. Last week commissioners on both sides of the issue were claiming victory.

"The commission today has affirmed the interest of the public in the new digital age, planting the flag of public interest on this new terrain," FCC Chairman Reed Hundt said. "All bidders and future licensees are on notice that the public interest will be served."

Commissioner James Quello countered that the FCC "affirmatively declined to impose so-called public interest obligations." And Commissioner Rachelle Chong said, "The majority wisely chose not to impose quantified programing obligations.

"A quantified programing obligation would improperly place the heavy hand of government on the programing decisions of the LMDS providers," she said.

Chong also dissented from the FCC's decision to block the cable and telephone companies from acquiring in-region LMDS licenses for three years. Chong said the action will prevent cable companies from using the LMDS frequencies to offer competitive telephone service and will block phone companies from using the spectrum to offer video service.

"By precluding the participation of incumbent LEC and cable operators, competition in those markets may well be harmed by arbitrarily denying some of the strongest potential competitors the ability to branch out into new markets," Chong said. ■



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# One more time for 'On Time'

*NCTA redoubles its efforts to improve perception and reality of service guarantees*

By Price Colman

**T**he National Cable Television Association recently "re-launched" what may be the industry's most sweeping image-polishing campaign: its on-time customer service guarantee initiative.

The need for a relaunch—the launch was in March 1995—suggests there is still a good deal of polishing to do.

"We know we have an awareness challenge here," says NCTA President Decker Anstrom. "It's also clear that we need to work on the performance side.... Until we hit 100 percent in every system, we haven't done the job yet."

That 100 percent target is a lofty—some might say unrealistic—goal for what has been perhaps the quintessential entrepreneurial American growth industry for the past 40 years. Indeed, cable has been so focused on growing, the argument goes, that it hasn't been able to afford to allocate the financial and human resources to become the Nordstrom of the telecommunications sector. Little wonder, then, that cable has been the butt of jokes and even the target of an unflattering if hyperbolic movie portrayal of a Keystone Kops approach to customer service.

"Here, we're still on a two- to two-and-a-half-week wait for installation from the time somebody calls and makes payment to the time the technicians get it done," says Susan Littlefield, cable regulations administrator for St. Louis. "Even with that kind of lead time, a lot of appointments are canceled or rescheduled. Sometimes it's the weather, but often it's over-booking. TCI last summer in St. Louis did a '1-800 cable-me' promotion. None of those people got done in the four-hour window."

By the late-1980s and early '90s, cable's reputation had eroded so badly as a result of rate increases and service problems that Congress enacted the '92 Cable Act, which regulated rates, and the FCC imposed customer service standards. Among those were requirements that installations be done no later than seven days after an order is placed, that work on a service interrup-



*NCTA and CTAM conducted a multicity teleconference March 5 to mark the second anniversary—and effective relaunching—of the cable industry's On-Time Customer Service Guarantee (OTG) program. The two associations also unveiled an industry-sponsored \$3.5 million ad campaign to promote the program. The presentation was hosted by Al Roker, with satellite links to Montgomery County, Md., and Cincinnati, where audiences comprising cable employees testified to the importance of the OTG and loudly applauded each other's accomplishments. Participants included NCTA President Decker Anstrom, CTAM President Char Beales, and Chuck Ellis, Time Warner Cable executive vice president and OTG Task Force Chairman. More than 500 cable television systems participated in the teleconference. Above, Today show weatherman Roker in New York and Anstrom in Maryland take part in the teleconference to relaunch the program.*

tion begin no longer than 24 hours after it is reported and that work on other service problems begin the next business day after they are reported. Cable operators are supposed to maintain a 95% compliance rate with those standards.

The FCC also enacted the so-called 90-30 rule, which requires cable system customer service representatives to answer 90% of phone calls within 30 seconds.

Anecdotal evidence, like that from Littlefield, indicates problem pockets still exist. Short of a survey of every franchising authority in the nation, however, it's virtually impossible to tell how widespread such problems are.

In cable's defense, things are clearly improving. Anstrom and the NCTA get

credit for spearheading that change. Anstrom, highly regarded inside the industry and in political-regulatory circles, has relentlessly pushed a customer-first philosophy. His image-building efforts have even prompted him to tell cable operators publicly and privately not to raise rates, although his urgings on that front have been to little avail.

"Decker is wonderful and very far-sighted," Littlefield says. "It would be wonderful if his industry listened to him more."

Perhaps it is.

A December 1996 survey by the Yankee Group of what it called Technologically Advanced Families (TAF) found that perceptions of the cable industry among the higher-income "early adopter" segment of the population had improved in a number of areas. At the same time, cable still ranked well behind local and long-distance telephone companies in cate-



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gories such as trustworthiness, value for money, access to service representatives, speed of problem resolution and on the loyalty scale.

"Broadly, the cable industry's service is improving," says Bruce Leichtman. "However, it is still relatively average.... The numbers on the survey are pretty mediocre. In every case but one, technologically advanced families view cable worse than the rest of the population. And those are the ones most likely to leave. It's a classic good news-bad news story."

The trends described in the report became crystal clear last year, when Tele-Communications Inc. lost 70,000 customers in the third quarter, many of them to the aggressive marketing campaigns of DBS companies such as EchoStar and DIRECTV. Adding empirical fuel to the fire, the Yankee Group survey found that TAF households with cable declined from 80.4% to 77.5% in 1996.

It's unclear how much impact cable's self-imposed on-time guarantee program has had on improving perceptions, although it has certainly been a factor. The fuzzy picture is partly the result of disparities in how cable companies promote and measure their on-time performance.

"We issued a report card last summer, based on what systems reported, showing the range of on-time performance was 76 percent to 99 percent," Anstrom says. "At the corporate level, companies say we commit all our systems to deliver the guarantee, and I think they do. But over the two years since the program was launched, it's clear that only 25 percent of customers know about this. It's hard to keep a person, let alone a company or a whole industry, focused on a priority for two years. In certain systems, [the guarantee] has slipped down the list."

Local franchising authorities applaud the efforts but say they're typically too preoccupied with other priorities to do anything other than follow up on complaints, let alone measure on-time performance.

"If somebody had the time, manpower and resources, they could very well look into [on-time performance]," says Jim O'Connor, cable administrator for Howard County, Md., where Comcast has about 55,000 subs and Mid-Atlantic Cable another 3,500. "But it would take an army to glean that kind of information from them."

BROADCASTING & CABLE interviews

**Cable will have to meet or exceed its opponents' performance in virtually all areas to generate new customers and retain the ones it has.**

with cable operators and franchising authorities revealed performance disparities not only between different MSOs but within different systems owned by the same MSO.

At Jones Intercable's Broward County, Fla., system, which has about 60,000 subs, the company conducted about 2,000 installations and roughly the same number of service calls in January, one of the system's busier months because of an influx of seasonal residents. Even with that volume, the Jones system issued only \$73 in credits for the month stemming from late or missed appointments.

Under the voluntary guidelines, the cable operator is supposed to give a customer a free installation or \$20 credit for a service call if the appointment is late or missed.

"The customer never has to wait longer than two days for installation, and we'll see people on the same day on service calls," says Debbie Wood, marketing manager for the system. "We meet our windows on service calls probably 99 percent of the time. On installations we're probably around the 90 percent mark."

The Broward County system puts a two-hour window on service and installation calls, but that's not necessarily the standard for all MSOs. In rural systems, where customers live farther apart and farther from the head-end and which typically have fewer technicians, the window is often longer, generally four hours.

Shortfalls in meeting the on-time guidelines most often result from no communication or miscommunication between departments at the system level.

"They'll call to schedule the appointment, then call to check whether the customer is home," Littlefield relates. "They'll call at 2:30 p.m. for a customer who has promised to be

home between 3 p.m. and 5 p.m., and when the customer isn't there, they'll cancel. Or they won't let the phone ring long enough. That's been an issue for a number of years in the St. Louis franchise. Even now you can't get a straight answer on how long they let the phone ring before they hang up.

"The biggest problem with TCI is they don't tell you what the rules of the game are," Littlefield says. "I've had numerous subs say, 'What do you mean they're going to call me before they come?' I say, 'They didn't tell you that?' I don't know that it's intentional. It just seems to be a chronic problem."

Another reason that it's tough to gauge on-time performance is that phone response time appears to be a continuing problem for some systems.

"Right now, we're in kind of a stepped-up monitoring stage with TCI...and Time Warner," says Julie Omelchuck, assistant director at the Mount Hood Cable Regulatory Commission, which covers Oregon's Multnomah County and its biggest city, Portland. "Both of them recently have encountered on-hold problems and delays in answering their calls."

Time Warner is the larger operator, with about 100,000 subs, while TCI has about 30,000. During 1996 the commission registered 1,067 complaints about Time Warner, of which 287, or 26.9%, concerned phone responses. TCI generated 134 complaints, of which 31, or 23%, were phone-related. Recently, both companies "have improved dramatically," Omelchuck says, and are now complying with the FCC's 90-30 rule.

The advent of competition from the DBS sector, and to a lesser degree from telcos, has proved to be a double-edged sword for cable. On one hand, it has given cable an opponent against which it can be measured in terms of cost-value relationship of the services that cable delivers. Moreover, in the past, cable's de facto monopoly status often created a negative perception among consumers.

Conversely, with the onset of competition, cable will have to meet or exceed its opponents' performance in virtually all areas to generate new customers and retain the ones it has.

"On the whole, with maybe a couple of exceptions, the cable industry is working toward improving its image," says O'Connor. "They seem to be scared to death of possible competition." ■





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Tuesday, March 18, 2:30 pm - 4:00 pm

<http://www.thegolfchannel.com>

# TCI takes piece of Kaleidoscope

*Invests in medical/health information network targeted to people with disabilities*

By Joe Schlosser

**K**aleidoscope Television received a healthy boost from Tele-Communications Inc. last week, when the nation's top MSO invested in the fledgling health and disabilities network.

The extent of TCI's equity investment was not disclosed, but Kaleidoscope President Dr. Bill Nicholls says TCI will become a significant investor. TCI will get two seats on the board, more than any other single investor. Jedd Palmer, TCI's senior vice president of programming, and Bill Airy, president of the MSO's Digital Health Group, will fill the seats.

"We've been struggling along, holding our costs down," Nicholls says. "But now that this money is in place, the rest of the industry has said it will get involved. They've said that once TCI gets in, they will follow. It's going to be a domino effect."

Nicholls says the network, which has 15 million subscribers, nearly 1.5 million on TCI systems, expects to add another 30 million subscribers in the next five years. Kaleidoscope will also

be launched on TCI's digital and online services.

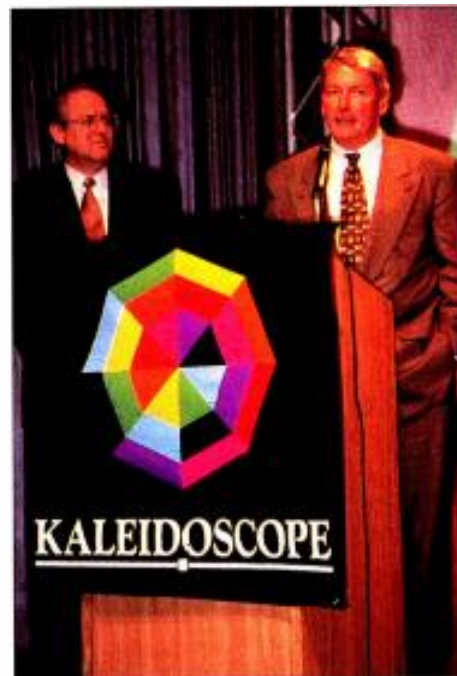
The timetable for Kaleidoscope's rollout on TCI and related systems cannot be announced until the MSO notifies the networks that will be dropped to make room for Kaleidoscope, Nicholls says.

TCI would not comment on which networks will lose their carriage to Kaleidoscope, which has been based at TCI's Denver headquarters since its launch in September 1990.

"Kaleidoscope has managed to devise a credible business plan to meet the needs of an important, underserved constituency in our country," TCI Chairman John Malone said in a prepared statement. "We are pleased to support it, and I hope the rest of the industry will take a good look at it as well."

Kaleidoscope's other partners include Southwestern Bell, Prime Cable, C.W. Group and Sandler Capital.

The network provides educational and informative programming for people with disabilities. It went to a 24-hour format just two years ago, after five years of supplying three hours a day of



*Kaleidoscope's Bill Nicholls (l) with TCI's John Malone.*

programming. Kaleidoscope is a for-profit business, and officials say it will break even in 1997.

TCI has been contemplating an investment since at least 1985. One reason for its decision could well be the political muscle Kaleidoscope can flex in local communities. Charities and interest groups that constitute its advisory boards are peopled with the same local leaders who wield political clout at franchise renewal time.

"Obviously, [companies, like TCI and Southwestern Bell are in it for the business, to make money," Nicholls says. "There is some political muscle to it and some advantages to helping the community, but the bottom line is we have to turn a profit. And we foresee doing that."

Kaleidoscope executives estimate that there are 49 million people with disabilities in the country. It is a virtually untapped market, with newcomer America's Health Network just beginning to appear on major systems.

"This industry has been looking for a place to target its advertising dollars," Nicholls says. "Now it has one and it is coming to us in droves, especially since there is really no other network that addresses the needs of the disabled." ■

## Cox sees Starz!

Cox Communications Inc. will launch Encore Media Corp.'s Starz! first-run movie channel and six themed channels on select systems nationwide.

The affiliation agreement between the two companies calls for Cox to launch Starz! on certain analog systems where channel space is available and on all systems making the transition to digital. In addition, Cox will launch Encore's Thematic Multiplex channels—WAM! America's Kidz Network; Love Stories; Westerns; Action; Mysteries, and True Stories—to as many as 1.3 million digital basic subscribers by the end of 1999.

The agreement expands the relationship Encore already has with Cox, which was the first MSO other than TCI to launch Encore's themed channels. Cox offers Starz! and the themed channels to about 150,000 of its roughly 3.5 million subscribers. Time Warner Cable last year agreed to put Starz! in front of as many as 4 million of its subscribers in 1997.

Financial terms of the agreement were not disclosed. Encore is a joint venture of TCI subsidiary Liberty Media Corp. and JJS Communications, whose primary principal is John Sie.

—PC





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# WBIS boosts the sporting life

Adds programing from *Outdoor Life*, *Speedvision*, *Classic Sports*

By Joe Schlosser

New York broadcaster WBIS(TV) reached an agreement with Outdoor Life and Speedvision to air original programing from the two cable networks. WBIS also purchased two shows from Classic Sports Network that will air weekly. Programing from all three networks began yesterday (March 16).

WBIS's current format is a mixture of business and sports. During the day the station airs business programing and follows that with sports in the evening. The cable channels are all using the broadcast airtime as a way to cross-promote their products in the metropolitan area. All three launched in 1995 and receive little or no carriage in New York City.

Both Outdoor Life and Speedvision, backed by three large MSOs (Cox, Comcast and Continental), have agreed to a no-cash, barter deal with Channel 31. WBIS will reserve weekly and weekend time slots for programing from both cable networks. Outdoor Life, which

has 6.5 million subscribers, will provide a variety of shows, including episodes of *Adventure Quest* and *Sportsman's Journal*. Speedvision, in 8.5 million cable homes nationally, will air episodes of *Classics*, *American Thunder*, *On Track* and *Legends of Motor Sport*.

"This is a strong opportunity for us to maximize our awareness in the important New York media market," says Roger Werner, president of both Speedvision and Outdoor Life. "We are extremely pleased that we have a chance to offer WBIS's audience our programing."

Classic Sports has a similar arrangement with WBIS for its two shows. *The Classic Sports Game of the Week* will air once a week in prime time and rerun on Saturday afternoons on WBIS. *The Classic Sports Showcase* will air Sunday nights from 8 to 10 p.m. ET.

"This is a totally separate business for us," says Brian Bedol, Classic Sports Network's CEO. "We are beginning to produce some syndicated programing, and WBIS contacted us about acquiring

it. We came up with a few shows that they took an interest in."

Classic Sports, which has more than 10 million cable subscribers nationwide, has been supplying programing to WBIS since last summer, when Dow Jones Inc. and ITT Corp. acquired the broadcast license. In a unique deal with the broadcaster, Classic Sports agreed to supply WBIS with its 24-hour programing from July 1996 to January 1997. After the six months, WBIS began supplying its own programing and has had a series of deals with Classic Sports since.

"This is phase three between Classic Sports and us," a spokesperson for WBIS says. "Since January, we have had a limited agreement with Classic Sports to show some of their programing. Recently we had been showing less and less of it."

The new acquisition of the two programs will guarantee WBIS more Classic Sports programing on a weekly basis.

"That's what they want," Bedol says. "We became very popular when we were on their air full time. New Yorkers loved it and want it. WBIS is trying to gain from that." ■

## US West in Spain, Czech Republic

Baby Bell US West is beefing up its cable presence in Spain and the Czech Republic. In partnership with General Electric's investment subsidiary GE Capital, it is negotiating for a 30% stake in Spanish cable operator Cableuropa, according to a spokesperson for Multitel, which has a 10% stake in Cableuropa. US West would invest in Spain's Cableuropa via a joint venture investment vehicle with GE Capital, dubbed Spain Co. The 30% stake being targeted is thought to be worth Ptas3 billion (\$20.6 million), and Cableuropa is talking with as many as 12 European and U.S. groups. It expects to close a deal before the end of March. US West International's office in London refused to comment on the proposed transaction.

US West also owns a 25% stake in CTC, which is currently the only bidder for three cable licenses in the Spanish region of Catalonia, due to be awarded by the government in June. CTC's bid for all three licenses is reportedly worth \$1 billion.

Meanwhile, US West's 94%-owned Czech cable operator, Cable Plus, began trial service of cable telephony March 11 using hybrid fiber/coax technology. Cable Plus has 425,000 subscribers in the republic and also serves



more than 80,000 subs in Slovakia.

## RAI to spend more on production

Italian public broadcaster RAI has unveiled its 1997 programing spending plans, pledging £550 billion (\$326 million) to TV and film production and acquisition. For the first time in five years, RAI's board has allocated a majority of its programing budget, £280 billion, (\$166 million), to production instead of acquisition. The production budget will be divided between movies (£51 billion) and new TV fiction and animation (£209 billion).

RAI has a new policy of reducing imported programing, particularly U.S. prime time fiction, and plans to introduce more Italian and European shows, including a sitcom in a joint venture with Grundy Italy and two prime time miniseries.

RAI's board has approved five new animation series and two additional episodes of TV movie series *The Bible*, co-produced with Turner and Germany's Kirch Group. RAI will also need extra programing to feed its planned launch of kids, cultural and educational satellite channels in September. RAI has also been negotiating to launch pay-TV services on Stream, the fledgling Italian cable system operated by state telco Stet. —Nicole McCormick & Lloyd Shepherd



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1995  
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1994  
31mm

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1993  
30mm



1992  
26mm

1991  
12mm

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## Save World SaNiTy!



## TINTA beefs up in Argentina

Tele-Communications International Inc. (TINTA) has reached an agreement with Argentina's Cablevision SA to acquire up to an additional 39% interest in the venture (TINTA purchased 51% in 1995). Cablevision SA now provides cable service to more than 570,000 subscribers in Argentina. TINTA has more than 2.7 million cable subs in Europe, Asia and Latin America and provides 40 cable and satellite programming services internationally.

## 'Toonami' hits Cartoon Network

Starting Monday, weekday afternoons on Cartoon Network will be swept away by *Toonami*, a mix of old and new action/adventure cartoons. The network's new two-hour block (4-6 p.m.) comprises reruns of 1980s animated hits *ThunderCats* and *Voltron: Defender of the Universe* plus new episodes of *The Real Adventures of Jonny Quest*. In between each half-hour series will be 15 minutes of classic cartoons, plus new interstitial segments featuring Clyde 49, a robot who keeps track of the "coolest things in the universe for kids" for pop culture fanatics on his home planet. Cartoon Network plans to hold regular call-in contests revolving around items featured in the Clyde 49 segments, which will blend 3-D animation with live-action footage. In related news, Cartoon Network says it gained 9.4 million homes between December 1996 and March 1997, bringing the network's numbers to more than 40 million subs. Nielsen ranks the top-10 growth networks as follows: Cartoon Network, Home & Garden TV, The History Channel, ESPN2, Sci-Fi, Disney, The Learning Channel, Prevue, TV Food and Bravo.

## Discovery = quality

Discovery Channel ranked first among the top 25 media brands based on overall quality, according to the 1997 EquiTrend Study. The study, which polls 4,000 U.S. consumers and is conducted by Total Research Corp., also ranked The

Learning Channel third, followed by The Disney Channel and CNN. ESPN was seventh and The History Channel was 10th. Discovery Channel had been ranked second behind *National Geographic* the previous four years. This year, they swapped places.

## Play ball!

ESPN is adding a box score in the lower portion of the screen during its baseball coverage. A diamond graphic will show where runners are located and the speed of each pitch. ESPN kicks off its coverage on April 1, baseball's opening day, with a tripleheader. In all, the network will carry 86 regular-season games.

## Waiting for Oscar

Request and E! Entertainment Television are jointly promoting Request's Academy Award Nominee Weekend, which will air March 21-23. Request is offering eight nominated films, including "Dragonheart," "Independence Day," "The Nutty Professor," "The Rock" and "Twister." E! is producing clips that will run on Request's interstitial programming. The Academy Awards air March 24 at 6 p.m. PT.

