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SPECIAL TO RTNDA

RTNDA president presses her case

RTNDA President Barbara Cochran comes to her first RTNDA International Conference determined to champion the electronic press. / 50

Fifth annual B&C news survey

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Primestar subs don't add up

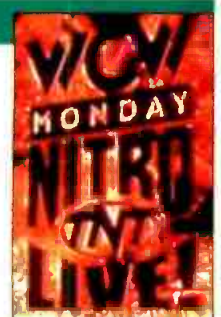
An audit of subscribers shows an error in tallying Primestar's subscriber base that may have cost the company millions. / 80

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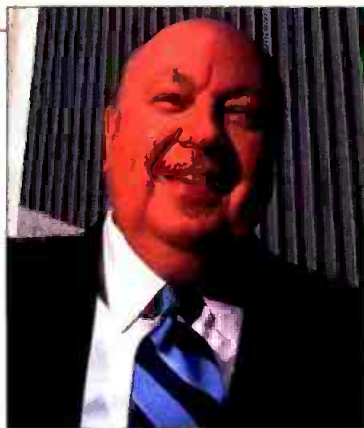
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Internet ratings got more competitive this week with the introduction of a system from Atlanta-based RelevantKnowledge that mirrors aspects of TV ratings. / 107

COVER STORY

Roger Ailes: Putting the Fox edge on TV news

Roger Ailes leads Fox's assault on the public's perception of the news as "biased, negative and boring." / 30 *Cover photo by Erica Lausner/Black Star*



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Fox makes news a must

Contracts will require stations to do local news or risk losing affiliation

By Steve McClellan

If you're a Fox affiliate and not doing local news, you will be. Or you may not be a Fox affiliate for long.

That's because Fox is now putting clauses in its affiliate contracts which require stations to be in the local news business by dates that vary by market.

"The good news is they are being realistic about the time lines," says Larry Douglas, general manager of KXRM-TV Colorado Springs.

The station plans to be in the news business by late 1998, a goal that "seems to be just around the corner" for a project of such magnitude, Douglas says. However, he adds, it's not contractually obligated until "a couple of years" beyond that.

Over the past two years, Fox has been urging its affiliates to get into local news. But now the network isn't taking no for an answer.

"We've made it abundantly clear that we expect our affiliates to be in the local news business, and that direction is definitely reflected in our affiliation agreements," says Lana Corbi, president, network distribution, Fox.

While