## Ready to Travel

Miami-based Travel Channel Latin America has begun production on four new shows hosted by Latin American personalities. The shows will air in the third quarter. *Disfrute Chile* will be hosted by Katherine Salosny and will take viewers throughout Chile. Eloi Nunes will escort viewers throughout Brazil in *EcoTour*. *Mexico: Tierra de Contrastes* will focus on that country. *Trotamundos* is shot in Caracas and explores ecology, art, theater, fashion, restaurants, nightclubs and beaches worldwide. Travel Channel Latin America reaches 5.4 million households in Latin America, the Caribbean and Portugal.



The Disney Channel is officially unveiling its new logo at NCTA in New Orleans this week.

## SNET debuts Connecticut cable

After clearing many obstacles, Southern New England Telecommunications launched its cable service in Connecticut last week. SNET began signing up customers for its 80-channel americast

programming, which includes local stations, expanded basic, premium, and pay per view. Cablevision, the state's incumbent cable operator, along with other cable systems and the New England Cable Television Association, tried to stop SNET last August by petitioning the Connecticut Department of Public Utility Control's decision to grant the telco a statewide cable franchise license. The cable systems argued that the DPUC didn't have the authority to make such a ruling, but that protest was overruled, and SNET was granted final approval in September. In January, Cablevision filed a complaint with the DPUC charging that SNET's cable wiring was a safety hazard and posed a "serious and potentially deadly risk to Connecticut's utility workers and the general public." Last month, SNET decided to dismantle 10 miles of hybrid fiber/coax cable after a National Electrical Safety Code subcommittee sided with Cablevision and agreed that there was a safety concern.

## Programers ponder digital compression

Home Box Office, Turner, Viacom and Fox are discussing building their own operations to supply digitally compressed, multiplex programming to cable customers, sources tell BROADCASTING & CABLE. While no announcements appear imminent, such services from programers would put them in direct competition with TCI Technology Ventures, HITS (Headend in the Sky) operation, which takes analog programming, digitizes it and supplies it to

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### 1996 Beta Research Cable Subscriber Study

Top Ranked Mid-Sized Networks:

Average Perceived Value  
Among Channel Viewers:

ESPN2	\$2.22
History Channel	\$1.73
Cartoon Network	\$1.55
<b>TBN</b>	<b>\$1.36</b>
Country Music Television	\$1.28
Home & Garden Television	\$1.26
Court TV	\$1.24



**VALUE.** What every programming package demands in 1997. A good reason to review the new Beta Research Study. You'll find that TBN's a big winner! TBN ranked fourth in average perceived value among mid-sized networks.\* Surprised? Only if you're clinging to marketing myths about religious programming. The truth is that Born Again/Evangelical Christians are one of the 1990's largest niche markets. And nobody touches their hearts like TBN. Why? Because TBN's diverse Christian programming reflects their religious values with exciting shows from America's

fastest-growing denominations and churches. Viewers trust TBN's commitment, too. We haven't changed our name or format since 1973. And viewers know we'll always be faithful. No infomercials, paid advertising, or nonreligious shows. So, it's no surprise TBN attracts more viewers than Odyssey EWTN, and IN-SP combined!\*\* Yes, America is coming home to traditional family values. And you can come home too in '97. Come home to TBN. Your best choice to put real value - family values - in your programming package. Call 800-735-5542.



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## HEADLINES

MSOs offering digital cable. Discussions are ongoing, sources say, with announcements likely by the third quarter and rollouts likely by the fourth quarter.

HITS, which has an affiliation agreement with Cox, may announce deals with other MSOs at this week's NCTA convention.

### 'Portrait' grows

Lifetime will be showing more *Intimate Portraits*, its competitor to A&E's *Biography*. The show has aired on Sundays, but now will be also be seen Monday through Thursday at 10 p.m. ET. The new schedule begins the week of March 30. In related news, two of Lifetime's daytime shows have been given new hosts. Deborah Duncan and Toni DiBuono will take over the Lifetime series *Our Home* and chef Bobby Flay will host *The Main Ingredient With Bobby Flay*. DiBuono has acted in off-Broadway plays, while Duncan was an anchor in Dallas for *Good Morning Texas*. Flay owns three upscale Manhattan restaurants and previously had a show on the network.

### Soccer gets kick on ESPN

ESPN and ESPN2 will combine to televise 35 Major League Soccer games during the league's second season. ESPN2 will carry 21 regular-season games, including the season opener on Saturday, March 22.

### Golf looks east

The Golf Channel will tee off in the Far East, launching in the Philippines on April 1 and in Taiwan in January 1998. Destiny Cable will be the exclusive distributor of the channel in both countries. The Philippines has 450,000 cable homes and Taiwan has approximately 3 million. The March 10 edition of BROADCASTING & CABLE incorrectly reported that the TV Food Network debuted in 1993 with 2 million subscribers. The network had a subscriber base of 6 million at launch.

50

## PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of March 3-9, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 97 million TV households.

Program	Network	Time (ET)	HHs. (000)	Rating		Cable Share
				Cable	U.S.	
1. Rugrats	NICK	Mon 7:30p	3,276	4.7	3.4	7.4
2. Rugrats	NICK	Thu 7:30p	2,956	4.2	3.0	7.1
2. Rugrats	NICK	Tue 7:30p	2,920	4.2	3.0	6.9
4. Rugrats	NICK	Wed 7:30p	2,893	4.1	3.0	6.9
5. Rugrats	NICK	Sat 7:30p	2,796	4.0	2.9	7.7
6. Hey Arnold	NICK	Mon 8:00p	2,749	3.9	2.8	5.9
7. World Champ. Wrestling	TNT	Mon 9:00p	2,711	3.8	2.8	5.8
7. Doug	NICK	Mon 7:00p	2,675	3.8	2.8	6.4
9. Movie: "Kindergarten Cop"	USA	Sun 6:00p	2,610	3.7	2.7	6.4
9. Doug	NICK	Thu 7:00p	2,608	3.7	2.7	6.5
9. Hey Arnold	NICK	Wed 8:00p	2,562	3.7	2.6	5.8
9. NBA/Milwaukee @ Chicago	WGNC	Mon 8:30p	1,336	3.7	1.4	5.8
13. Kenan & Kel	NICK	Sat 8:00p	2,508	3.6	2.6	6.6
14. Rugrats	NICK	Sun 10:00a	2,467	3.5	2.5	10.7
15. Rugrats	NICK	Fri 7:30p	2,376	3.4	2.4	6.4
15. Rugrats	NICK	Sat 8:30a	2,352	3.4	2.4	11.6
17. Movie: "Any Place but Home"	USA	Wed 8:59p	2,358	3.3	2.4	5.3
17. Movie: "Kindergarten Cop"	USA	Sat 8:00p	2,351	3.3	2.4	5.8
19. Doug	NICK	Wed 7:00p	2,268	3.2	2.3	5.8
19. All That	NICK	Sat 8:30p	2,267	3.2	2.3	5.7
21. Doug	NICK	Tue 7:00p	2,193	3.1	2.3	5.6
21. Hey Arnold	NICK	Sun 11:00a	2,158	3.1	2.2	9.5
23. Movie: "Road House"	TBS	Thu 8:05p	2,139	3.0	2.2	4.7
23. World Champ. Wrestling	TNT	Mon 7:55p	2,114	3.0	2.2	4.6
23. Secret World of Alex Mack	NICK	Thu 8:00p	2,109	3.0	2.2	4.7
23. Doug	NICK	Sat 7:00p	2,101	3.0	2.2	6.1
27. Raahh!!! Real Monsters	NICK	Sun 10:30a	2,047	2.9	2.1	9.0
27. Tiny Toon Adventures	NICK	Sat 9:30a	2,034	2.9	2.1	9.3
27. Are You Afraid of the Dark?	NICK	Thu 5:00p	2,009	2.9	2.1	6.9
27. Tiny Toon Adventures	NICK	Sat 9:00a	1,996	2.9	2.1	9.2
27. Tiny Toon Adventures	NICK	Mon 6:30p	1,993	2.9	2.1	5.1
32. Looney Tunes	NICK	Sun 9:00a	1,987	2.8	2.0	9.3
32. My Brother and Me	NICK	Sun 7:30p	1,979	2.8	2.0	4.6
32. Rocko's Modern Life	NICK	Mon 5:30p	1,971	2.8	2.0	6.0
32. Sportscenter NCAA Special	ESPN	Sun 6:30p	1,959	2.8	2.0	5.0
32. Doug	NICK	Fri 7:00p	1,945	2.8	2.0	5.6
32. Are You Afraid of the Dark?	NICK	Mon 5:00p	1,923	2.8	2.0	6.4
38. WCW Wrestling	TBS	Sat 6:05p	1,914	2.7	2.0	5.8
38. Tiny Toon Adventures	NICK	Thu 6:30p	1,911	2.7	2.0	5.2
38. J. Henson's Muppet Babies	NICK	Sat 10:00a	1,903	2.7	2.0	8.9
38. Mystery Files of Shelby Woo	NICK	Sat 9:00p	1,900	2.7	2.0	4.7
38. Movie: "The Terminator"	USA	Sat 5:00p	1,882	2.7	2.0	6.1
38. Rocko's Modern Life	NICK	Sun 11:30a	1,871	2.7	1.9	8.3
38. Are You Afraid of the Dark?	NICK	Wed 5:00p	1,857	2.7	1.9	6.3
45. Doug	NICK	Sat 8:00a	1,841	2.6	1.9	10.4
45. Movie: "Support Your Local Sheriff"	TNT	Sun 8:00p	1,840	2.6	1.9	4.1
45. Clarissa Explains It All	NICK	Mon 6:00p	1,831	2.6	1.9	5.1
45. Rocko's Modern Life	NICK	Thu 5:30p	1,826	2.6	1.9	5.8
45. Secret World of Alex Mack	NICK	Tue 8:00p	1,824	2.6	1.9	4.1
45. Tiny Toon Adventures	NICK	Sun 8:30a	1,811	2.6	1.9	9.6

Sources: Nielsen Media Research, Turner Research

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*Webcasting*

## AOL tabs Tartikoff, revives TV model

*Online service hopes to take cyber production to TV*

By Richard Tedesco

America Online is having visions about the TV business again.

After backing off the analogy it had been drawing between itself and TV networks, AOL is back in the game with another big TV name: Brandon Tartikoff, who will become chairman of the board for AOL's Greenhouse Networks. The former NBC entertainment chief signed an open-ended development deal, and is supposed to lead an AOL initiative to create cyber-series for eventual entry into broadcast or cable TV series.

An appropriate Tartikoff cyber-serial about a struggling TV net dubbed *Beggars and Choosers* is the inaugural project of an entertainment "network" AOL plans to launch this fall. It will feature streamed video, as will other AOL networks in different genres.

Simultaneous with Tartikoff's arrival, AOL bought Lightspeed Media, a cyber-serial producer that created *The Spot* and *GrapeJam*. One of its founders, Scott Zakarin, becomes Greenhouse president of programming.

AOL plans 12-15 distinct networks over the next two years, according to Danny Krifcher, president of Greenhouse Networks, who says the idea is to take it all to another level using Tartikoff's leverage. "It's going to start on the



Brandon Tartikoff

Web, but it will migrate to TV," Krifcher says. "We expect this medium is going to be highly interactive and video-focused."

Krifcher says other networks also may debut in the fall, but he declined to discuss specific genres or other cyber-series being considered. He simply describes the networks as "super-sites" that will help vault AOL into the realm of the 30 big brands it figures will dominate the Web.

The concept of migrating content to TV is not a new one at AOL, that was the idea with content from The Hub, created with New Line Entertainment. Recently, however, AOL has touted itself more as a content aggregator than an aspiring creative force in TV.

Business has not been booming for cyber-serial production companies of late. American Cybercast, which had touted itself as a "Net launching platform for TV fare, recently declared bankruptcy. TM.

### Pittman looks to gain half of Internet growth

Bob Pittman, MTV co-founder, neo-legend and media wonderboy, has reinvented himself as president of AOL Networks.

As AOL continues to be a lightning rod for technical, fiscal and legal troubles, Pittman paused recently to share his thoughts on the online business. In contrast to AOL's announced intention to move into the TV realm (see story, left), Pittman feels that AOL's true strength is as a content aggregator of convenience online, not an ersatz network streaming video in cyberspace. On the business side, he thinks AOL has achieved mass media status with its 8 million members. And he sees a bottom line in the black at the end of AOL's next quarter.

**On AOL vs. TV nets:** "I think the content analogy is not a good one in this business. I don't think content means the same in this business as it does in the cable business. What we really are is not a killer piece of content but the killer convenience. What we're really telling you is, use my product and you'll have more free time in your life."

**On online video:** "People who think people are going to watch TV on their computer are kidding themselves. There's nothing wrong with people's TVs. They love full-motion video—works just fine on TV—and the consumer has been reading print for years and years. The Internet is something in-between."

**Comparing the online biz with cable:** "In many ways it looks like the cable networks business looked in the early '80s. You're reaching out to a consumer and giving something they aren't getting anywhere else. You have a generation that's actively interested in interactivity, which clearly AOL's providing. And I think in this business, a lot of things are very similar. Big brands win. AOL, everybody knows and trusts."

**On cable modems and MSOs' new roles:** "Anything that's faster is better. But I'll tell you, my 56k at home is as good as the T1 in my office. It moves and it's nice. And on some functions, I don't even notice the difference."

"The MSOs are going to find what they really do well is to deliver access. I don't think they are going to have the appetite to spend billions of dollars building content with no brand. Remember, the MSOs never built brands anyway. It's sort of unlikely they'll start building brands today. So I think what you'll probably be providing access for channels like us, who are brands that the consumer wants."

**On becoming a mass medium:** "Cable TV was a mass medium when the first cable network hit 10 million subs. Actually, at about 5 million subs, HBO became mass market. You're penetrating beyond the people who are obsessed with the product. You have one group of people who don't have a life; their computer is their life, and the more complicated the better. The mass market consumer wants to use this for a purpose; therefore, they want it to be simple, fast and understandable. That consumer is already there, and that's the consumer we've been getting for probably our last 6 million subscribers at AOL."

**On the \$19.95 flat monthly rate:** "The flat rate looks good...should help churn overall...should be less billing issues and probably drive down the number of services. If you look at churn in our business, there are two elements: conversion rate—and that's running at an all-time high—the 90-day-and-out customer. We wondered how many of those were leaving. It looks a lot like the cable business."

Finally, Pittman sees the Internet audience at home growing by 4 million to 6 million users a year, with AOL getting half the action.—RT

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Interactive

# CNNfn, MSNBC, stream after Fox

News sites will showcase updates in technology

By Richard Tedesco

The Internet is quickly becoming a secondary outlet for cable business news operations.

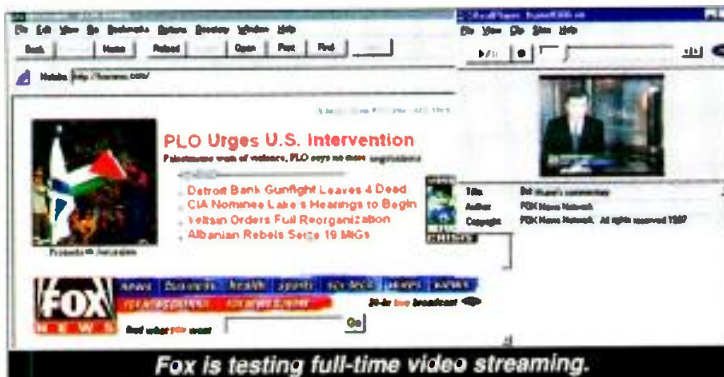
Last week, CNNfn jumped in, streaming two shows, and now plans to start streaming all of its content onto its Website sometime in June. And NBC Desktop was reincarnated under MSNBC as a subscription service aimed at business professionals and consumers. Both initiatives follow Fox News Channel's test run using Progressive Networks' Real-Video product to stream content full time, a test that will continue through May.

The objective for Fox and CNNfn is to heighten their pro-

files by extending their services to Web surfers. MSNBC Desktop, as it is now designated, extends the MSNBC brand while trying to resuscitate the lackluster NBC Desktop service.

"Our job as programmers is to make our product ubiquitous, and it will be," says Lou Dobbs, CEO of CNNfn. "We don't know what the demand will be. We do know it's essential to maintaining our leadership position."

CNNfn has had 30 million page users per month on its Website, according to Dobbs, who says the advertising support also is there. Fox has drawn as many as 7,000 PC users per day viewing its video



online, says Scott Ehrlick, director of online services, noting it's been a "huge success" as a sampling vehicle.

Fox News will re-evaluate its streaming project at the end of May, and likely will continue now that CNNfn is getting into the act. CNNfn is initially streaming its daily Digital Jam and Business Unusual programs, and posting financial news updates twice hourly.

Neither service is concerned about cannibalizing cable viewership. "If you look at the Web, with three frames a second and all of its problems today, nobody's going to mistake Fox News on the Internet for the cable channel," says Ehrlick.

But all three projects provide showcases for their streaming technologies, particularly MSNBC Desktop, for which Microsoft is anxious to find its NetShow 2.0 update a venue. "It's a natural fit, and we wanted to work with these

guys to show what we can do," says Jim Durkin, product unit manager on Microsoft's Public Network Product Unit.

NetShow could be presented as a full-screen streamer when Microsoft releases the beta version of its Tiger video server shortly, according to Durkin, who says that NetShow is already robust enough to accommodate higher streaming rates with the necessary bandwidth. "We can take this product and blast out six megabytes of video today," he says.

Right now MSNBC Desktop will settle for video that's adequate to accompany the prime focus of its audience, the audio stream. To extend its online reach, MSNBC has struck two kinds of content integration deals: some sites, such as CMP's TechWeb, will carry icons pointing users to MSNBC content; others, such as PC Week's site, will incorporate CEO interviews from Desktop as part of their content. **TMD**

## US Robotics, GI to intro modem systems

US Robotics hits the ground running in the cable modem business this week as it joins the crowded field demonstrating their wares at the NCTA show.

US Robotics is presenting what it's positioning as an efficient and economical end-to-end solution for cable operators. It includes a cable modulator, cable access router and cable network management system for the headend, as well as on-premise modems for subscribers.

What the Skokie, Ill., company has done is take access concentrators that 'Net users dial into for access and added modules to increase multiple access capacity, says Semir Serazi, vice president and general manager of U.S. Robotics' cable access business unit. "It's kind of a natural extension for us to offer an end-to-end solution in the cable medium," Serazi says.

Users will purchase the modems directly at retail outlets, those same 56 kbps modems that U.S. Robotics already began selling in competition with higher data rate services. Modified to accommodate 27 mbps downstream rates, they'll sell for up to \$230. Upstream traffic uses a telephone return path.

Serazi claims the U.S. Robotics system is scalable, and offers to aid operators set up as Internet service providers in their respective markets.

Meanwhile, General Instrument is seeking to extend its presence in the modem mania with turnkey solutions for operators from its NextLevel Satellite Data Networks Group, also with a telephone return-path scheme.

Its Surfboard cable modems run at 27 mbps downstream over a 6 mhz channel. GI is presently bundling its Surfboard network in cooperation with Community Networks Inc., an online service provider, to launch service on Cablevision of Loudon County, Va. A 300-household testbed there is about to make a transition to commercial Internet access cable service in mid-April.—RT

## VDOnet nears TV quality streaming

VDOnet claims to be closing in on a software release that will enable video streaming online at 30 frames per second.

VDOnet expects to introduce during the second quarter a new version of its VDOLive technology capable of producing TV-quality video on Websites, according to VDOnet Chairman Asaf Mohr. An upgrade of its compression technology is the key to VDOnet's imminent release, which will permit PC users to access video from the same file for any data download rate.

"At the level of content creation, it uses our unique compression technology, and it's in a format that can be retrieved in different resolutions," Mohr explains.

At the Internet World trade show in Los Angeles last week, VDOnet was demonstrating a work-in-progress version of VDOLive running at 25 frames per second.

The impetus to boost the frame rate to 30 has come from VDOnet's clients, which include CBS News, MTV, PBS and CBC, Mohr says. The Palo Alto, Calif.-based company, which released VDOLive in 1995, counts Microsoft Corp., US West Media Group and Nynex among its investors.—RT



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Internet Law

# Supreme Court to hear Internet indecency case

Government says law needed to protect future of cyberspace

By Dan Trisoboff

The Clinton administration will ask Supreme Court justices Wednesday to reinstate the Communications Decency Act—a part of the 1996 Telecommunications Act that attempted to regulate offensive material on the Internet.

A challenge to the law—filed by an American Civil Liberties Union-led coalition of free-speech advocacy groups the day of the law's enactment—succeeded when a three-judge federal panel from Philadelphia last June found the law unconstitutionally vague and overbroad. A fast track for judicial review was written into the statute, which is why the high court

will hear oral arguments this week, barely a year after the law was enacted.

U.S. District Judge Stewart Dalzell called the Internet “the most participatory form of mass speech yet developed [which] deserves the broadest possible constitutional protections akin to newspapers and magazines, as opposed to the more tightly regulated broadcast transmissions.” Noting the chaotic nature of the Internet, the judge said, “The strength of our liberty depends on the chaos and cacophony of the unfettered speech the First Amendment protects.”

Generally, the government argues that the law is constitutional because the societal interests in protecting chil-

dren outweigh any burdens on Internet speech from prohibitions on “knowing” distribution to minors of indecent or “patently offensive” materials via the Internet.

In addition, the government argues on appeal that the CDA is necessary to protect the Internet as an educational and information resource. The widespread availability of indecent material could discourage schools and parents from using the Internet.

As is typical for an issue that engenders such passionate support and opposition, many friend-of-the-court briefs were filed, including one from pro-CDA members of Congress—mostly Republican, but including CDA sponsor and Nebras-

ka Democratic Senator James Exon. That brief defends the CDA as reasonable and contends that the Philadelphia panel that struck down the law created a license to send pornography to children over computer networks.

Some opponents of CDA, who naturally agree with the Philadelphia panel's conclusions, suggest that although many on Capital Hill sincerely support the law as a protection for children, others backed it for political reasons despite believing that it was unconstitutional, because they knew it would be struck down in court. **TMA**

## Big ad guns get on Sidewalk

Microsoft Corp. made its first major move in the local online content race with commitments from a potent group of national advertisers for its Sidewalk city guides.

The list includes Bank of America and Seafirst Bank, Barnes & Noble, BMW of North America, Citibank, Club Med Sales, Prudential Real Estate, United Airlines and Visa USA.

The coup was particularly notable in that Microsoft has yet to put any Sidewalk sites up on the Internet. The first of seven sites goes up this month, when Sidewalk Seattle makes its debut. That will be followed by Sidewalk guides to New York, Boston, San Francisco, Minneapolis/St. Paul, San Diego, Washington, Houston and Denver. A guide for Sydney, Australia, also will be launched, with 10 to 15 city Sidewalk guides due this year.

Frank Schott, publisher and general manager of Sidewalk, calls the advertising commitments “a tremendous validation of what we're doing.”

Special promotions are planned with Barnes & Noble and Club Med, according to Schott. The overall game plan calls for the national heavyweights to pick their spots in localizing ads in the respective city guides to maximize impact.—RT



## Incrediville destination on Road Runner

Time Warner Cable's Road Runner is about to make creative tracks when younger PC users discover its Incrediville interactive entertainment region on Road Runner.

It offers a full menu of activities, including e-mail and chat. It will appear in mid-April as part of Road Runner for all subscribers.

Incrediville could be one of the most intelligently interactive areas designed for preteens anywhere in cyberspace. One of the two high points in this multimedia potpourri is Noise Now, a musical lab with pre-packaged music from a range of cultures and disciplines, including jazz and a kind of high-tech Tex-Mex. Music can be composed, and then performed by

the animated musicians who are part of the package.

Another creative opportunity for the virtual kids' community is Art's Pad, an area that features a kaleidoscope of forms and colors to be “painted” in a click-and-drag format set to music. If it weren't intended for PC users ages 8 to 12, Art's Pad might easily be presented as a vehicle for adult composition and stress reduction. “The goal here is, you're really painting; really creating art as you go,” says Yee-Ping Wu, president of Magic Bus, commissioned by Time Warner.

The animation from Music Pen, the company that created the exceptional Magic Bus CD-ROM edutainment series, is outpaced only by the sound environment created by its ClickToons multimedia engine. One of its clever edutainment games here is Bummy Mummy, where the avatar character is a mummy trying to find its way home through an Egyptian pyramid labyrinth.

Time Warner entertainment properties have a high profile in Incrediville as well, and include Sports Illustrated for Kids, accompanied by sports games, Time for kids and, of course, Warner Bros.' Looney Tunes characters.

There's more to come, as Nancy Strengold, creative director and deputy editor at TW's Excalibur, explains: “We're looking for a level of interactivity that hasn't been there before.”—RT

# Technology

March 17, 1997

## SeaChange debuts new products, services

*Launches satellite distribution, movie server*

By Glen Dickson

**D**igital ad insertion supplier SeaChange International is expanding its portfolio with a satellite spot delivery service and a new movie server product.

Following up on the success of its Video Server 100 in the cable ad insertion market, Maynard, Mass.-based SeaChange will offer satellite spot distribution to MSOs and large interconnects through an agreement with Microspace Communications Corp.

Ed McGrath, SeaChange vice president of engineering and chief technology officer, says the store-and-forward system will backhaul spots to Microspace's uplink in Raleigh, N.C., store them on a server, then distribute them in MPEG-2 compressed form via satellite. Customers will receive the spots on standard one-meter Ku-band dishes and store them directly on their SeaChange ad

insertion servers. SeaChange has booked time on the GE Americom GE-1 bird; customers also can use their own Ku-band capacity.

"It's a combination of technology capability and service," says McGrath. "It gives the customer the ability to use a satellite to distribute spots nationally or regionally. We found a particular need for it in the large dispersed interconnects or locations where landline delivery or driving a tape over is just not practical."

The company also has developed the SeaChange Movie System, which uses its MediaCluster networking software to link multiple Video Server 100s together. McGrath says the NVOD movie system follows up on the VOD product that SeaChange developed for hotel entertainment provider Guestserve.

"There's no fundamental reason why our server technology has to be limited to advertising," McGrath says.



*SeaChange has sold its new Movie System to United and Philips Communications b.v. in Europe.*

The Movie System shares components and software infrastructure with the Video Server 100, he says, but has additional fault-tolerant capabilities.

SeaChange has sold the Movie System to United and Philips Communications (UPC) b.v. to provide multichannel pay per view to its cable systems in the Netherlands and Austria. Under the \$1.6 million deal, SeaChange will provide turnkey systems to deliver six channels of PPV on Amsterdam's A2000 system and 12 channels of PPV on Telekabel in Vienna. The job is under way and due for completion in mid-1997. ■

## KRON-TV cuts NewsCutter buy

*Station also will beta-test AvidNews newsroom system*

By Glen Dickson

**N**BC affiliate KRON-TV San Francisco has purchased roughly \$400,000 worth of Avid nonlinear editing gear to cut stories for its 3 1/2 hours of daily newscasts.

The Chronicle Broadcasting station is installing Avid NewsCutter nonlinear editors in eight of its 14 edit suites, where they will replace Betacam SP tape-to-tape systems that date back to



*The user interface for Avid's NewsCutter nonlinear editor*

the mid-1980s.

The station is remodeling the edit bays concurrently with the NewsCutter installation, and plans to have at least one system online by mid-April.

The only nonlinear gear KRON-TV now uses are some ImMix VideoCubes for cutting promos. According to Craig Porter, the station's chief engineer, NewsCutter was the only system the station considered for news, mainly because of Avid's "digi-

tize-on-the-fly" capability.

"You don't have to do pre-encode—you can edit right off the tape onto disk," he says. "That's a fairly significant factor. The production staff may worry about how pretty something will be, but with the news department, it's just, 'How fast?'"

KRON-TV still will use its Betacam SP cameras, and Porter says the station has no immediate plans to upgrade to a digital news format: "In the field, reliability is everything. You get only one chance at a shot—it's not a great area [in which] to take a lot of risks. Besides, most of our acquisition decks are less than three years old."

KRON-TV also will start beta-testing AvidNews 1.0, Avid's next-generation newsroom system, in May; the station now uses Avid's NetStation newsroom computer system. Porter isn't sure how much KRON-TV will use AvidNews's cuts-only video editing capability.

"We'll have to see where it works and doesn't work," says Porter. "I'm sure it's not an across-the-board solution. From the operations we're talking to, like Northwest Cable News and CNN, we know it's not a cure-all. It's just a tool, and it's not for every application. It may depend on individual producers." ■

## CamCutter still kicking

Whatever happened to CamCutter, the disk-based camcorder co-developed by Avid and Ikegami that debuted at NAB '95? A lot of research and development and a little rebranding, say Avid and Ikegami.

Joe Torelli, Avid senior product specialist, says that Avid has been working to bring the picture quality up to the level of competing digital news tape formats: "Everybody else did picture quality first, not the interface to the nonlinear editor. We did the interface first [the disk], but not the picture quality."



Ikegami's EditCam disk-based camcorder

Ikegami now makes two versions of the one-piece disk-based camcorder, which it calls EditCam. The DNS-101 has an IT sensor and sells for \$40,600, while the DNS-11 has an FIT sensor and sells for \$55,000.

Ikegami also sells a dockable disk recorder unit, the CamCutter-D, for around \$21,000. The EditCams are ready to ship, says Larry Riddle, Ikegami vice president of sales and marketing, while the CamCutter-D will be available midsummer.

EditCam was beta-tested last fall by Sarasota News Now, the *New York Times*-owned cable channel in Sarasota, Fla., as part of a total Avid DNG solution; the first production units were loaned to ABC affiliate wvue(tv) New Orleans for pre-Super Bowl coverage. But no official EditCam sales have been made by Ikegami.

"We're just starting the process," says Riddle. "We've distributed units to our sales force, and I expect some orders this month. In light of the fact that it's part of Avid's DNG system, customers want to know how to integrate the camera with their present Avid equipment." —GD

# MountainGate debuts Fibre Channel solution

*Disk-based CentraVision networking system is ready for delivery*

By Glen Dickson

**D**igital disk recorder manufacturer MountainGate is entering the networking realm with its release of CentraVision, a turnkey Fibre Channel networking system. The product is aimed at graphics and nonlinear editing networks in post-production and broadcast plants.

The CentraVision system, which sells for roughly \$6,000 per networked "seat," includes Fibre Channel disk arrays, hubs, control software and all necessary host adapters and connectors. The system will work with MountainGate recorders or disk-

based products from other manufacturers that support Fibre Channel, and is available for delivery.

"We've chosen Fibre Channel as the enabling technology to meet our goals," says Anthony Magliocco, MountainGate marketing manager. "Our customers need more storage modules—so how do we connect them? Using SCSI has been fairly painful."

CentraVision supports Mac-, SGI- or PCI-compatible workstations, and can operate at speeds up to 100 megabytes per second. Storage can be built from 36 gigabytes to more than



The CentraVision disk array provides storage for the Fibre Channel network.

1 terabyte using the CentraVision disk arrays.

Each CentraVision Fibre Channel hub can support nine devices on the network; by cascading hubs, the entire network can support 126 devices. The network file control software provides a graphical interface to administer the shared storage. ■

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When The Family Channel became the first major programmer to select PowerVu™ MPEG-2/DVB digital video compression for domestic cable distribution, it took a giant leap forward.

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**Mission Control.** PowerVu is delivering big payloads for leading programmers and broadcasters throughout the world. When the nighttime lineups hit the air on The Family Channel in the U.S. and Turner Broadcasting in Latin America, the day is just beginning for The Australian Broadcasting Corporation. In Singapore, Discovery Channel Asia's programs blanket the Asia Pacific. And in Europe, The Weather Channel alerts travelers to pack umbrellas, while viewers of HBO Poland watch the latest movies and specials.

Whether you're ready for a "small step" or a "great leap" into digital video compression, the PowerVu family of products, including the PowerVu Command Centre, is ready. Call today to see how PowerVu can deliver a successful mission for you.

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Scientific Atlanta - Emmy winner for "pioneering work in the development and implementation of digital compression systems."

# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

#### PINNACLE BROADCASTING COMPANY, INC

Pinnacle Broadcasting is looking for quality General Managers and General Sales Managers for radio stations being acquired in 1997. Managers must be sales oriented and have documented track record. If you're interested in working for a growing broadcast company, send your resume to:



**Edward J. Ferreri, President/CFO**  
Pinnacle Broadcasting Company, Inc.  
2505 N. Hwy 360, Suite 620  
Grand Prairie, TX 75050

*Pinnacle Broadcasting is an Equal Opportunity Employer*

**General Manager/Central California.** Established group with additional acquisitions planned for 1997. Manager must be sales oriented and have documented track record. Resume and confidential income history. Reply to Box 01094 EOE.

### HELP WANTED PROGRAMMING

**OPS Mgr-Anncr \$25M** for WGUL AM and FM, Tampa Bays "Music of Your Life" flagship. Knowledge of PGM hrdwre and Jones Satellite. Exclnt Hlth Pln; benefits incl. 3 wk vacations-host Lxry Cruise-mote pay. Exclnt fcilties and co-wrks in btfl Clwr, FL. Cstte and brf let: Steve Schurdell, Pres, WGUL AM and FM. 35048 US Hwy 19 N, Palm Harbor, FL 34684. An EOE Co.

### SITUATIONS WANTED MANAGEMENT

**Experienced broadcaster seeks GM/GSM** position in small market. Experienced top biller. Top references. Teddy 212-421-7699 or 212-888-7347.

### SITUATIONS WANTED ANNOUNCER

**Experienced broadcaster seeks D.J. or news** position in small market. Call Teddy for tape and resume. 212-421-7699 or 212-888-7347.

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

## HELP WANTED NEWS

### Vice President News And Information

National Public Radio seeks Vice President, News and Information, to represent NPR News domestically and internationally as leader in global journalistic community. Responsibilities: manage News and Information division; assure excellence and editorial integrity of news services; share senior management responsibility. Minimum 10 years full-time professional experience, exceptional achievement in journalism, and experience managing and supervising major news gathering operation including significant budget responsibilities required. Proven personnel management skills and commitment to promoting diversity required. Broadcast experience, particularly in radio, highly desirable. Send cover letter stating salary requirements and resume to:

National Public Radio • Human Resources Dept. #24 • 635 Massachusetts Ave., NW • Washington, DC 20001-3753



NPR is an Equal  
Opportunity Employer

## HELP WANTED MARKETING



### Director of Corporate Marketing

National Public Radio is seeking an experienced sales management professional to direct its corporate marketing efforts. Candidates must balance an entrepreneurial spirit with maintaining day-to-day operations involving a significant amount of staff contact.

The Director will supervise a staff of seven engaged in national, regional and spot market underwriting and sponsorship of NPR's web site; lead the sales team to achieve individual/territory and divisional goals; develop and implement a plan for expanding underwriting sales; oversee production of marketing materials, and oversee the traffic management system. The Director will maintain a limited number of key accounts.

Requirements include a Bachelors degree and minimum of 10 years of sales/fundraising experience in a broadcasting environment, including at least five years with management /supervisory responsibility; a combination of public and commercial experience is preferred; proven track record of success; excellent management and interpersonal skills; computer literacy.

NPR is an award-winning producer and distributor of news and cultural programming, and the position is located at NPR headquarters in Washington. Please send letter of interest, indicating salary requirement, and resume to:

**National Public Radio**  
**Human Resources #847**  
**635 Massachusetts Avenue**  
**N.W., Washington D.C. 20001-3753.**

*NPR is an Equal Opportunity Employer*

## HELP WANTED SALES

**National Sales Manager.** Excellent opportunity for energetic, motivated, team player who can work with our national rep, while building relationships with agency media buyers and district decision makers. Must have national sales experience, solid ability to present the substance along with the sizzle. Order takers need *not* apply. Arbitron, Maximizer, and computer literate. Must have ability to rep multiple stations in NJ and PA. Fax or send cover letter and resume to Joan Gerberding, EVP, Nassau Broadcasting Partners, PO Box 2069, Ocean, NJ 07712. Fax: 908-922-6577. EOE.

**WBYN Christian FM 107.5,** serving the Philadelphia, Allentown and Reading markets in Pennsylvania, is seeking professional sales personnel. Candidates should have a documented history of sales success and be marketing oriented; no "spot peddlers" need apply. If you would like to join the successful WDAC Radio Company family, live in a beautiful area and earn above industry averages in compensation and benefits, send resume to Scott Korb, WBYN, 280 Mill Street, Boyertown, PA 19512. WBYN and the WDAC Radio Company are Equal Opportunity Employers and encourage minority and female applicants.



**THE CBS RADIO STATIONS  
OF SAN FRANCISCO ARE  
LOOKING FOR A  
SALES DEVELOPMENT  
DIRECTOR**

This exciting career making opportunity is a new position created to develop new, non-traditional business for the CBS Radio Stations of San Francisco.

Candidate must be intelligent, industrious, motivated and be able to strategically develop new revenues from non-traditional sources, possess written and verbal skills, have prior exp in developmental media sales and advanced concept selling, be comfortable in presenting at the highest level, able to close the deal, desire to be accountable for financial results and be compensated accordingly! This position will be directly accountable to the GM's of the San Francisco CBS Radio Stations: (KCBS, KFRC, KLLC, KOME, KPIX, KYCY). Interested candidates should contact:

Will Schutte, KFRC-AM/FM  
500 Washington Ave.  
San Francisco, CA 94111

or

Blaise Howard, KPIX-AM/FM  
855 Battery Street  
San Francisco, CA 94111

CBS Radio is an Equal  
Opportunity Employer

Sales Manager. 50,000+ Oklahoma market. #1 FM Country plus new A/C station, resume with references to Gentry Media. 217 S. Washington, Stillwater, OK 74074. EOE.

**TELEVISION**

**HELP WANTED MANAGEMENT**

KDLH NewsChannel 3, a Benedek Broadcasting Station, is seeking a National/Regional Sales Manager in Duluth, Minnesota. This exceptional opportunity offers a chance to seal a CBS/Fox affiliate in a 3-station market. Sports and Specials sales talent a must as successful candidate will be selling two NFL home teams, Vikings and Packers, NHL MLB. University of Minnesota - Duluth Hockey, Minnesota Boy's State High School Hockey Tournament and numerous other local and network special programs. Inventory control skills, ability to oversell ratings and progressive attitude a must. National/Regional/Local Sales Management or 3-5 years national rep. experience required. Please send resume and cover letter outlining your sales philosophy to: Teresa George, Administrative Assistant, KDLH, 425 West Superior Street, Duluth, MN 55802. KDLH is an Equal Employment Opportunity Employer.

**Tektronix**

**A picture perfect opportunity!**

The mission for Tektronix' Video and Networking Division is to bring the highest quality video broadcast/transmission to our customers, which means that we're pioneering the way in areas such as digital television and video. In fact we were recently awarded an Emmy Award for leading the television industry into the 10-bit world! That's Emmy #7 for Tektronix! If you're a creative, talented professional looking to join the top team in digital video and television, look no further.

**Strategic Product Marketing Managers**

**Grass Valley, CA**

You will develop new product concepts, strategies, proposals and market requirements for products, including analog and digital audio and video routing switchers. Additionally, analyze the competitive environment and identify customer needs. This position requires 5-8+ years' progressive product marketing experience and knowledge of broadcast industry, post production, routing switchers, and major competitors. Join us in Grass Valley, where we offer an informal results-oriented environment nestled in the Sierra Nevada foothills, combined with an excellent quality of life — affordable housing, less congestion, clean air and an excellent school system.

**Strategic Product Marketing Managers**

**Portland, OR**

Responsibilities will include defining strategy, direction and architecture definition/design for post production products to drive the U.S. market, as well as facilitating joint development opportunities and serving as a technical/marketing liaison between Europe and the U.S. Requires 5-8+ years' product marketing/development experience and knowledge of the television and video production process, industry, and technical trends/directions. This position is located in suburban Portland, OR, in the heart of the Pacific Northwest — a short distance away from both the beach and the mountains.

To become part of our winning team, mail your resume to: Tektronix, Inc., P.O. Box 1114, Dept. B&C/0317/RM, MS N4-2H, Grass Valley, CA 95945, Attn: Ron Marengo; Fax to (916) 478-3808; or E-mail to internet address: ron.marengo@tek.com For more information, visit us on the WWW at <http://www.tek.com> Principals only, please. All employment offers are contingent upon successful completion of our pre-employment drug test. Tektronix is an equal opportunity/affirmative action employer.

**Tektronix**

*It's all happening here!* **www.tek.com**

**News Director.** South Bend FOX affiliate looking for experienced news manager to lead and inspire a talented team of professionals. Those applying must be able to motivate and manage people while improving the product and achieve station goals. FOX experience helpful. Send resumes and tape of newscast to Kevin Sargent, GM, WSJV, P.O. Box 28, South Bend, IN 46624. No phone calls. EOE.

**Director of Affiliate Relations.** Leading Spanish language television network seeks an experienced network affiliate relations professional. Los Angeles base with 50% travel throughout the USA. This is a one person department. Experience with both broadcast and cable affiliates is required. Bilingual a plus. Fax resume immediately to (310)348-3659. EOE.

**To place your classified ad in *Broadcasting & Cable*,  
call Antoinette Fasulo (212) 337-7073**

**PRESIDENT/GENERAL MANAGER  
PUBLIC TELEVISION STATION**

WYIN-TV, the Public Broadcasting station dedicated to serving Northwest Indiana and located approximately 40 miles southeast of the Chicago Loop, is looking for a President/General Manager to guide the station during a time of opportunity and challenge. WYIN is carried on cable networks throughout most of the Greater Chicago land area and is the major non-Chicago communications medium common to the counties of Northwest Indiana.

The successful candidate will have previous management experience in Public Broadcasting and will present exceptional, documented strengths in these areas:

- Ability personally to represent the station to the Community and to organizations and businesses in the Community
- Fund Raising
- Strategic Planning
- Management and Team Building
- Ability to work with a committed Board of Directors

Compensation is negotiable and initial compensation will be based in part upon the successful applicant's level of experience.

WYIN is proud of its commitment to ethnic and cultural diversity and wishes to state unequivocally that it will not discriminate in hiring on the basis of race, gender or national origin.

Resumes with compensation history and at least three references, with telephone numbers, should be mailed to **SEARCH COMMITTEE, c/o J.A. Johnson, WYIN, 8625 Indiana Place, Merrillville, IN 46410.**

**HELP WANTED SALES**

**WHOI-TV Account Executive:** Peoria, IL. If you're an enthusiastic, motivated self-starter with excellent written and communication skills, we're looking for you. Previous retail or outside sales experience and computer skills required. TV/media experience preferred. Established accounts available. EEO. Send resume to: WHOI-TV, 500 N. Stewart Street, Creve Coeur, IL 61610, Attn: Local Sales Manager.

**National Sales Manager.** South Florida ABC affiliate is looking for an individual who is motivated, self starter with three years national experience or comparable television experience with major agencies. Candidate must be a strong leader and must have the ability to develop non traditional dollars. Please send resume to WWSB-TV, 5725 Lawton Drive, Sarasota, FL 34233. Attn: General Sales Manager. No phone calls please. EEO.

**Sales Manager.** East Coast, Top 10 Market independent start-up needs strong Sales Manager to build revenues and sales staff. Must know direct, agency and program sales. Self-starter and hard-worker ready to hit the streets needed. Send letter, resume, references and salary needs to Box 01057 EOE.

**Local Sales Manager:** Allbritton Communication's state-of-the-art new ABC affiliate in Birmingham-Tuscaloosa-Anniston seeks broadcaster with enthusiasm, organizational skills, and motivation to lead three location sales force into the 21st century. In our first book, we're already the number three station! Help us grow to number one as we move to market rank 40! Familiarity with dual transmitter operation, hyphenated markets, and metered markets a plus. Fax resume 205-982-3820 or write Director of Human Resources, Alabama's ABC 33/40, PO Box 360039, Birmingham, AL 35244. No phone calls please. EOE.

**Local Account Executive:** WDZL, the WB affiliate in Miami, is looking for an Account Executive who has it all; a high energy individual who is responsive, has the desire to win and can perform in a highly competitive marketplace. The ideal candidate should possess excellent communication skills, a creative outlook on selling as well as being service oriented with exceptional organizational skills. Computer skills and college degree a must. If you are that person don't tell us why, show us! Send resume to Local Sales Manager, 39WDZL, 2055 Lee Street, Hollywood, FL 33020. Fax: 954-921-6186. No phone calls please. EOE.

**Account Executive:** WFSB, a Post-Newsweek Station, is seeking a highly-motivated sales account executive to service clients, develop new advertisers and vendor co-op business. Must be strong team player and have excellent computer and communication skills. 1-2 years prior broadcast sales experience required. Send resume to Mike Pendergast, LSM, 3 Constitution Plaza, Hartford, CT 06103-1821. EOE.

**Local Account Executive.** WTTV-4, a Sinclair Communications station is seeking an experienced Account Executive. WTTV, Indiana's Sports Station is the broadcast home of Indiana, Purdue, Big Ten and Pacers basketball as well as, Colts pre-season and Big Ten football. The ideal candidate will provide a proven track record with a minimum of three years successful TV sales experience. This person will have complete knowledge of the Nielsen Rating Service and possess excellent research and negotiation skills. This is a tremendous opportunity for a highly motivated individual to join a growing, progressive company. Women and minorities are encouraged to apply (EOE). WTTV is a drug free environment. Pre-employment drug testing is mandatory. Send resume to: WTTV-4, Human Resources, 3490 Bluff Road, Indianapolis, IN 46217.

**National Sales Manager:** Rochester, NY CBS affiliate seeking an experienced local or national manager to lead our national sales efforts. Two years management experience or 5 years as national rep with station experience preferred. Candidate must be organized, motivated, interpersonal and team oriented. Mail resume and cover letter to Daniel C. Walding, General Sales Manager, WROC-TV 8, 201 Humboldt Street, Rochester, NY 14610-1093. EOE. M/F.

**Local Sales Manager:** WPXI has an opening for a Local Sales Manager to join the number one sales marketing team in Pittsburgh. We are looking for a television professional who will provide solid leadership and direction to a team of Account Executives and serve as an effective project manager for many key elements of WPXI's strategic marketing plan. A successful candidate for this position must be very goal driven, able to juggle many tasks simultaneously and work in a highly charged environment with deadlines always an issue. Strong negotiating skills and the ability to train and develop our sales force are important qualities. Send resume to: Ellen Bramson, General Sales Manager, WPXI-TV, 11 Television Hill, Pittsburgh, PA 15214. EOE.

**Easy Street. No. Career Path. Yes.** Seeking motivated AE with 1-3 years of broadcast sales success to become a new business development specialist at LIN Television's ABC affiliate in Hartford/New Haven. Good communication and presentation skills combined with integrity and hard work will put you on a rewarding career path. Send cover letter and resume to: Harvey Adelberg, LSM, News Channel 8 - WTNH, 8 Elm Street, New Haven, CT 06510. EOE.

**Donovan Project Manager** wanted for Spanish-TV network. Requires thorough knowledge of all Donovan systems; 3+ years of experience at agency or station preferred; strong interpersonal skills needed as network's Donovan liaison for sales, research, traffic, administration. EOE. Send resume, salary history to: Cora Enriquez, VP Research, Telemundo Group, Inc., 1740 Broadway, NY, NY 10019. Fax# 212-459-9498.

**Account Executive.** Local television account executive - NBC market - leader in Grand Rapids Michigan (37th market) is searching for an experienced account executive to maintain and develop a substantial local account list. Seeking a candidate with a 4 year degree in Communications Marketing/Management and 4 years experience in local television sales. Experience with Marshall Marketing, Vendor Development and TV Scan preferred. Send resumes and salary history to: Scott Campbell, Local Sales Manager, WOOD TV8, 120 College SE, Grand Rapids, MI 49503-4488. WOOD TV8 is an Equal Opportunity Employer.

**General Sales Manager:** WTTG, the Fox O&O in Washington, DC has an outstanding opportunity for a proven, aggressive and dedicated sales leader. Candidates should have strong analytical skills, and the ability to lead and motivate an experienced sales team in a major market. LSM, NSM, or rep background with knowledge of TVScan and Scarborough a plus. For consideration please send resume to: Lydia Martinez, Director of Human Resources, WTTG Fox 5, 5151 Wisconsin Avenue NW, Washington, DC 20016. No phone calls please. EOE/M/F/D/V.

**HELP WANTED TECHNICAL**



**PROFESSIONAL COMMUNICATIONS SYSTEMS**  
Technology evolves. We take you there.

**PROFESSIONAL COMMUNICATIONS SYSTEMS**

PCS, a Tampa based systems integration company is expanding to handle our increasing business. We have openings for the following experienced and talented people.

**SENIOR PROJECT MANAGER** – 5-10 years engineering, design, and broadcast project management experience - digital and computer experience essential, VIDCAD experience a plus.

**INSTALLATION SUPERVISOR** – 5+ years experience in installation of broadcast, board room and industrial facilities. Coordinate schedules and train installation personnel.

**INSTALLATION TECHNICIANS** – 3-5 years installation experience on broadcast, board room, and industrial related facilities.

**SERVICE TECHNICIANS** – 3-5 years bench experience on Sony and Panasonic broadcast and professional equipment.

Join a rapidly growing company in sunny Florida. Excellent salary and benefits – some travel required. Mail/FAX resume and cover letter to: Personnel Director, PCS, 5426 Beaumont Center Blvd. Suite 350, Tampa, FL 33634 (813) 886-9477 EOE/Drug Test Required.

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**WE PLACE CHIEF ENGINEERS**



**KEYSTONE INT'L, INC.**  
16 Laflin Road, Suite 900  
Pittston, PA 18640. USA

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E-Mail: keyjobs@keystone.microserve.com

**Viacom O&O in sunny South Florida** is looking for a Maintenance Engineer to help repair and maintain a major market broadcast/production facility with BTS and Grass Valley switchers, Sony Beta Cart, AVID, Chyron Max and Indigo, and Sony 1" and BetaCam formats. Send letter and resume to: Dept. #202, WBFS-UPN 33, 16550 NW 52nd Avenue, Miami, FL 33014. No phone calls, please. EOE.

**TV Maintenance Technician** for decks and studio equipment for Chicago station. Master control and production duties as well. \$30,000 plus benefits. Fax resume to (708)633-0382.

**Television Transmitter Supervisor.** WASV-TV in Asheville, NC has an opening for a transmitter supervisor/chief operator to oversee construction and operation of our new 5,000,000 watt state-of-the-art transmitter site in beautiful Western North Carolina. This is an excellent opportunity for a self starter with a strong technical background in the maintenance of UHF transmitters and microwave systems to be involved "from the ground up." Formal electronics education, FCC General Radiotelephone License and/or senior SBE certification are preferred. Excellent compensation and benefits. Send resume, cover letter (with references) and salary history to: Bone & Associates, Attn: WASV Project, 6 Blackstone Valley Place, Suite 109, Lincoln, RI 02865 or fax to 401-334-0261. Pappas Telecasting Companies is an EEO and encourages female and minority applications.

**Studio Maintenance Engineer:** Beautiful facility, state-of-the-art equipment. Respectable salary. Nice Weather. Hands-on broadcast/video tape experience required. WCBI-TV, Jerrell Kautz, C.E., Box 271, Columbus, MS 39701. Email: jkautz@wcbi.com Fax: 601-329-1004.

**Manager, Broadcast Operations.** Burbank based broadcast facility has the need for an experienced Manager of Network Operations. Responsibilities will include the daily operation of a large 24 hour per day facility, as well as the supervision of the Master Control and Traffic/Scheduling Departments (staff of approx.35). The qualified applicant should have an in depth understanding of the "on-air" environment, to include the process associated with delivering programming via satellite. Must have 7-10 years experience. Please fax resume - including salary requirements to: 818-840-7389.

**Television Studio Maintenance Engineer.** KSTP TV is looking for someone to perform first line and final diagnosis and repair of Studio Television Equipment problems. Minimum of four years experience in the repair and maintenance of Television Studio Broadcast Equipment. Experience in the assembly, setup, and troubleshooting of MS-DOS and/or Macintosh personal computers. Completion of a college or technical institute course of studies in Television Technologies or another related technical area or equivalent experience. Submit resumes to: Human Resources, KSTP TV Job #30-97, 3415 University Avenue, St. Paul, MN 55114. Please include Job #. No telephone calls please. An Equal Opportunity Employer.

**Skilled first class engineer** desired by established group operation. Send resume to Reply to Box 01088. EOE.

**Skilled engineer** desired by established TV, Radio, Cable group operator. Excellent opportunity. Send resume to Box 01091. EOE.

**KHTV** has an immediate opening for an engineering supervisor. Applicant will be responsible for planning, directing, and organizing projects. Candidate must be a self-starter with good communication, interpersonal and team skills. Five years experience in TV Broadcast systems and operations and maintenance is required. SBE certified is a plus. No phone calls. EOE. Please send your resume to: KHTV, Attn: Personnel 9706, P.O. Box 630129, Houston, TX 77263-0129.

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

**Director, Engineering:** Four Media Company Asia, a major production, post production, and network origination service provider, is seeking an experienced Director of Engineering to be based in Singapore. This individual will be responsible for defining timelines, costs, and required resources for project execution. Will manage project schedules and budgets. Will liaise with equipment vendors and contractors for projects; uplink providers and clients for day-to-day operations. Projects may include network launches, new production and post production facilities, and technology assessment. Fax or send your cover letter and resume to: Dennis Ang, Manager Operations, Four Media Company Asia Pte Ltd., 30 Choon Guan Street #04-00, Singapore 079809. Fax 65-4202732.

**Broadcast Maintenance Engineer.** Must have 3 years of maintenance broadcast experience with strong elect. background. Component level trouble shooting a must. Hands on UHF TV transmitters pref'd. Strong computer background a must. Send resume and cover letter to WDZL, Attn: Steve Ellis, 2055 Lee Street, Hollywood, FL 33020. EOE.

**Broadcast Technician - Hollywood, CA** based state of the art digital television production truck and studio facilities. Duties include installation and repair of all types of broadcast audio and video equipment. Operational experience with professional audio mixers, analog and digital production switchers, routers, intercom systems, cameras and other associated production equipment a must. Minimum qualifications include: 3+ years broadcast video, audio equipment repair and operations experience. The preferred candidate will also possess a B.S. Degree in Electronics as well as recent production truck experience. Other duties, weekends, and shift work as required. An interview will be required of final candidates. Any applicant who is scheduled for an interview should notify the interviewer at time of contact if he/she requires an accommodation for the interview. Drug test and criminal records check required of final applicants. Non-smoking environment. Send resume and salary required to Director of Broadcast Engineering, 4100 E. Dry Creek Road, Littleton, CO 80122 by 03/31/97, EOE.

**Broadcast Maintenance:** Opening for Broadcast Maintenance Engineer. Must have minimum 5 years experience maintaining studio and control room equipment. Repair of videotape equipment and computer operating systems a must. Minorities and Women are strongly encouraged to apply. Send resume to Chief Engineer, KMBC-TV, 1049 Central, KC, MO 64105. EOE.

**Chief Engineer.** KNSD-TV, an NBC O&O station in San Diego, has an immediate opening for Chief Engineer. Seeking an experienced, creative and hardworking individual with excellent leadership and technical skills to manage the design, installation, maintenance and operation of broadcast equipment at studio and transmitter facility. Minimum five years experience in broadcast engineering management required. EOE. Women and minorities encouraged to apply. Fax resume to 619-467-7720 or mail to KNSD-TV, Attn: Director of Operations, 8330 Engineer Road, San Diego, CA 92111.

**Chicago network O&O digital TV leader** has immediate opening for hands on Maintenance Supervisor, for component level repair of studio equipment and ENG/EFP trucks, UHF transmitter, microwave and 2-way skills a plus. Must know AVID systems, digital/computer equipment, GVG, Chyron, Ikegami, RF systems. Ideal candidate can plan, design, direct and organize projects and repairs by self and staff, is motivated self starter, with good communication, interpersonal and team skills, has minimum 10 years hands-on experience, 2 years + technical training, 2 years + supervisory position experience, currently EIC, ES, ACE or CE looking to move to dynamic aggressive competitive station. SBE PBE certification a plus. Should be creative and innovative. FCC license required. Major market/station/network experience a plus. NABET contract wages and benefits. EOE. Women and minorities encouraged to apply. Submit resume with references to: Henry Ruh, WSNS-TV, 430 West Grant Place, Chicago, IL 60614.

**Engineer.** Roscor Corporation, a world leader in communication systems engineering and integration, has unique opportunities for engineers with a solid background in television systems, transmission systems and satellite communications systems design. Opportunities require applicants to travel and/or live abroad. A minimum of 5 years experience and engineering degree are required. Send resume to Roscor Corp., 1601 Feehanville Drive, Mt. Prospect, IL 60056, or fax them to 847-803-8089, to the attention of V. Schwantje.

**HELP WANTED RESEARCH**

**Research Director.** Successful NBC affiliate in 38th market seeks candidate for Research Director. Strong research and organizational skills, creative insights and extensive computer knowledge necessary. Marshall Marketing experience a plus. Position requires analysis of rating information, development of marketing strategies and heavy client presentations. Send resumes to: WOOD TV8, Attn: General Sales Manager, 120 College Avenue, S.E., Grand Rapids, MI 49503. WOOD TV8 is an Equal Opportunity Employer and actively solicits qualified minority and female applications for consideration.

**HELP WANTED NEWS**



**Looking for an opportunity to create a "Fox Brand" newscast for one of America's Best Broadcast Groups?**

Fox 47 WSYM-TV in Lansing, Michigan is searching for a News Director to launch our start-up news operation. It's an opportunity to work in the Journal Broadcast Group, an employee owned company which also operates WTMJ-TV in Milwaukee and KTNV-TV in Las Vegas. We are dedicated to being THE leader in television news in our markets.

You will be able to help create a state-of-the-art facility and "reinvent" news in Lansing.

We are looking for an aggressive, hands on news manager who knows how to create compelling television. If you can create a "Prime Time" news product that can serve and grow this audience we want to hear from you.

*Please send your resumé and cover letter to:*  
Judy Kenney, General Manager  
WSYM-TV

600 West Saint Joseph St., Lansing, Michigan 48933



FOX 47 IS AN EQUAL OPPORTUNITY EMPLOYER.

**WKBN-TV needs an Anchor** for First News at 5:30, our successful early evening newscast. The show is a lifestyle driven lead-in to our top rated 6:00. We want someone who can do both hard and soft stories. Our last anchor was hired into the big leagues. You must have previous television anchoring, producing and on-camera interviewing experience. Send non-returnable tape, cover letter and resume to Gary Hanson, News Director, WKBN-TV, 3930 Sunset Boulevard, Youngstown, OH 44512. EEO. No calls.

**Main Anchor.** NBC affiliate in Erie, PA looking for main anchor for 6pm and 11pm newscasts to complement female anchor. This could be a chance to make your mark in a community. New owners, new attitude, new set, new graphics, new computer system, plans for a state-of-the-art newsroom, and an LMA with the local FOX affiliate. Now we need a main anchor to help us move from number three back to number one where we belong. This job is not for the faint of heart. You need to be a strong anchor with good reporting skills to show the viewers you do more than read. You need to be a leader in the newsroom and get out in the community to make yourself known. This job won't be easy, but the rewards will be worth it. Send resume, references, and non-returnable VHS or 3/4-inch resume tape to Mike Conway, News Director, WICU-TV, 3514 State Street, Erie, PA 16508. Minorities encouraged to apply. EOE. No phone calls please.

**WSOC-TV. Special Projects Producer.** Charlotte's #1 News operation is looking for a creative Producer who can get things done with flair and efficiency. This person will be responsible for the News Department's prime time productions, as well as other specials. We're looking for a strong writer with an excellent sense of storytelling and visuals. This person may also be asked to fill-in line produce. We also have a Newscast Producer opening as well. No beginners and no show stackers. Strong writing skills a must, two years experience preferred. Send tape and resume to: Deb Halpern, Executive Producer, Dept. 95, WSOC-TV, 1901 North Tryon Street, Charlotte, NC 28206. EOE. M/F.

**Weekend Producer:** News 4 San Antonio is looking for a weekend news producer. We want someone with solid news judgement: great, prolific viewer-friendly writing/copy editing skills and a keen eye for compelling video and graphics. The weekend producer is in charge of all editorial and quality control aspects of our weekend newscasts. Detail consciousness, good people skills, creativity, "take-charge" leadership are also essential. Send a resume, a letter detailing your news philosophy and vision with taped examples of your work to: Nell Sanchez, Asst. News Director, News 4 San Antonio, KMOL-TV, P.O. Box 2641, San Antonio, Texas 78299. EOE.

**WGNX, CBS in Atlanta seeks News Producer.** Must have excellent writing skills and news judgement, creativity and ability to visualize top-notch graphic packaging. Three to 5 years line producing experience required. Send resume and non-returnable tape to: Nicole Thibault, Executive Producer, WGNX CBS 46: 1810 Briarcliff Road, NE, Atlanta, GA 30329. No phone calls. EOE. A Tribune station.

**WDAY-TV News is expanding. We need two reporters.** Experience a plus. Degree, clean driving record and positive attitude a must. Top rated station with ENG and SNG. Experienced preferred. Send resume and non-returnable tape to: Al Aamodt, News Director, WDAY Television, 301 8th Street South, Fargo, North Dakota 58103. EOE.

**Producer.** WYFF-TV, the Pulitzer Station in Greenville, is searching for an aggressive, high-energy Producer who understands pacing, graphics, teasing, live and demographics. Two years experience and college degree. Submit tapes/resumes to Human Resources Manager, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. EOE.

**News Producer.** #1 Station in top 50 market seeks a highly creative individual with 1-3 years experience to produce an evening newscast. Successful candidate must be motivated, accurate, have excellent writing skills and produce newscasts with the viewer in mind. Qualified candidates please forward non-returnable tape and resume to Lisa Stevens, News Director, WFMY-TV, 1615 Phillips Avenue, Greensboro, NC 27405. No phone calls please. EOE.

**News Director:** Small market big three affiliate located in south central US is searching for a dynamic, innovative, hard working manager for top newscast in the market. Prior experience in news management is helpful but not required. Great opportunity for a strong number 2 person to stretch their wings. Please send resume and salary requirements too Box 01087. EOE.

**News Producer.** Experienced, creative, self starter needed to produce compelling, well written, fast-paced, visually interesting daily newscasts at top 50 CBS affiliate in southeast. Two years prior TV news producing experience required. Send resume, references, tape and news philosophy to Ms. Willy Walker, News Director, WBMG-TV, 2075 Golden Crest Drive, Birmingham, AL 35209. No calls, please. EOE.

**News Photographer.** Top 50 CBS affiliate in Southeast searching for experienced photo-journalists with an eye for news, excellent work ethic and strong editing skills. Proficiency with Betacam equipment required, experience or ENG/SNG remote vehicles preferred. Send tape, resume, references and salary requirements to Ms. Willy Walker, News Director, WBMG-TV, 2075 Golden Crest Drive, Birmingham, AL 35209. Pre-employment drug testing. EOE. M/F.

**News Director,** ABC affiliate in the growing market of Harrisonburg, VA needs energetic, hands-on news manager with good organizational skills. Will consider applicants from assistant news directors wanting to move up. Great opportunity to join a 22 station group, Benedek Broadcasting, and live in the beautiful Shenandoah Valley. Please send resumes immediately to: Tracey Jones, General Manager, WHSV-TV, P.O. Box TV-3, Harrisonburg, VA 22801. EOE.

**Looking for that morning Line Producer** who wants to produce radio with pictures. The individual must have 3-5 years experience producing and writing news. If you work well under pressure, can freshen night side stories with new elements and new production techniques, + cover breaking news with speed and accuracy, then we want to hear from you. We're looking for applicants familiar with Basys who have a journalism degree. For consideration, send your resume and tape to Mary Talley, VP/Human Resources, WFLD-TV/FOX 32, 205 North Michigan Avenue, Chicago, IL 60601. No phone calls, no faxes, please. EOE/M/F/D/V.

**Senior Director.** WREX TV has an immediate opening for a Senior Director. Responsibilities include day to day supervision of the directing and studio staff, including some scheduling and training. Applicants must be proficient in all phases of news/studio production and serve as a liaison between the news and production depts. This is a "hands-on" position that will require the successful applicant to direct daily. The supervisory component of this position is as important if not more so than the technical expertise. Please send cover letter, resume and non-returnable tape to: Joe Cygan, Creative Services Director, WREX-TV, P.O. Box 430, Rockford, IL 61105. No phone calls please. EOE.

**Investigative Reporter.** Aggressive reporter needed to join our I-Team. Must be a good storyteller with a unique style that sets you apart from the rest. If you can anchor, that's a plus. Two years experience required and live reporting a must. If you're a strong journalist who "always comes back with the lead" send tape and resume to: Terri Simonich, ND, WBRE-TV, 62 South Franklin Street, Wilkes-Barre, PA 18773. EOE.

**New national weekly public television series** needs Field Producer/Reporters, Research/Writers, Editors (non-linear and linear). Send resume and reel to: HR Director, PO Box 14247, RTP, NC 27709.

**Executive Producer.** Top 50 CBS affiliate searching for a creative, hands-on newsroom leader to run the day-to-day operation of a growing newsroom. Successful candidate will have 3-5 years line producing experience, great organizational and editorial abilities, and excellent interpersonal and motivational skills. Send news philosophy, resume and recent tape to Ms. Willy Walker, News Director, WBMG-TV, 2075 Golden Crest Drive, Birmingham, AL 35209. No calls please. EOE.

**Executive Producer.** Belo Station in Sacramento seeking number two to help lead an extremely talented newsroom. KXTV is a top 20 ABC affiliate that produces award winning newscasts with award winning stories. We are looking for a creative, energetic, Executive Producer with superior journalism skills. Five years of major market experience a must to help supervise a veteran staff of 85 plus. Please send your curriculum vitae, a copy of your news philosophy, and last night's aircheck to News Director, KXTV, P.O. Box 10, Sacramento, CA 95812. EOE. Drug testing. No phone calls, really.

**Assistant News Director.** WABC-TV seeks an outstanding and innovative broadcast journalist to join the management team of New York's News Leader. Major market management experience preferred. Candidates should be knowledgeable in all aspects of news gathering and contemporary production, have a proven track record of editorial excellence, and familiarity with newsroom administration. Must have strong communication skills, passion for news and competitiveness required to lead a large and diversified staff under continuous deadline pressure. Please send resume to: Bart Feder, WABC-TV, 7 Lincoln Square-4th Floor, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

**Director/Producer/Writer:** Dynamic individual wanted to produce corporate image, marketing and sales long-form video/film. 35 person script-to-screen facility with DigiBeta, SGI, staff composer looking for talented, involved individual to handle all budgeting and logistics, scripting, directorial, graphics coordination, and client handling duties. Top notch client skills and thoroughness a must with reference to prove. Contact in writing with reel to Winston Shepherd Jr. / Director of Operations, Metro Video Productions, 8 South Plum Street, Richmond, VA 23220.

**Executive Producer:** WJW Fox 8 Cleveland is looking for someone who can handle the day to day supervision of the morning news producers, associate producers, talent, editors, directors and graphic artists. EP approves all formats, line-ups, production elements and scripts. Minimum 4 years experience producing newscasts in a mid to large market; supervisory experience. Knows latest production and packaging techniques and can teach those skills to others. Send resume and non-returnable tape of a recent newscast to: Human Resources, Re: Executive Producer/Morning, 5800 S. Marginal Road, Cleveland, OH 44103. No phone calls. EOE.

**Anchor.** Medium market affiliated station in western US seeks a main anchor. Position requires previous anchoring experience, 3-5 years preferred. Send resume and non-returnable tape. Reply to Box 01093 EOE. Women and minorities are encouraged to apply.

## HELP WANTED PROMOTION

**Promotion Writer/Producer.** Top 15 market...ABC affiliate...warm climate--what more could you ask for? Good creative environment...fresh-thinking management...this is your opportunity! Minimum three years news promotion experience necessary. Send your reel and resume to Human Resources at WFTS, 4045 North Himes Avenue, Tampa, FL 33607. No phone calls please. EOE.

**Writer/Producer:** WTTG, Fox O&O in Washington, DC, seeks promotion writer/producer to join our award-winning Creative Services Department. We're looking for a team player with news experience and strong copywriting/concepting skills. Must have two years experience and be comfortable in a post-room environment. Think you have a killer tape...show us your spots! Send resume and non-returnable reel to: Lydia Martinez, Director of Human Resources, WTTG Fox 5, 5151 Wisconsin Avenue NW, Washington, DC 20016. No phone calls please. EOE/M/F/D/V.

**Promotion Writer/Producer/Editor.** WTTV-4 (UPN/Independent), a Sinclair Communications station in the 25th market is in search of another star to help reinvent station. CMX and Infnit experience preferred. For complete job description, E-mail Promotion Director at ttv4.com Women and minorities are encouraged to apply. EOE. WTTV is a drug free environment. Pre-employment drug testing is mandatory. Rush non-returnable VHS tape and resume to: WTTV-4, Human Resources, 3490 Bluff Road, Indianapolis, IN 46217.

**Non-Stop Promotion Writer/Producer.** #1 WB affiliate in the country is seeking a *hip, creative, responsible* person to join a *fun, energetic* Creative Services Team. This dynamic person will coordinate and produce episodic promotions for syndicated product. Excellent writing skills needed to write and produce voice over credits for all programs. Person needs to be able to direct and work efficiently with voice over talent. Minimum 2 years as an on-air television producer. College degree required. Excellent written and verbal communications skills a must. If qualified send resume and tape to: Human Resources Dept. WB36!, One Monroe Place, Atlanta, GA 30324 or fax to (404)881-3759. No phone

**Promotion Writer/Producer** - Southwest Florida TV and Radio stations needs experienced Promotion Writer/Producer. Send reel and resume to Paul Greeley, WINK Television, 2824 Palm Beach Boulevard, Ft. Myers, FL 33916. EOE. DFWP.

**Promotions Director** A Clear Channel Television property on the Gulf Coast seeks dynamic, seasoned person with creative ideas and entrepreneurial spirit. Must be energetic and organized with leadership qualities. Exp. promoting News and multiple Networks required. Send killer tape & resume to G.M., WPML TV, 661 Azalea Rd., Mobile, AL 36609. EOE.

**Promotion Manager: WFSB**, a Post-Newsweek Station, is looking for the right person to lead the promotion department. The right person will have the chance to create, produce and oversee the image, topical and series promotions at the number one station in the market. The right person will have sharp writing skills, a hot graphic sense and the ability to deliver their vision. Send tape to Don Graham, 3 Constitution Plaza, Hartford, CT 06103. EOE.

**KTRV FOX 12**, top FOX affiliate in beautiful Boise, Idaho is looking for an energetic, creative, juggle-a-hundred-things-at-once, super human to step in immediately as our new Promotions Manager. The likely candidate will have editing experience, hands-on promotions experience, management experience a plus. If you think you're the one, send your resume to KTRV FOX 12, Attn: Diane Frisch, PO Box 1212, Nampa, ID 83687.

**HELP WANTED  
FINANCIAL & ACCOUNTING**

**CONTROLLER (CHICAGO)**

RESPONSIBILITIES INCLUDE: G/L, AR, CREDIT, BUDGETS, FINANCIAL CONTROLS, PAYROLL, ETC. WILL WORK CLOSELY WITH GM IN THE FINANCIAL AND OPERATIONAL MANAGEMENT OF THE STATION. THE IDEAL CANDIDATE WILL HAVE EXPERIENCE WITH HR, UPGRADING FINANCIAL COMPUTER SYSTEMS, IMPLEMENTING POLICIES AND PROCEDURES, BENEFITS, NEGOTIATING SERVICES. QUALIFICATIONS: MINIMUM 3 YEARS CONTROLLER IN MEDIA AND PUBLIC/PRIVATE BACKGROUND, CPA PREFERRED. EOE. REPLY TO BOX 01092.

**HELP WANTED MARKETING**

**REGIONAL  
MARKETING  
MANAGERS**

**Eastern and Central Regions**

**BRAVO**, one of the most sophisticated and successful cable networks, is seeking two creative marketing professionals to have a major impact on our continued growth by adding new affiliates and increasing subscriber base, for both Bravo and The Independent Film Channel.

Candidates must demonstrate both strategy and creativity in approaching sales and marketing opportunities, as well as maintaining strong affiliate relations and account analysis. Travel approximately 60%, including meetings and trade shows. To qualify for these highly visible opportunities, you'll need 3-5 years in the cable TV industry, a BA/BS and outstanding marketing, sales, communication and organizational skills. Demonstrated innovation is a must.

We offer a salary commensurate with your experience and education, a generous benefits package and a unique opportunity to join a highly respected name in cable TV. For confidential consideration, please send your resume, indicating territory of interest and salary history/requirements, to: **Human Resources, Dept. Bravo, 3 Crossways Park West, Woodbury, NY 11797.** We are an equal opportunity employer.



**HELP WANTED PRODUCTION**

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

**Creative Services Director.** KREM 2 TV, a recently acquired Belo station (73rd Market) and Spokane's CBS affiliate is seeking an experienced Creative Services Director responsible for developing and implementing marketing strategies to support our #1 news and programming product. Will supervise creative team of writer/producers, graphic designers, directors and CG operators. Minimum of 5 years hands on broadcast promotion experience, including 2 years as department manager. Excellent writing and producing skills required. Exposure to non linear production and Mac based graphic production strongly preferred. Send letter of introduction, resume and non-returnable tape to: Human Resources Director #97R5, KREM TV, 4103 South Regal Street, Spokane, WA 99223. KREM 2 TV is an Equal Opportunity Employer. M/F/D/V.

**BURSTING WITH IDEAS?**

Top 10 market ABC affiliate looking for **DESIGN DIRECTOR** able to work in fast paced creative team environment. Call the shots managing special event, sports, program, promotion and deadline news design. Be an innovator in a station committed to a diverse work place.

Top knowledge of design trends, an eye for consistency, typography, Quantel PaintBox and Hal Express, Macintosh and digital production a must. Supervisory experience highly regarded. Rush resume and tape to:

Human Resources  
WXYZ/TV 7  
20777 West 10 Mile Rd.  
Southfield, Michigan 48037



**Videographer/Producer.** WTOL-TV is looking for someone with all-round skills in creative services. Strong writing skills and experience as a shooter, editor, grip, and producer required. Positive attitude is a must. Must be able to take a project from concept to completion. Respond with resume to Personnel Administrator-68, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No phone calls. WTOL is an Equal Opportunity Employer.

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

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

**Vacation Relief-Graphic Artist:** WABC-TV, NY seeks highly qualified computer graphic artist. Experience with Quantel Paintbox, Photoshop, Illustrator, After Effects, Digital F/X is required. News graphics experience and ability to handle tight deadlines is a must. Please send resume to: Karl Hassenfratz, WABC-TV, 7 Lincoln Square-Basement, New York, NY 10023-0217. No tele-

**Television News Graphic Designer.** Century Communication's Orange County NewsChannel, Santa Ana, CA, seeks a Dubner Graphics Factory Artist for it's expanding news programming. The ideal candidate will be a self-motivated, hard working, college graduate, with experience in computer graphic operation in a Television news environment. Dubner Graphics Factory, Quantel Paintbox, and Chyron experience is a plus. Please send resume with salary history and requirements to Century Communications, Attention: Human Resources, P.O. ox 11945, Santa Ana, CA 92711. We are an Equal Opportunity Employer. Please no phone calls.

**Graphic Artist.** WABC-TV, NY seeks highly qualified fulltime computer graphic artist. Experience with Quantel Paintbox, Photoshop, Illustrator, After Effects, Digital F/X is required. News graphics experience and ability to handle tight deadlines is a must. Please send resume to: Karl Hassenfratz, WABC-TV, 7 Lincoln Square-Basement, New York, NY 10023-0217. No telephone calls or faxes please. We are an Equal Opportunity Employer.

**Producer:** "AM/LIVE," the top-rated news/tabloid-oriented morning talk show, seeks a creative producer/booker with lots of energy and great new ideas. Candidate must be long on experience with excellent booking skills and news background with an eye for the long-shot news-making guest, and the persistence to make it happen. Writing and computer skills required. Videotape editing skills a plus. Forward complete resume with salary requirements and non-returnable resume tape (no calls) to Marilyn J. Phister, Executive Producer, "AM/LIVE," WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.

**TV Producer** with on-air presence. Must be able to develop interesting story ideas for weekly magazine, direct EFP, interview subjects, write and narrate first-rate scripts; edit video tape; and host in-studio. Minimum two years experience required. Preference given to applicants with studio directing experience. Send resume to Executive Secretary, WVPT-TV, 298 Port Republic Road, Harrisonburg, VA 22801 by March 28. No phone calls. EOE.

**Senior Producer:** Successfully syndicated daily news mag looking for a strong number two. Seeking a superior manager with outstanding story planning skills and a keen sense of production and promotion. You will also run the day to day operations of an aggressive newsroom with deep resources. Candidate should have significant managerial experience at a network, in syndication or in a winning news department at a major TV station. All resumes will be kept in strict confidence. Reply to Box 01090 EOE.

**Operations Manager** needed for NBC-4 in Beaumont/Port Arthur, TX. Will supervise production and master control. If you are a hands-on manager and a trainer, dedicated to quality production and on-air look, send us your resume. Experience producing corporate videos and knowledge of Media 100 non-linear editing system, Utah Switcher, and digital equipment is preferred. Three years experience directing newscasts is necessary. Send resumes to EEO Officer, KJAC-TV, P.O. Box 3257, Port Arthur, TX 77643-3257. No phone calls please. EOE.

**Graphic Artist** for #1 Southwest Florida CBS affiliate. Needs television experience in Photoshop and other Mac software. Send resume and reel to: Paul Greeley, Director of Marketing and Promotion, WINK Television, 2824 Palm Beach Boulevard, Ft. Myers, FL 33916. EOE. DFWP.

**HELP WANTED HOST**

**Co-Host Weekly Magazine.** WCVE/WHTJ-TV, Richmond-Charlottesville, VA. Seeking producer with Bachelor's degree in communications or journalism, and 4 years on-air experience to co-host and co-produce award-winning, weekly regional magazine series *Virginia Currents*. Requirements include previous successful experience directing, editing and interviewing, and the ability to conceptualize and develop program and story ideas for the series. Must be flexible for unusual hours, remote location-overnight travel, and able to conduct both live and taped interviews. Strong writing skills, research and story development abilities are essential. We produce NPPA style, picture-driven, natural sound stories. Salary and benefits competitive. Send vita and non-returnable Beta resume tape to: Dr. Charles Sydnor, Executive Producer, *Virginia Currents*, CVETC, 23 Sesame Street, Richmond, VA 23235. An EEO Employer.

**HELP WANTED PUBLIC RELATIONS**

**Manager, Broadcast Publicity:** National financial services trade association in Washington, DC has immediate opening for individual to serve as primary contact with radio and television sources in the financial media. Responsibilities include managing relationships with various media sources, and oversight of outside producers, broadcast vendors, production of VNRs and broadcast products for national distribution. Successful candidate has degree in journalism, communications or related field, extensive knowledge of broadcast media and their operations (especially business news journalists), 3 to 5 years experience working with financial broadcast media, and proven success in developing and publicizing strategic initiatives through broadcast channels. Send resume and salary history to employment@ici.org (ascii test only) or mail to: Human Resources BC/BP, PO Box 27849, Washington, DC 20038-7849. EOE.

**HELP WANTED PROGRAMMING**

**ATTN: KID'S TV PRODUCERS**

**THE ANNENBERG PUBLIC POLICY CENTER OF THE UNIVERSITY OF PENNSYLVANIA**

To determine how to increase both the amount of educational children's programs and the audience for it, the Annenberg Public Policy Center of the University of Pennsylvania is undertaking a five-year research project. In each of the coming years, the Center will sponsor a survey of families' attitudes toward television and content analyze the quality of children's television programming. In the process, the Center will focus on identifying and charting ways to overcome barriers to bringing educational children's programming to commercial broadcast television.

To help meet these goals, the Center has launched the Children's Television Programming Project to support one or more television producers seeking national commercial distribution for programs that address the needs and interests of elementary school age children. Assistance may take the form of support for development, production, or promotional efforts.

The Children's Television Programming Project is funded by the Robert Wood Johnson Foundation and the Annenberg Public Policy Center of the University of Pennsylvania. The effort is intended to provide Center researchers with the opportunity to observe a program in the developmental process and to identify steps that would facilitate bringing high-quality programming to the air.

Proposed programming must have both a demonstrable educational component and be able to attract the interest of viewers between the ages of 6 and 12. There is no restriction on program type or format. While the Project will not seek to recoup its financial investment, it does seek proposals that are economically viable. The goal is to assist in the development and successful launch of one or more programs in 1997 or 1998, not to subsidize production on an on-going basis.

Applicants should have a demonstrated track record in the field of children's programming, preferably at the national level. Special considerations will be given to producers dealing in part with issues of child health and development.

Proposals should include a short (four pages or fewer) outline of the concept and format, as well as biographies of the producers and key personnel. Proposals may also include plans for attracting ancillary revenues from foreign sales, books, on-line extensions or other spin-offs. If available, please submit pilot segments or entire programs on tape (either VHS or 3/4"). Send copies only as original cassettes and proposals cannot be returned. Deadline for submissions is April 15th, 1997. No phone calls please. Please submit proposals by mail to:

**Children's Television Programming Project, c/o The Annenberg Public Policy Center of the University of Pennsylvania, 529 Fourteenth St. NW, Suite 320, Washington DC 20045. Include a daytime phone number.**

**SITUATIONS WANTED ANNOUNCER**

Experienced broadcaster seeks TV reporting anchor, or fitness show in small market. Call Teddy 212-888-7347 or 212-421-7699.

**PROGRAMMING SERVICES**

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Wanted Half-Hour Direct Response TV Avails. Kindly fax no more than five pages to 813-842-7713. We will respond.

**CABLE**

**HELP WANTED PRODUCTION**

The  
**Disney**  
Channel

**Writers/Producers**

The country's leading cable network for kids and families is seeking Writers/Producers for its On-Air Promotions department. This team player with an aggressive, creative vision should have at least 3 years experience writing and producing TV promotional spots, be able to work under tight deadlines, and have strong marketing skills with a keen understanding of branding and positioning. Ability to off-line edit on the AVID nonlinear system preferred.

Please send your resume with salary history and non-returnable videotape samples to: **The Disney Channel, Attn: KM/WP/BC, 3800 W. Alameda Ave., Burbank, CA 91505.** EOE.

**Producer/Director:** Immediate opening for a creative professional in sunny California to produce commercials for local cable advertisers. This includes meeting with clients, writing scripts, coordinating - storyboards, talent, and locations, non-linear and linear post-production, computer graphics and animation. Candidate should have 2 years hands on experience in all phases of video production. Excellent communication and customer relations skills a must. Excellent benefits package and work environment. Don't delay! Fax/send resume and tape to: Time Warner Communications. Attn: HR/Producer, 959 South Coast Drive, Suite 300, Costa Mesa, CA 92626. EOE. M/F/D/V. Fax 714-430-5593

**HELP WANTED RESEARCH**

**AUDIENCE RESEARCH OPPORTUNITIES**

Atlanta-based Turner Broadcasting System, Inc. is seeking qualified audience research professionals for the following positions:

**Director of Research - TNT**

Responsible for day to day management of the TNT Research Department and 3 employees. Reports to VP, TNT Research. 8 years marketing or media research experience required. Candidate must possess: an in-depth understanding of audience measurement processes; knowledge of U.S. television and advertising marketplaces; hands on experience designing and managing primary research projects; the ability to manage and motivate professionals.

**Associate Director of Research - Sports**

Responsible for managing all sports-related audience for the Turner Entertainment Networks and Turner Sports. Reports to Director, TEN Research. 6-8 years broadcast, cable, media or market research experience required, as well as solid understanding of Nielsen Media Research audience research methods and products.

**Sr. Research Project Manager - Cartoon Network**

Responsible for management and analysis of primary and secondary research projects and the development of audience estimates for use by network programming, management and advertising sales. 5+ years research experience required, preferably in television, cable or agency.

**Sr. Research Analyst - TBS Superstation**

Responsible for providing TBS Management, Programming, Marketing and Public Relations executives with audience information used for decision making purposes. Job entails analysis and interpretation of data obtained from Nielsen Media Research and primary/secondary research studies. 2-3 years applicable experience in broadcast measurement process and television audience analysis.

For consideration, please send resume and salary requirements for dissemination to hiring managers to:

Connie Zaleski  
TEN Research  
1050 Techwood Drive  
Atlanta, Georgia 30318



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To place your  
**CABLE** classified ad in  
Broadcasting & Cable  
Call Sandra Frey  
(212) 337-6941



**HELP WANTED PROMOTION**



**T**he COURT TV network, based in NYC, is seeking an aggressive **SENIOR WRITER-PRODUCER** with amazing copy-writing skills, and incredible dexterity in the edit room. Non-linear experience a plus.

We are looking for a unique visualist unafraid of running ahead of the pack.

Experience in news promos a must. Managerial aptitude a must.

For immediate consideration please send resume demo tape and salary requirements to  
**COURT TV**  
 Attn: Human Resources-RG  
 600 3rd Avenue  
 NYC 10016

**COURT TV**

*(No phone calls, please)*

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**EDUCATIONAL SERVICES**

On-camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart, ESP.

**BUSINESS OPPORTUNITIES**

**Radio Station Investment Opportunity.** New acquisition group forming. Expert management! Write: PO Box 272659, Tampa, FL 33688-2659. E-mail: radioman@gte.net

**WANTED TO BUY STATION**

Investor seeks purchase of AM or FM in small market with real estate up to 250K or LMA. Teddy 212-888-7347 or 212-421-7699.

**FOR SALE SATELLITE TRUCK**

**C-Band Satellite Uplink Truck.** Needs work. Has HPA, two exciters, lots of other equipment. Located in Texas. \$45,000. Megastar 702-386-2844.

**INVESTORS WANTED**

**4-Station LPTV Network.** Seeking investor to fund local all news operation. Towers up, running, management in place, 800K regional market. Dick Hutter 219-769-1515.

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Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi.—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

## OWNERSHIP CHANGES

### Dismissed

**Tuscaloosa, Ala.** (BTC-961226GL, M)—Taylor Communications Corp. for WACT-AM-FM: voluntary transfer of control from Frank D. Osborn et al. to Commodore Media Inc. *March 5*

### Accepted for filing

**Tiffin, Ohio** (BTCH-970226GZ, HA)—WTTF Inc. for WTTF-AM-FM: involuntary transfer of control from Robert E. Wright (deceased) to Richard J. Wright. *March 6*

## NEW STATIONS

### Canceled

**Altoona, Wis.** (BP-931202AD)—Metro Media Broadcasting Inc. for AM at 1560 khz, 1 kw, W side of SR 93, 1.92 km S of I-94. *March 10*

### Dismissed

**Laramie, Wyo.** (BPH-960520MJ)—Magic City Media Inc. for FM at 96.7 mhz. *March 3*

### Returned

**Julesburg, Colo.** (BPH-970106MB)—Ogalala Broadcasting Co. Inc. for FM at 96.5 mhz. *Feb. 25*

**Mt. Sterling, Ky.** (BPED-960814MB)—American Family Association for educational FM at 88.1 mhz. *March 5*

### Granted

**Rome, Ga.** (BPED-960510MB)—Immanuel Broadcasting Network Inc. for noncommercial FM at 91.3 mhz. *March 5*

**Wallace, Idaho** (BPH-960916MD)—Alpine Broadcasting Ltd. for FM at 100.7 mhz, 82 kw, ant. 662 m. *Feb. 28*

**Sioux City, Iowa** (BPCT-950804KG)—Pappas Telecasting Cos. for TV at ch. 44, 5,000 kw visual, ant. 610 m., 1.6 km NE of intersection of rtes. K42 and C70, Hungerford Township, Iowa. *Feb. 25*

**Corbin, Ky.** (BPH-961021IE)—Encore Communications Inc. for WCTT-FM: auxiliary stations. *Feb. 25*

**Raleigh, N.C.** (BPH-860707NW)—Triangle FM Broadcasters LLC for FM at 102.9 mhz, 3 kw, ant. 100 m., 1609 Lewisburg Rd. *Feb. 25*

**Johnstown, Pa.** (BPED-950308MA)—QED Communications Inc. for noncommercial FM at 89.7 mhz, 8 kw, ant. 319 m. *March 4*

**Sioux Falls, S.D.** (BPCT-950317KM)—Iowa Teleproduction Center Inc. for TV at ch. 36, 1,213 kw visual, ant. 293 m., SE quarter of Section 28, Grand Meadows Township, S.D. *Feb. 28*

**Floresville, Tex.** (BPH-960724IA)—April Communications Group Inc. for KRIO-FM: auxiliary station. *March 5*

**Huntsville, Tex.** (BPFT-960716TK)—Bible Broadcasting Network Inc. for FM at 91.5 mhz. *Feb. 25*

### Filed

**Mena, Ark.** (BPED-970221MA)—Jay W. Bunyard (Box 311, DeQueen, Ark. 71832) for FM at 105.3 mhz, 25 kw, ant. 75 m., 1348 S. Reine St. *Feb. 21*

**Dubuque, Iowa** (BPED-970226MA)—University of Northern Iowa (324 Communication Arts Center, Cedar Falls, Iowa 50614-0359) for FM at 90.1 mhz, .81 kw, ant. 159 m., .15 mi. N of Haberkom Rd., Sherrill, Iowa. University owns KUNI(FM) and KHKE(FM) Cedar Falls and KRNI(AM)-KUNY(FM) Mason City, Iowa. *Feb. 26*

**Bastrop, La.** (BPED-970225MB)—American Family Association (Donald E. Wildmon, president, 1208 Zentwood, Tupelo, Miss. 38801) for noncommercial FM at 91.9 mhz, 6 kw, ant. 99 m., 15990 Hwy 425 N., Beekman, La. **Association owns** WALN(FM) Carrollton, WAQG(FM) Ozark and WAKD(FM) Sheffield, Ala.; kvva-FM Apache Junction, Ariz.; KAOW(FM) Fort Smith and KANX(FM) Pine Bluff, Ark.; KBUZ(FM) Topeka and KCFN(FM) Wichita, Kan.; WAPD(FM) Campbellsville, Ky.; KAPM(FM) Alexandria and KAPI(FM) Ruston, La.; WDFX(FM) Cleveland, WOST-AM-FM Forest, WAQL(FM) McComb, WAOY(FM) Saicoer and WAFR(FM) Tupelo, all Miss.; KAKU(FM) Springfield, Mo., and WAMP(FM) Jackson, Tenn.; is buying CP for FM at Ottawa, Kan.; is selling FM in Mount Morris, Ill.; **has CP to build FMs** in Selma and Ozark, Ala., and Lake City, Tenn.; El Dorado, Ark.; Vincennes,

Ind.; St. Martinville, La.; Hattiesburg and Natchez, Miss.; Hubbard, Neb.; Clovis, N.M.; Poteau, Okla.; Reedsport, Ore.; Huntsville, Tex., and Culpeper, Va.; **has applied to build FMs** in Troy, Ala.; Bentonville, Blytheville, Des Arc, Fayetteville, Forrest City, Nashville and Springdale, all Ark.; Panama City, Fla.; Americus, Cairo, Dublin, Savannah and Waycross, all Ga.; Flora, Kankakee, Kewanee, Pana and Peoria, all Ill.; Fairfield, Marion, Ottumwa and Waverly, all Iowa; Arkansas City, Manhattan, Salina and Independence, all Kan.; Jonesboro, Kinder, Many, Natchitoches and Westdale, all La.; Muskegon, Mich.; Corinth, Duck Hill, Indianola, Laurel and Port Gibson, all Miss.; Benton, Hannibal, High Point, Kennett, Kirksville and St. Joseph, all Mo.; Ahsokie, Fayetteville and Mount Airy, N.C.; Shelby and Steubenville, Ohio; Ada, Ardmore, Chickasha, Durant, El Reno, Seminole and Stillwater, all Okla.; Franklin, Pa.; Dillon, S.C.; Clarkesville, Hohenwald and Shelbyville, all Tenn.; Crockett, Del Rio, Fannett, Gatesville, Kerrville, Lamesa, Mart, Nacogdoches, Odessa, Pampa, Plainview and Victoria, all Tex.; Charles City and Danville, Va.; Cuba City, Wis., and Gillette, Wyo. *Feb. 25*

**Sylvan Beach, N.Y.** (BPH-970213MF)—Robert J. Raide (431 S. Wilbur Ave., Syracuse, N.Y. 13204) for FM at 100.3 mhz, 6 kw, ant. 100 m., S side of Oneida St., 1.06 km ENE of Hwy 13, 1.6 km SE of Sylvan Beach. Raide owns 33.3% of Radio Corp., which owns WTKW(FM) Bridgeport, WKLL(FM) Frankfort, WTLA(AM)-WKRL(FM) North Syracuse, WSGO(AM)-WTKV(FM) (formerly WGES) Oswego and WTLB(AM)-WRCK(FM) Utica, all N.Y. *Feb. 13*

**Brackettville, Tex.** (BPH-970221MB)—La Nueva Cadena Radio Luz Inc. (Israel Tellez, president/33.3% owner, 2702 Pine St., Laredo, Tex. 78043) for FM at 94.7 mhz, 6 kw, ant. 100 m., .4 mi. W of Hwy 674, 1 mi. N of Brackettville. Tellez owns 33.3% of KTNR(FM)

## BY THE NUMBERS

### BROADCAST STATIONS

Service	Total
Commercial AM	4,906
Commercial FM	5,285
Educational FM	1,810
<b>Total Radio</b>	<b>12,001</b>
VHF LPTV	561
UHF LPTV	1,211
<b>Total LPTV</b>	<b>1,772</b>
FM translators & boosters	2,453
VHF translators	2,263
UHF translators	2,562
<b>Total Translators</b>	<b>7,278</b>

Service	Total
Commercial VHF TV	559
Commercial UHF TV	622
Educational VHF TV	123
Educational UHF TV	240
<b>Total TV</b>	<b>1,544</b>

### CABLE

Total systems	11,660
Total subscribers	62,231,730
Homes passed	91,750,000
Cable penetration*	65.3%

\*Based on TV household universe of 95.9 million  
Sources: FCC, Nielsen, Paul Kagan Associates  
**GRAPHIC BY BROADCASTING & CABLE**

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n 2: a manner of accomplishing a task esp. using technical processes, methods or knowledge

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Kenedy, Tex. *Feb. 21*

**San Angelo, Tex.** (BPH-970108MM)—La Unica Broadcast Co. (Luiz A. Perez, president/16.7% owner, 209 W. Beauregard, San Angelo, Tex. 76901) for FM at 105.7 mhz, 25 kw, ant. 100 m, along Rte. 853, 7 km W of San Angelo. La Unica owns KJSJ(FM) San Angelo. *Jan. 8*

## FACILITIES CHANGES

### Dismissed

**Jacksonville Beach, Fla.** (BMP-950207AE)—McEntee Broadcasting of Florida Inc. for WJQJ(AM): increase power to 19 kw, change ant., change TL to E side of SR 217, 4.8 km S of I-10, 6.8 km SE of Baldwin, Fla. *Feb. 28*

### Granted

**Tolleson, Ariz.** (BMPCT-960710KE)—Hector Garcia Salvatierra LP for KAJW(TV): change ant. to 533 m., TI to S. Mtn. Peak, 3.4 km SE of intersection of Dobbins Rd. and Central Ave. *Feb. 28*

**San Mateo, Calif.** (BP-960523AC)—Pacific FM Inc. for KOFY(AM): change ant. system. *Feb. 24*

**Denver** (BMPCT-960708KE)—Paxson Communications Corp. for KUBD(TV): change ant. to 356 m., TL to Mt. Morrison, 2 km E of Idledale, Colo. *Feb. 28*

**Longmont, Colo.** (BMPCT-960711KT)—Longmont Channel 25 Inc. for KDEN(TV): change ant. to 355 m. *Feb. 21*

**Oviedo, Fla.** (BP-950313AA)—Florida Broadcasters for WONO(AM): increase power to 1.7 kw night. *Feb. 25*

**Tallahassee, Fla.** (BPH-960813IC)—Tally Radio LC for WWLD(FM): change ERP. *Feb. 24*

**Boston, Ga.** (BPH-960813ID)—Boston Radio Co. Inc. for WTUF(FM): change ERP. *Feb. 24*

**Donalsonville, Ga.** (BPH-960813IE)—Merchants Broadcasting Co. for WGMK(FM): change ERP. *Feb. 24*

**Galesburg, Ill.** (BPH-950901IF)—Galesburg Broadcasting Co. for WAAG(FM): change ant. to 150 m. *Feb. 27*

**Rockford, Ill.** (BPCT-960916KG)—Winnebago Television Corp. for WTVO(TV): change ant. to 203 m., ERP to 5,000 kw visual, ant. *Feb. 28*

**Boston** (BPH-961018IG)—American Radio Systems Corp. for WBMX(FM): change ant., TL, ERP. *Feb. 25*

**Flint, Mich.** (BMPED-960229MB)—Nationwide Inspirations Broadcasting Inc. for WGRJ(FM): change ERP, ant., TL. *Feb. 26*

**Las Vegas** (BPCT-960702KI)—Channel 21 LP for KUPN(TV): change ERP to 2,575 kw visual, ant. *Feb. 27*

**Devils Lake, N.D.** (BMPH-960906IB)—Rob Ingstad Broadcasting Inc. for KQZZ(FM): change ant., TL. *March 5*

**Beavercreek, Ohio** (BPH-960412IB)—New

Generation Broadcasting Inc. for WXEG(FM): change ant., ERP. *Feb. 27*

**Cleveland** (BP-960711AA)—Secret Communications LP for WTAM(AM): auxiliary ant. system. *Feb. 25*

**Sabana, P.R.** (BMP-950530AB)—Olga Iris Fernandez for WJIT(AM): change ant. *March 5*

**Surfside Beach, S.C.** (BPH-961011IC)—Multi-Market Radio Inc. for WYAK-FM: change ant. to 148 m., ERP to 11.5 kw. *Feb. 24*

**Brownsville, Tex.** (BPED-941026IA)—World Radio Network Inc. for KBNR(FM): change ERP to 88 m., class from A3 to A6. *Feb. 27*

**Appomattox, Va.** (BP-960925AB)—CLL Inc. for WWAR(AM): change ant. *March 5*

**Petersburg, W.Va.** (BPH-961029IH)—South Branch Communications Inc. for WELD-FM: change ERP. *Feb. 24*

**Green Bay, Wis.** (BMLCT-960522KE)—CBS Inc. for WFRV-TV: change transmission lines. *Feb. 28*

### Filed/Accepted for filing

**Dora, Ala.** (BMPH-970129IF)—JT Roberts Broadcasting Inc. for FM at 92.5 mhz: change ERP, ant., TL. *Feb. 27*

**Fairbanks, Alaska** (BPH-970225AB)—Northern TV Inc. for KCBF(AM): change TL, power, ant. *March 6*

**Hope, Ark.** (BPH-970210ID)—Newport Broadcasting Co. for KHPA(FM): change ERP, ant. *March 6*

**Mountain Pine, Ark.** (BPH-970218IA)—Kellcom Inc. for KZBR(FM): change ant., TL, ERP. *March 5*

**Big Pine, Calif.** (BMPH-970203IF)—David A. and Mary Ann Digerness for KRHV(FM): change directional ant. *Feb. 27*

**Cathedral City, Calif.** (BPH-970127IB)—Glen Barnett Inc. for KWXY-FM: install auxiliary ant. system. *Feb. 27*

**Inglewood, Calif.** (BPH-970219IB)—Cox Radio Inc. for KACE(FM): change ant., ERP. *March 4*

**San Diego** (970218AF)—Quetzal Bilingual Communications Inc. for KURS(AM): change power, TL, ant. *Feb. 28*

**Santa Barbara, Calif.** (BMPH-970210IC)—Joelmart Inc. for KLDZ(FM): change ERP, ant. *March 6*

**Baker, Fla.** (BPED-960326MB)—Okaloosa Public Radio Inc. for WTJT(FM): change ant., ERP, class. *Feb. 27*

**Fort Walton Beach, Fla.** (BPH-970218IB)—FWB Radio Inc. for WJUS(FM): change ant., TL. *March 5*

**Kendall, Fla.** (BMP-970213AE)—Baja Florida Radio for WRBF(AM): change TL, ant. *Feb. 26*

**Melbourne, Fla.** (BPCT-970219KE)—Blackstar Communications Inc. for WBSF(TV): change ERP to 2.265 kw visual, ant. to 303 m., ant. *Feb. 28*

**Tampa, Fla.** (BPET-970212KE)—Florida West Coast Public Broadcasting Inc. for

WEDU(TV): change ant. to 470 m., TI to 14021 Boyette Rd., 6.5 km ESE of Riverview, Fla. *Feb. 28*

**Hilo, Hawaii** (BMPH-970211ID)—Visionary Related Entertainment Inc. for KAOE(FM): change ant., TL, ERP, class. *March 4*

**Belle Plaine, Iowa** (BMPH-970220IC)—Cynthia A. Siragusa for KXPW(FM): change channel from C to A. *March 6*

**Keokuk, Iowa** (970211IE)—David M. Lister for KYAT(FM): change TL, ant. *March 4*

**Keokuk, Iowa** (BPH-970212IC)—W. Russell Withers Jr. for KOKX-FM: change TL, ant. *March 4*

**Independence, Kan.** (BPH-970210IE)—Central Broadcasting Inc. for KINO-FM: change channel for C3. *March 6*

**Harrodsburg, Ky.** (BPH-970129IB)—Fort Harrod Broadcasting Corp. for WHBN-FM: change channel to C3. *Feb. 27*

**Baton Rouge** (BMPED-970219IG)—East Baton Rouge Parish School Board for WBRH(FM): change ant., TL, ERP. *March 4*

**Biddeford, Me.** (BPH-970219II)—Fuller-Jeffrey Broadcasting Corp. for WCYY(FM): change ant., TL, ERP. *March 6*

**Princess Anne, Md.** (BPED-970221IA)—University of Maryland—Eastern Shore for WESM(FM): change ant., ERP. *March 4*

**Lansing, Mich.** (BPH-970127IC)—MacDonald Broadcasting Co. for WHZZ(FM): change ERP, ant., TL. *Feb. 27*

**Tawas City, Mich.** (BPH-970121II)—Carroll Enterprises Inc. for WKJC(FM): change tower location. *Feb. 27*

**McComb, Miss.** (BMPED-970117IA)—American Family Association for WAQL(FM): change ant., TL, main studio, ERP. *Jan. 27*

**Newton, Miss.** (BPH-970123IE)—Rainey Radio Inc. for WMYQ-FM: change ERP, ant., TL. *Feb. 11*

**Saucier, Miss.** (970131MB)—American Family Association for WAQY(FM): move city of license. *Feb. 13*

**Buffalo, Mo.** (BPH-961216IF)—KBFL Broadcasting Co. for KBFL(FM): change ERP, ant., TL, class. *Feb. 5*

**Omaha** (BMPED-970205IE)—Omaha Community Broadcasting for KNOS(FM): change ant., TL, ERP. *Feb. 18*

**Durham, N.H.** (970203MI)—University of New Hampshire for WUNH(FM): change ERP, add directional ant. *Feb. 13*

**Atlantic City** (BPH-970212IA)—South Jersey Radio Inc. for WMGM(FM): change TL. *March 4*

**Bridgeton, N.J.** (BMPED-970219IF)—NJ Public Broadcasting Authority for WNJB-FM: change ant., ERP. *March 4*

**Villas, N.J.** (BPH-970128IB)—Marc Scott Communications Inc. for WFNN(FM): change ant., TL. *Feb. 27*

**Albuquerque, N.M.** (BP-970127AC)—Citadel License Inc. for KHTL(AM): change TL, ant. *Feb. 4*

**Santa Fe, N.M.** (BPCT-970127KG)—Son

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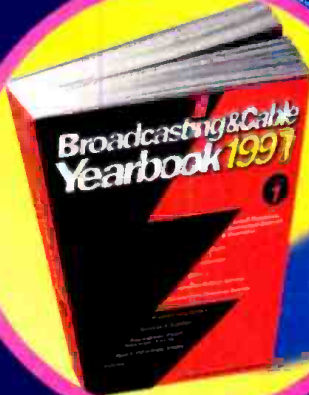
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Broadcasting Inc. for KCHF(TV): change ERP to 316 kw visual, ant. to 608 m., TL to No Name Mt. Electronics Site, 15 km E of Jemez Springs, N.M. *Feb. 13*

**Edenton, N.C.** (961126IF)—Lawrence and Margaret Loesch for WERX-FM: change ERP, class. *March 3*

**Kill Devil Hills, N.C.** (BPH-970221IB)—Ray-D-O-Biz Inc. for WCXL(FM): change ant., TL. *March 6*

**Laurinburg, N.C.** (BMPH-970124IC)—WAZZ License LP for WAZZ(FM): change ant., TL. *Feb. 11*

**Lumberton, N.C.** (BPH-970124ID)—Eastern North Carolina License LP for WKML(FM): change ant., TL. *Feb. 11*

**Old Fort, N.C.** (BPH-970130IA)—Blue Dolphin Communications Inc. for WMXF(FM): change ant., TL, ERP. *Feb. 13*

**Raleigh, N.C.** (BMPH-961216ID)—Triangle FM Broadcasters LLC for FM at 102.9 mhz: change ERP, ant, TL. *Feb. 11*

**Wilmington, N.C.** (970130MM)—Friends of Public Radio Inc. for WHOR(FM): change ERP, ant., class. *Feb. 13*

**Ada, Okla.** (BPH-970121IA)—Tyler Broadcasting Corp. for WKML(FM): change ant., TL. *Feb. 11*

**Durant, Okla.** (BAPH-970129IC)—Lake Broadcasting Inc. for KLAQ(FM): change ERP, ant., TL. *Feb. 27*

**Tishomingo, Okla.** (BPH-970220IA)—Ralph Tyler for KTSH(FM): change TL. *March 4*

**Altamont, Ore.** (BMPH-970218IC)—George J. Wade for KCHO(FM): change ant., ERP, TL. *March 5*

**Springfield, Ore.** (BPED-970213IA)—Family Stations Inc. for KWFE(FM): change ERP. *Feb. 21*

**Boalsburg, Pa.** (BALH-970224IB)—Boalsburg Broadcasting Co. for WVCV(FM): change TL, ant. *March 6*

**Ephrata, Pa.** (BPED-970123IA)—Temple University of Commonwealth System for WRTL(FM): change ant., ERP. *Feb. 7*

**Philadelphia** (BMPED-970103IA)—Trustees of the University of Pennsylvania for WXPB(FM): change ERP. *Jan. 27*

**Ponce, P.R.** (BPH-970113IC)—Cadena Estereotempo Inc. for WIOC(FM): change ERP, ant., TL. *Jan. 27*

**San Juan, P.R.** (970115AA)—Century/ML Cable Venture for WUNO(AM): change night power. *Jan. 27*

**Georgetown, S.C.** (BPH-970117IC)—Coastline Communications of Carolina for WXXM(FM): change ant., TL. *Feb. 11*

**Livingston, Tenn.** (BPH-970102IF)—Sunny Broadcasting LLC for WCSD(FM): change channel. *Feb. 5*

**Mount Juliet, Tenn.** (BMPH-970221ID)—Mt. Juliet Broadcasting Inc. for WNPL(FM): change ERP, ant., TL, community of license to Belle Meade, Tenn. *March 5*

**Shelbyville, Tenn.** (970212AD)—Hopkins-Hall Broadcasting Inc. for WLJ(AM): change power, TL, ant. *Feb. 26*

**Bastrop, Tex.** (970220IE)—Central Texas Broadcasters Inc. for KGSR(FM): change ant., ERP, TL. *March 5*

**Burnet, Tex.** (BPH-970220IF)—Kirkman Group Inc. for KHLB-FM: change ant., ERP, ant. *March 6*

**College Station, Tex.** (970124IA)—Bryan Broadcasting Lic. Subsidiary for KTSR(FM): change ant., TL, ERP, frequency, class. *Feb. 6*

**Del Rio, Tex.** (BMPCT-970131KE)—Republic Broadcasting Co. for KTRG(TV): change ant. to 48 m., ERP to 8.3 kw visual, TL to intersection of N. F Ave. and Pinewood Rd. *Feb. 12*

**Hearne, Tex.** (BPH-970220ID)—Marshall Media Group Inc. for KHRN(FM): change ant., ERP, TL. *March 6*

**Huntsville, Tex.** (BMPED-970210II)—American Family Association for FM at 88.3 mhz: change ant., TL, ERP, class. *March 6*

**Hutto, Tex.** (BPH-970214IB)—Yellow Rose Communications Inc. for KIKY(FM): change ERP. *March 5*

**Jacksonville, Tex.** (BPED-970210IA)—

East Texas Media Assoc. Inc. for KBJS(FM): change directional ant. *Feb. 13*

**Junction, Tex.** (BPH-970221IC)—Robert L. Meadows for KAHQ(FM): change TL. *March 6*

**Navasota, Tex.** (BPH-970210IB)—Nicol Broadcasting Ltd. for KMBV(FM): change ERP, ant., TL. *March 6*

**Palestine, Tex.** (BPH-970131IC)—Excel Broadcasting Inc. for KUIS(FM): change channel from A to C2. *Feb. 27*

**Stanton, Tex.** (BMPH-961224IF)—John H. Wiggins for KKJW(FM): change ERP, ant., TL. *Feb. 5*

**Moab, Utah** (BPH-970129ID)—Moab LLC for KCYN(FM): change TL. *Feb. 27*

**Orem, Utah** (BPH-970129IE)—Monarch Broadcasting Inc. for KENZ(FM): install auxiliary ant. system. *Feb. 21*

**Manassas, Va.** (BPH-961223ID)—Infinity Broadcasting Corp. for WJFK-FM: change ERP, ant., TL. *Feb. 5*

**Christiansted, V.I.** (BPH-970116IF)—V.I. Stereo Communications Corp. for WVIS(FM): change ant., EPR, TL to Vieques, P.R. *Feb. 6*

**Opportunity, Wash.** (BMP-970127AB)—Concrete River Associates LP for KKPL(AM): change TL, power, ant. *Feb. 4*

**New Martinsville, W.Va.** (970110IA)—HBN Communications Inc. for WETZ-FM: change ant., ERP. *Jan. 27*

**River Falls, Wis.** (BPH-970117IB)—Hanten Broadcasting Co. Inc. for WEVR-FM: change ant., TL, ERP. *Feb. 11*

**Shell Lake, Wis.** (BPH-970103IB)—Charles R. Lutz for WGMO(FM): change channel. *Feb. 5*

### CABLE SERVICES BUREAU ACTION

#### *Modification of license—granted*

**Dyer Mountain, Calif.** (CAR-47310-02 WHZ-449)—Jones Spaceline Fund 5 Ltd. *Feb. 27*

**Squires Dam, Calif.** (CAR-47192-02 WGV-957)—Daniels Cablevision Inc. *Feb. 14*

**Filer, Idaho** (CAR-47282-02 WGZ-321)—King Videocable Co. *Feb. 27*

**Chatfield, Minn.** (CAR-47288-02 WLY-508)—Triax Midwest Associates LP. *Feb. 27*

**Rock Hill, S.C.** (CAR-47305-02 WHZ-689)—Catawba Services Inc. *Feb. 27*

**Custer, S.D.** (CAR-47287-02 WLY-345)—South Dakota Cable Inc. *Feb. 27*

#### *New stations—granted*

**Golden Meadow, La.** (CAR-47308-01 WLY-581)—Callais Cablevision Inc. *Feb. 27*

**LaRose, La.** (CAR-47307-01 WLY-580)—Callais Cablevision Inc. *Feb. 27*

**Leeville, La.** (CAR-47309-01 WLY-579)—Callais Cablevision Inc. *Feb. 27*

## Call for authors

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# Datebook

## THIS WEEK

**Through March 19**—Cable '97, *National Cable Television Association* annual convention and exposition. Ernest Morial Convention Center, New Orleans. Contact: Bobbie Boyd, (202) 775-3669.

**Through March 20**—*Electronic Industries Association* spring conference. J.W. Marriott Hotel, Washington. Contact: (202) 907-7971.

**March 18**—*Federal Communications Bar Association* luncheon featuring Sam Donaldson. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

**March 18**—*National Association of Minorities in Communications* annual awards breakfast. Sheraton New Orleans, New Orleans. Contact: Roxanne Yballe, (310) 404-6208.

**March 18**—*American Sportscasters Association* 12th annual Hall of Fame dinner. Marriott Marquis, New York City. Contact: (212) 227-8080.

**March 19-21**—*NIMA International '97* spring meeting. Sheraton New Orleans, New Orleans. Contact: (202) 289-6462.

**March 22**—*American Center for Children's Television* screening of Kid's TV: Around the World in a Day. Goethe Institute, San Francisco. Contact: David Kleeman, (847) 390-6499.

## MARCH

**March 24-27**—SBCA Las Vegas '97 Satellite Show, presented by the *Satellite Broadcasting and Communications Association*. Las Vegas Convention Center, Las Vegas. Contact: (800) 654-9276.

**March 24-30**—*World Animation Celebration*. Pasadena Civic Center, Pasadena, Calif. Contact: (818) 991-2884.

**March 26**—*International Radio & Television Society Foundation* Gold Medal Award dinner honoring Bob Wright. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**March 27**—13th annual *National Association of Black Owned Broadcasters* Communications Awards Dinner. Sheraton Washington Hotel, Washington. Contact: (202) 463-8970.

**March 28-29**—19th annual Black College Radio Convention, presented by *Collegiate Broadcasting Group Inc.* Renaissance Hotel, Atlanta. Contact: Lo Jelks, (404) 523-6136.

## APRIL

**April 1**—"The Business of Entertainment: The Big Picture," 7th annual conference on the media and entertainment industry presented by *Variety* and *Schroder Wertheim & Co.* The Pierre Hotel, New York City. Contact: Margaret Finnegan, (212) 492-6082.

**April 3**—*Broadcasters' Foundation* Golden Mike Award Dinner. Plaza Hotel, New York City. Contact: (203) 862-8577.

**April 3-4**—"Cable Television Law 1997: Implementing the 1996 Telecommunications Act," conference presented by *Practising Law Institute*. San Francisco Hilton & Towers, San Francisco. Contact: (800) 260-4754.

**April 3-6**—SkiTAM '97, cable industry annual fundraiser to benefit the U.S. Disabled Ski Team organized by *CTAM*. Sonnenalp Resort of Vail, Vail, Colo. Contact: (303) 797-6756.

**April 4-5**—*Texas Associated Press Broadcasters* annual convention and awards program. Doubletree Hotel, Austin, Tex. Contact: Diana Heidgerd, (972) 991-2100.

**April 4-7**—*Broadcast Education Association* 42nd annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5354.

**April 5-7**—24th annual *CAN PRO* Festival, celebrating excellence in Canadian television production and promotion. Westin Harbor Castle Hotel, Toronto. Contact: David Hamilton, (416) 446-5338.

**April 6**—*Broadcasters' Foundation* invitational golf tournament. Las Vegas Hilton Country Club, Las Vegas. Contact: (203) 862-8577.

**April 7**—*Association for Maximum Service Television* 41st annual membership meeting. Las Vegas

Hilton, Las Vegas. Contact: (202) 861-0344.

**April 7-8**—*Television Bureau of Advertising* sales and marketing conference. Las Vegas Hilton, Las Vegas. Contact: Janice Garjian, (212) 486-1111.

**April 7-10**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

**April 8**—*Association for Maximum Service Television* annual engineering breakfast. Las Vegas Hilton, Las Vegas. Contact: (202) 861-0344.

**April 9-12**—*National Broadcasting Society—Alpha Epsilon Rho* annual convention. Palmer House Hilton, Chicago. Contact: Richard Gainey, (419) 772-2469.

**April 12**—*Associated Press/Radio-Television News Directors Association/Emerson College* regional convention. Boston Marriott Long Wharf Hotel. Contact: Bob Salsberg, (617) 357-8100.

**April 14-15**—*Kentucky Cable Telecommunications Association* annual convention. Hyatt Regency Hotel, Lexington, Ky. Contact: Randa Wright, (502) 864-5352.

**April 15-16**—"Cable 101," management education series course presented by the Rocky Mountain chapter of *Women in Cable & Telecommunications*. TCI Bldg., Englewood, Colo. Contact: Kirsten Gee, (312) 634-2535.

**April 15-16**—Pennsylvania Cable Academy, presented by the *Pennsylvania Cable and Telecommunications Association*. Penn State Scanticon Conference Center Hotel, State College, Pa. Contact: Beth Boyer, (717) 234-2190.

**April 18-20**—*Associated Press Television-Radio Association of California-Nevada* 50th annual convention. Crowne Plaza Parc Fifty-Five Hotel, San Francisco. Contact: Rachel Ambrose, (213) 626-1200.

**April 21-23**—Cable & Satellite '97, presented by *Reed Exhibition Companies*. Earls Court 2, London. Contact: Andrea Johnston, +44 (181) 910 7866.

**April 27-30**—*Cable Television Public Affairs Association* Forum. Renaissance Mayflower, Washington. Contact: (202) 775-1081.

**April 28**—Fourth annual *T. Howard Foundation* fund-raising dinner. Tavern on the Green Restaurant, New York City. Contact: (703) 549-6990.

**April 28-29**—"Exploring the Full Potential of Fibre & Co-ax in the Access Network," conference presented by the *Institute for International Research*. One Whitehall Place, London. Contact: +44 171 915 5055.

**April 29**—SkyFORUM VII, DTH conference presented by *Satellite Broadcasting and Communications Association*. Marriott Marquis Hotel, New York City. Contact: (800) 654-9276.

**April 29-May 1**—5th annual Direct Response Television West Expo & Conference, presented by *Advanstar Expositions*. Long Beach Convention Center, Long Beach, Calif. Contact: Liz Crawford, (714) 513-8463.

**April 30**—*The Caucus for Producers, Writers & Directors* general membership meeting. Jimmy's Restaurant, Los Angeles. Contact: David Levy, (818) 843-7572.

**April 30**—*Federal Communications Bar Association* luncheon featuring Reed Hundt. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

**April 30-May 2**—The Radio Only Management Conference, presented by *Inside Radio Inc.* The Phoenician, Scottsdale, Ariz. Contact: Kyle Ruffin, (609) 424-6800.

## MAY

**May 4-7**—*Claritas Inc.* 7th annual Precision Marketing Conference. Disney Yacht and Beach Club, Orlando, Fla. Contact: (703) 812-2700.

**May 9-11**—*Federal Communications Bar Association* annual seminar. Kingsmill Resort, Williamsburg, Va. Contact: Paula Friedman, (202) 736-8640.

**May 11-14**—*Canadian Cable Television Association* annual convention and Cablexpo. Metro Toronto Convention Center, Toronto. Contact: (613) 232-2631.

**May 12**—56th annual *Peabody Awards* luncheon. Waldorf-Astoria. New York City. Contact: Barry Sherman, (706) 542-3787.

**May 15**—Deadline for call for papers for the *IEEE Broadcast Technology Society* 47th annual Broadcast Symposium. Contact: Dr. Gerald Berman, (301) 881-4310.

**May 17**—*Geller Media International* 3rd annual Producer's Workshop. Radisson Empire Hotel, New York City. Contact: (212) 580-3385.

**May 20**—*International Radio & Television Society Foundation* awards luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**May 21-23**—37th annual *Broadcast Cable Financial Management Association* conference. Hyatt Regency Embarcadero, San Francisco. Contact: Mary Teister, (847) 296-0200.

**May 22**—*Federal Communications Bar Association* luncheon featuring Supreme Court Justice Antonin Scalia. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

**May 22-28**—*Brasil Link '97*, pay-TV conference and exposition. Rio Center, Rio de Janeiro. Contact: Paula Friedman, (281) 342-9826.

**May 29**—*Foundation for Accounting Education of the New York State Society of CPAs*' 1997 Entertainment and Sports Conference. Holiday Inn Crowne Plaza, New York City. Contact: (800) 537-3635.

## JUNE

**Jun. 2-5**—*Electronic Industries Association/Consumer Electronics Manufacturers Association* international spring consumer electronics show. Georgia World Congress Center, Atlanta. Contact: Cynthia Upson, (703) 907-7674.

**June 4-7**—15th annual *National Association of Hispanic Journalists* convention. Westin Hotel, Seattle. Contact: (202) 662-7145.

**June 4-7**—Cable-Tec Expo '97, presented by the *Society of Cable Telecommunications Engineers*. Orange County Convention Center, Orlando, Fla. Contact: (610) 363-6888.

**June 4-7**—Promax and BDA '97 conference and exposition, presented by *Promax International* and *BDA International*. Navy Pier Convention Center, Chicago. Contact: (310) 788-7600.

**June 4-7**—Reunion of current and former employees and interns of *WHTM-TV WTPA-TV WCMB-TV Harrisburg*, Pa. Contact: Dan Rapak, (201) 267-2215.

**June 8-10**—*NIMA International* European Conference. Hotel Loews Monte-Carlo, Monaco. Contact: (202) 289-6462.

**June 8-14**—18th annual *Banff Television Festival*. Banff Springs Hotel, Banff, Alberta, Canada. Contact: (403) 678-9260.

**June 10-12**—Global DBS Summit, presented by *Globex*. Hyatt Regency Tech Center, Denver. Contact: (713) 342-9826.

**June 11**—Radio Mercury Awards, presented by the *Radio Creative Fund*. Waldorf-Astoria, New York City. Contact: (212) 681-7207.

**June 12-17**—20th *Montreux International Television Symposium and Technical Exhibition*, Montreux Palace, Montreux, Switzerland. Contact: +44 21 963 32 20.

**June 13**—*The Museum of Broadcast Communications*' 10th Anniversary Salute to Television. Chicago Cultural Center, Chicago. Contact: (312) 629-6005.

**June 18-22**—Talk Radio '97, educational conference, convention and exhibition presented by *The National Association of Radio Talk Show Hosts*. Century Plaza Hotel, Los Angeles. Contact: (617) 437-9757.

**June 23-25**—*Wireless Cable Association* 10th annual convention and exposition. Anaheim Convention Center/Anaheim Marriott Hotel, Anaheim, Calif. Contact: (202) 452-7823.

**Major Meeting dates in red**

—Compiled by Kenneth Ray  
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## After the boys of summer have gone

**H**olding an audience that already knows how the story ends relies on a skillful teller and a compelling story line.

Brian Bedol, founder of the Classic Sports Network, thinks that approach will work, even with an audience accustomed to the suspense and uncertainty of unfolding events.

Of course it helps that the audience comes with an insatiable, nearly unmatched desire for just what Bedol is offering. Sports can bring that out in people.

"I was channel-surfing between Nick at Nite and ESPN," he recalls, "and I started daydreaming: 'Wouldn't it be cool if there was a channel that combined these two?' It wasn't as if I got hit by a bolt of lightning, but over the next couple of weeks I found myself thinking about it a lot. At first I didn't even think it was something I was going to do. But I hoped somebody would launch it."

At the time, Bedol was a senior vice president at Time Warner Enterprises, overseeing strategies for the Six Flags Theme Parks. In a career that had spanned more than a decade, he'd written commercials for McDonald's—his degree from Hamburger University is framed on a wall near his Boston University BA and his Harvard MBA—written and produced on-air campaigns and helped develop some cable networks, including MTV, Nickelodeon and Court TV.

"In part, I thought this would be a good way to get back into cable," he says. Bedol spoke with people at Time Warner, but at the time their attention was on the 1992 Cable Act, which, he says, raised uncertainty on the programing side.

"So I decided to put it together. There were two real demands: program acquisition and financing. I spent a couple of months putting together a business plan. Then I was introduced to Steve Greenberg."

Greenberg, a former Los Angeles lawyer, was leaving his job as deputy baseball commissioner and was determined not to practice law again. Bedol and Greenberg met for lunch in early 1993. "He told me he was a reformed lawyer, and if I was looking for a lawyer I should save my money and not buy him a sandwich."

As it turned out, Greenberg had a lot to offer Bedol. As a lawyer who had worked in professional sports, he knew how to secure the rights to massive vaults of film that would be necessary to program Bedol's



*"I was channel surfing between Nick at Nite and ESPN and I started daydreaming, 'Wouldn't it be cool if there was a channel that combined these two?'"*

### Brian T. Bedol

**CEO, Classic Sports Network, New York; b. Feb. 8, 1958, Cleveland; BA, Boston University, 1980; MBA, Harvard, 1985; copywriter, Needham, Harper and Steers, Chicago, 1980-81; Warner Amex Satellite Entertainment, New York, 1981-83; director of programing, Lorimar Home Video, New York, 1985-86; executive vice president, Quantum Media, New York, 1986-88; senior vice president, Time Warner Enterprises, New York, 1988-92; current position since 1992; m. Judy Markowitz, 1982; children: Samantha, 10, Darren, 7.**

planned network. Bedol didn't know then that Greenberg's sports pedigree went even deeper than his training and experience. His future partner was the son of Detroit Tiger legend and Hall of Famer Hank Greenberg.

"He had the right genetics for classic sports," Bedol says. "I went to lunch looking for a lawyer. When I went home I told my wife I'd found a partner."

The pair went about securing archives and financing. They had to work around the sports-nostalgia programing that was already on networks like ESPN and TNT. "We've assembled over 10,000 hours of film that, for the most part, was collecting dust. But we've been able to license about everything we've identified as a classic."

The network launched in May 1995 with 18 employees. Since then there has been a landslide of gushing press and fan testimonials. Today, it employs about 100, and the network got a \$20 million cash infusion late last year from Warburg Pincus. Essentially a basic cable service, it's available to about 10 million homes, and is growing fast.

Bedol has called his approach "a controlled-overhead start-up" and claims that with the aid of technology and a little creativity, "we're able to do with 100 employees what it would have taken 300 or 400 to do a few years ago."

"The rights [to film archives] were the most significant cost in our business. We've been able to package them efficiently and market them inexpensively. I'd had some very valuable experience back in the early 1980s with MTV," he recalls. "I remember a group at MTV was negotiating to shoot a concert, and the budget came in at around \$100,000. We were told we had about \$15,000 to shoot it with. I didn't realize how valuable creativity could be. Instead of building scaffolding and shooting it with big, pedestal cameras, a sound truck, a video truck—that was the way it was done—we went out and shot it with hand-held cameras in the style that became the MTV style. It was an elegant solution. MTV taught me you can question the conventional wisdom."

"That example paid off. When Steve and I began sniffing around this business, the conventional wisdom was that if sports programing is not live, no one cares. But we felt that sports film was such a treasure chest. No one is out there telling the stories. We intuitively knew the sports fans wanted to hear the story. We see ourselves as a companion to the game." —DT

# Fates & Fortunes

## BROADCAST TV

**Shelly Pedevilla**, account executive, Sel-tel Inc., joins KOCB(TV) Oklahoma City as national sales manager.

**Joseph McNamara**, general sales manager, WBNG-TV Binghamton, N.Y., named GM.



**Moffett**

**Julia Moffett**, director, communications, National Security Council, the White House, joins NBC News, New York, as VP, communications.

**Bart Feder**, assistant news director, WABC-TV New York, named

news director.

**Roger Lyons**, news director, WTOV-TV Steubenville, Ohio, joins WEYI-TV-Saginaw, Mich., in same capacity.

Appointments at KPLR-TV St. Louis: **Ken Williams**, manager, engineering, named chief engineer; **James Burke**, free-lance writer/producer/director, joins as producer/director.

**Stacey Marks-Bronner**, executive VP, marketing, Fox Broadcasting Co., Los Angeles, joins WFLD(TV) Chicago as VP/GM.



**Suder**

**John Suder**, VP/GM, KWGN-TV Denver, named VP, Tribune Television, West Central region. Suder will continue his responsibilities at KWGN-TV and assume responsibility for KHTV(TV) Houston,

WGNO(TV) New Orleans and KSWB(TV) San Diego.

**Michael Malone**, writer/author, joins *Another World*, New York, as head writer.

**Russ Lopez**, reporter/fill-in anchor, KSBW(TV) Salinas, Calif., joins KXTV(TV) Sacramento, Calif., as reporter.

**Jan Chaloner**, executive creative director, print advertising, East Coast, NBC, New York, named VP.

**Darryll Green**, VP/GM, WGCI-AM-FM

Chicago, joins WGRZ-TV Buffalo, N.Y., as VP, broadcast.

**Harry Stecker**, president, Petry Communications, New York, named president/CEO, Petry Television Inc.

## PROGRAMING

**Diane Castro**, publicist, Bender, Goldman & Helper, joins Universal Television, Universal City, Calif., as manager, publicity.



**Poticha**

**Eric Poticha**, director, development, Spyzaze Pictures, joins Singer/White Entertainment, Los Angeles, in same capacity.

Appointments at *Fox After Breakfast*, New York:

**Lori Dolney Levine**, talent executive,

*The Pat Bullard Show*, joins as senior talent executive; **Kelly Burkhard**, talent booker, *The Charlie Rose Show*, joins as talent executive.

**Hillary Bibicoff**, director, theatrical business and legal affairs, Rysher Entertainment, Los Angeles, named VP.

**John Kuczaj**, research director, KABB(TV) San Antonio and KRRT(TV) Kerrville, both Texas, named research manager, Tribune Broadcasting Co., Chicago.



**Moussa**



**Yue**

Appointments at Warner Bros. International Television Distribution, Burbank, Calif.: **Isis Moussa**, VP, international TV distribution, Turner International, joins as director, publicity, promotion and research; **Florence Yue**, manager, advertising and design, named director.

**Karen Kanemoto**, VP, finance, Paramount Domestic Television, Hollywood, named senior VP, finance and business development.

**Jodi Markley**, director, production and operations, ESPN International, Bristol, Conn., named VP.

**Holly Fussell**, U.S. liaison, international publicity, Miramax Films, joins King World Productions, New York, as manager, public relations.

## RADIO

**Doug Clifton**, program director, KXPB(FM) Evergreen, Colo., joins Jones Satellite Networks Rock Alternative, Englewood, Colo., as operations manager.

**Pete Silverman**, VP, programing and executive producer, Sportschannel, joins MSG Radio Network, New York, as VP.

**Bill Hazen**, GM, WRKA(FM) St. Matthews/Louisville, Ky., joins Spring Broadcasting, Atlantic City, as GM, Atlantic City radio stations.

**Eric Weiss**, chairman/CEO, AME Radio Networks, elected to board of directors, Premiere Radio Networks, Los Angeles.

## Appointments at wusy(FM) Cleveland, Tenn.



**Hudson**



**Ross**



**Hunnicutt**



**Poindexter**

**Lori Hudson**, local sales manager, named general sales manager; **Randy Ross**, account executive, Jacobus and Associates, Chattanooga, joins as local sales manager; **Clay Hunnicutt**, production director, named program director; **Bill Poindexter**, on-air personality, named music director.

## CABLE

**Gerald Buckley**, New England regional manager, Tele-Communications Inc., joins New England Cable News, Newton, Mass., as affiliate relations manager.

**Gail MacKinnon**, director, government affairs, Turner Broadcasting Corp., joins Tele-Communications Inc., Washington, in same capacity.

**Vinnie Longobardo**, senior VP, production and programming, MTV Asia, named senior VP, international program development, MTV: Music Television, New York.

**Steve Apodaca**, marketing manager, Jones Communications, Alexandria, Va., named director, competitive marketing, Jones Intercable Inc., Englewood, Colo.

Appointments at Fanch Communications Inc.: **Jeffrey Elbersson**, VP, Time Warner Cable Ventures, joins as executive VP, corporate development; **Karen Broach**, GM, Time Warner Cable, Johnstown, Pa.; **Paul Hoffman**, director, special projects, Rifkin & Associates, and **Larry Scudder**, regional VP, Multivision Cable Television, Anaheim, Calif., join as VPs, operations.

**Richard Steinberg**, corporate director, research, Blockbuster Entertainment Group, joins SportsChannel Florida, Fort Lauderdale, Fla., as director, research and marketing services.

Appointments at Turner properties: **Jon Katinsky**, director, regional marketing, NIKE Inc., joins Turner Network Television, Atlanta, as director, sports marketing and promotion; **Dennis Millay**, programming administrator, Turner Classic Movies, Atlanta, named programming manager; **Gloria Berg**, manager, publicity, TNT Originals, named marketing manager, Turner Classic Movies, Atlanta; **Linda Simensky**, director, programming, Cartoon Network, Atlanta, named VP, original animation.

**Jennifer O'Connell**, programming manager, The Family Channel, Los Angeles, named manager, programming.

**Christine Hoffman**, manager, special events, CBS Inc., New York, joins ESPN there as director, special events.

Appointments at Showtime Entertainment Networks, New York: **Matthew Blank**, president/COO, Showtime Networks Inc., named chairman/CEO;

**Donovan Gordon**, VP, sales and affiliate marketing, pay per view, named senior

VP, pay per view and commercial accounts; **Carla Sinatra**, manager, strategic planning and technology, named director, new media and technology development; **Diana Kavett**, manager, strategic services, Toys R Us, joins as director, reporting and analysis, financial operations; **Annemarie Bray**, manager, human resources, Music Sound Exchange, joins as director, human resources; **Deborah Scott-Spera**, VP, feature development, Craig Anderson Productions, Sony Pictures, joins as VP, motion picture development.

## MULTIMEDIA



*Pupo-Mayo*

**Gustavo Pupo-Mayo**, founding president, TeleNoticias, joins United Family Communications, Coral Gables, Fla., as president/CEO.

**Curt Block**, VP, media relations, NBC, New York, joins The Marquee

Group there in same capacity.

**John Preston**, executive VP, staff operations, The Seagram Spirits and Wine group, Montreal, named VP, finance, The Seagram Company Ltd.



*Jacobs*

**Michael Jacobs**, VP, worldwide sales, TEAM Entertainment Group, joins PorchLight Entertainment, Los Angeles, in same capacity.

**Morgan Lambert Howe**, executive VP, affiliate relations, Z Music

Inc., joins International Family Entertainment Inc., New York, as VP/managing director, affiliate relations.

## TECHNOLOGY

**John Casey**, USA marketing manager, professional and consumer audio division, Denon, joins Telos Systems, Cleveland, as VP, marketing an sales.

**Eric Jackson**, RF/microwave systems test engineer, Texas Instruments, joins Marti Electronics, Cleburne, Tex., as senior design engineer.

Appointments at Artel Video Systems, Marlborough, Mass.: **Michael Druar**

named VP, North American sales; **John Curtis** named VP, international sales.

**Michael Jordan**, VP, sales and marketing, The Rochester Corp., joins Force Inc., Christiansburg, Va., as manager, sales and market development, engineered products group.

**Hector Brown**, digital customer service engineer, Broadcast Electronics Inc., Quincy, Ill., named international digital VAR coordinator.

**Richard LaFay**, VP, product development, RF Connectors division, RF Industries, San Diego, named president/GM.

## ASSOCIATIONS/LAW FIRMS

**John Marino**, director, technical conference, NAB Science and Technology, Washington, named VP.

Appointments at The Consumer Electronics Manufacturers Association, Arlington, Va.: **Jack Nick**, VP, marketing support, Thomson Consumer Electronics; **James Firestone**, GM, consumer division, IBM Corp., and **Gary Bennett**, VP, sales and marketing, Hitachi Home Electronics America, have all been elected to the board of directors.

**Maria Cino**, executive director, National Republican Congressional Committee, joins Wiley, Rein & Fielding in the government affairs practice.

## DEATHS

**Carl A. Russell**, 76, former senior VP/sales manager, MCA-TV died March 5. Russell retired in Dec. 1987 from MCA-TV after 25 years with the company. Upon his retirement he was awarded the President's trophy of the National Association of Television Program Executives. Russell is survived by his wife, Portia, and a grandson.

**Ray Barnett**, 71, retired broadcast executive, died Feb. 28 of cancer at his home in Kailua-Kona, Hawaii. Barnett joined CBS's KNX(AM) Los Angeles in 1961, departing a year later to serve as VP/GM of The Garland Agency, Phoenix. He later rejoined KNX(AM) and held the general sales manager post for 12 years before being promoted to VP/GM, KCBS(AM) San Francisco. Most recently Barnett was VP/GM, KSSK-AM-FM Honolulu. He is survived by his wife, Vivian, and two sons.

—Compiled by Denise Smith  
e-mail: d.smith@b&c.cahners.com

**Last Friday FCC commissioners adopted new rules allowing cable operators to set uniform rates across multiple franchise areas.** The rule change, aimed at allowing MSOs to respond to competing technologies, allows operators to set uniform rates as long as none of the basic service tier rates exceed those permitted by FCC regulations. Additionally, the FCC set final rules for "low-price" cable systems and invited comments on the rates that utilities may charge for access to poles, ducts and conduits.

**Communications Corp. of America is broadening its holdings in Texas.** The Lafayette, La.-based TV and radio station owner last Thursday offered \$30.5 million for the stock of KTSM-AM-FM-TV El Paso (subject to FCC approval). Communications Corp.'s Texas holdings include KVEO(TV) Brownsville, KPEJ(TV) Odessa and KWKT(TV) Waco. The seller is the Glyn Wyler and Karl O. Wyler Sr. Foundation.

**Fox picked up another 22 episodes of *Party of Five*,** which will mark its fourth year on the network this fall. The drama from Columbia TV scored its highest rating ever among adults 18-49 for its "Intervention" and "Hitting Bottom" episodes on Feb. 19 and 26, respectively. The show ranks first in its time period among adults 18-34 for the season. ■ In other Fox news, the midseason drama *Lawless*, which was scheduled to premiere at 8 p.m. March 21 in the time slot currently held by *Sliders*, now will debut at 9 p.m. on March 22. *Cops* will still air at 8, while *America's*

*Most Wanted: America Fights Back* moves to a half-hour show at 8:30 to accommodate *Lawless*. "In its most recent broadcasts, *Sliders* has been attracting a growing number of viewers of all ages and has been delivering that audience to *Millennium*," says Peter Roth, entertainment president. "With the momentum of these two series building, we believe it's important to keep them partnered." Fox this year ordered 25 episodes of *Sliders*, which is in its third season.

**MTM Enterprises moved to streamline its distribution operations** last week by consolidating domestic and international responsibilities under Greg Phillips, president of MTM International. Chuck Larsen has left MTM Worldwide Distribution after four years as president, along with his second-in-command, Joe Weber, who served as VP/general sales manager. The management shift came a few days after MTM confirmed its freshman weekly drama *The Cape* would not be returning for a second season this fall.

**TCI's shareholders approved issuing as many as 825 million new shares in its telephone investments.** TCI has no plans to sell the new shares, but wants the option to raise cash without having to further dilute its shareholders' stakes in the parent company. TCI filed the registration in January and estimates that it will raise \$250 million from the sale of the telephone stock. The MSO is discussing restructuring the Sprint PCS wireless communications venture, of which it owns 30%. Analysts expect a public offering of Sprint

PCS, with the capital to be used to build out its service area. TCI's residential telephone efforts would not be included in the new stock, Bloomberg reported.

**Basic cable network ad revenue climbed 21.4%** in 1996, according to the Cabletelevision Advertising Bureau. Advertisers spent \$4.484 billion on basic cable advertising last year—\$791 million more than they spent the year before. Fourth quarter '96 revenue increased to \$1.302 billion from \$1.119 billion during the same period in 1995.

**DIRECTV and Primestar are battling for baseball fans.** Both DBS providers have cut the regular \$139 price tag for their Major League Baseball packages by \$20 for new subscribers who sign up by the end of the month. DIRECTV's MLB Extra Innings package promises to deliver up to 35 out-of-market matchups per week. The addition of eight regional SportsChannel networks to Primestar's lineup on April 20 will allow Primestar to tailor packages of hundreds of out-of-market games featuring teams from California, New York, Florida, Illinois, Massachusetts, Ohio and Pennsylvania, among other states.

**wcbs-tv New York is using the Marriott hotel chain to set up mini news bureaus** throughout the metropolitan area. Five new bureaus are being established at hotels in New York's outer boroughs, New Jersey, Connecticut and Long Island. Each bureau will have a correspondent and a remote-control camera. The station says it's a cost-effective way to expand its coverage.

**Sony Corp.'s new Website, The Station@sony, went up last week,** featuring single-player online versions of *Jeopardy!* and *Wheel of Fortune*. Other interactive features of the site include Soap City, an online fan community for viewers of *Days of Our Lives* and *The Young and The Restless*, with series updates, character background and chat rooms. Battleground, a multiplayer game in which combatants command tanks on a virtual battlefield, is also on the site. Younger PC users can find Sony Wonder's Wonderland, featuring learning activities and other interactive entertainment.

**Comcast Cable Communications signed a letter of intent to buy 300,000 Explorer analog/digital set-tops for approximately \$120 million** from Scientific-Atlanta over three years. A definitive contract with an initial purchase order for 50,000 units is expected to be signed within the next month. According to the agreement, Comcast also will purchase additional set-tops from Pioneer Electronics and Toshiba, both licensing partners with S-A on the boxes.

**The @Home high-speed Internet access service made its debut in TCI's 90,000-subscriber Arlington Heights, Ill.,** cable system late last week. It will be priced at \$39.95 per month. The service is also launching in Comcast Corp.'s 161,000-subscriber Philadelphia system in the third quarter this year, in a telco-return configuration.

**Time Warner and Century Communications Corp. struck a deal** last week to launch TW's high-speed Internet access

Road Runner service in Century cable systems. The first system to receive the service will be Century's Norwich, N.Y., system.

**AT&T closed its sale of Skynet Satellite Services to Loral Space & Communications for \$478.1 million.** The decrease from the original \$712.5 million price tag reflects the in-orbit loss of Telstar 401, which stopped communicating with AT&T ground personnel in January. AT&T says it will be collecting an additional \$132 million in insurance proceeds from the loss of Telstar 401.

**Philips BTS has restructured its U.S. operations,** basing all its North and South American operations at its Salt Lake City product development and manufacturing center. The manufacturing of Alamar automation systems, now performed in Campbell, Calif., will be consolidated in Salt Lake City, as will the administrative functions of the marketing, sales and service headquarters, currently in Simi Valley, Calif. The Campbell facility will continue to focus on the software development of Philips BTS automation and control products, and key management and sales staff now in Simi Valley will continue to be based in Southern California.

**The former producers of Dick Cavett's defunct radio show are suing Cavett for \$35 million,** citing breach of contract and fraud. Cavett

bailed out of the show just two weeks after its debut in early January, saying he had the flu. After seven weeks, the show's producer Jim Moscovitz says, Cavett's agent told him the flu had turned into pneumonia, then into a "nervous breakdown brought on by depression." Moscovitz says he invested \$650,000 to launch Cavett into morning drive on about 25 stations.

**The debut of Howard Stern's film, "Private Parts," raked in \$15.1 million** and ranked first in box-office receipts last weekend for its distributor Paramount Pictures. Fans purchased \$800,000 in tickets to a March 6 sneak preview in several markets.

**New York-market local and national radio ad revenue totaled \$37.5 million in February,** according to the New York Market Radio Broadcasters Association. That is a 16.1% increase from February 1996. Local revenue increased 10%, to \$23.2 million, and national revenue was up 8.9%, to \$5.5 million, for the month, NYMRAD reported.

**Radio's stock market equity values paced 47.4% ahead in February 1997** compared with February 1996, according to Schroder Wertheim analysts. Radio values soared past gains by other broadcast and print media analyzed by Schroder in its latest *Industry Watch* report. Of all media stocks, only cable values fell, by 11.3%, in the past month

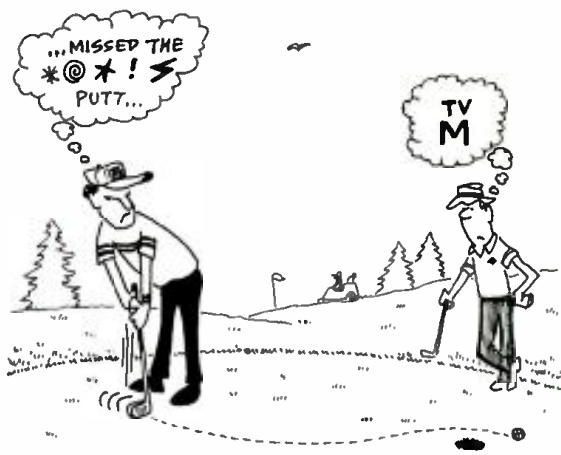
compared with last February, Schroder reported. Schroder noted the steepest gains in stock values for Clear Channel Communications and Heftel Broadcasting. However, stock values fell 7% for Emmis Broadcasting, 34.6% for Paxson Communications and 0.8% for Premiere Radio Networks last month compared with a year ago.

**The Fifth Annual Movieguide Awards,** sponsored by the Christian Film and Television Commission, on March 19 will honor six programs for their "spiritual and family values." One of the episodes from *Touched by an Angel*, *Seventh Heaven* and *Walker, Texas Ranger*, along with specials/movies *Harvest of Fire* from Hallmark (CBS), *Timepiece* (CBS) and *Adventures From the Book of Virtues* (PBS) will win the \$25,000 Epiphany Prize for the "best inspirational portrayal of God's love to man."

**UK pay-TV operator BSkyB and Germany's**

**Kirch Group have dropped their agreements,** signed in August 1996, under which BSKyB had agreed to take a 49% stake in Kirch's DF1 digital package. BSKyB walked away from the deal for several reasons. A BSKyB source said the deal's structure "just wasn't right," while one investment analyst said BSKyB wanted to "run the show." BSKyB also is thought to have become increasingly concerned about Kirch's high-cost movie rights commitments with Hollywood producers, thought to be based on subscriber guarantees of 1 million-1.5 million. It has long been rumored that Kirch wants to renegotiate some of these deals. Finally, DF1's low subscriber count—it has 30,000 subs—is said to have turned Sky off.

**NAB is seeking entries for its 1997 Service to Children Television Awards.** The awards recognize excellence and innovation in local children's TV. The deadline for entries is May 9.



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Incorporating The Fifth Estate TELEVISION Broadcasting

## Should carry

Conventional wisdom anticipates that the Supreme Court will declare must carry unconstitutional, striking down a doctrine that has governed telecommunications policy for a quarter century. But even before the cable industry begins popping corks, we have a sobering suggestion:

*Do not drop any signals except those so redundant or marginal that good sense dictates their elimination.*

For while we agree that must carry violates the First Amendment, we feel it enhances the public interest and the cable industry's own interest. Clearly, there are broadcast signals no cable operator wants to do without: those are the ones retransmission consent was designed to compensate. After that it's a sliding scale of desirability or undesirability.

We would err on the side of inclusion, not only for the public's interest in viable local signals but for cable's own best interest in building its subscriber base. In the long run, cable's ability to carry broadcast stations will distinguish it from other electronic communications media—notably the prospective DBS entries that may provide a sampling of broadcast carriage.

It is in the broadcaster's interest to be carried on every venue out there, whether terrestrial or cosmic. For the foreseeable future, the medium of choice will be cable, with or without must carry. This is one of those cases in which the right hand really does wash the left.

## No time for faint hearts

The 11 scariest words in this issue were spoken to our reporter by a senior FCC official last week: "The broader question is whether DTV is ever going to happen."

The clear implication of that statement—from this issue's

lead story—is that after nine years of preparing the field, the seed may not be taking. There are a dozen reasons, but one above all: The broadcasting industry has not stepped up to the plate with determination and enthusiasm. It is at best a reluctant bridegroom.

This page continues to believe that would be a disaster for the broadcasting industry and the public interest. It will be only a matter of time before analog terrestrial television gives way to cable and satellite. We consider the investment required for digital to be *de minimis*, as against the consequence of not making it at all.

## How can I help you?

The NCTA has relaunched its On Time initiative in an effort to rehabilitate cable's customer service image.

Without doubt, the industry has brought on some of the troubles itself, but the reasons are more complicated than the caricatures. Busy rolling out new plant and backed up on new orders, many cable operations have, arguably been victims of their own success.

In addition, all the anecdotal evidence is not negative. For example, on an Easter morning several years ago a friend of this writer was winning a professional golf tournament that was being covered on a cable sports channel to which I did not subscribe. A call to the cable company was answered immediately, and within 10 minutes I was watching her chip in from a sand trap for victory.

We've heard the horror stories too, of course, but we've also tried to navigate the voice mail of our insurance company and a large government agency or two. Try reaching a human at the DMV or getting an on-time guarantee from the post office.

The NCTA relaunch may prove simply a formality. To the degree that service needs improving, the new competition from DBS may turn out to be the best on-time guarantee around.

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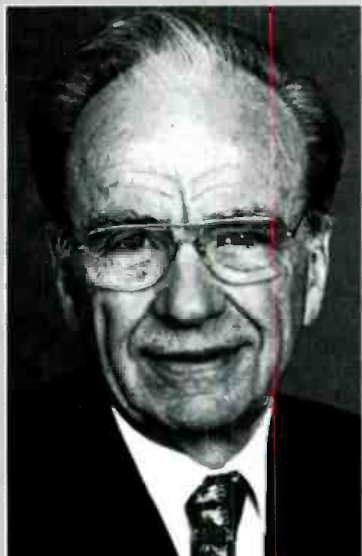
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The award will be presented by

Dr. Henry A. Kissinger

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The Humanitarian of the Year Award will be bestowed upon Rupert Murdoch on behalf of his global philanthropic efforts. His steadfast support of Israel and the Jewish people reflect UJA-Federation's mission to care for the worldwide Jewish community by helping people in need in New York, Israel and around the world.

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For dinner reservations and information on placing an ad in the Tribute Journal, please call Ron Brien at (212) 836-1126.

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you’re in England where it’s like  
giving the finger. Twice.**



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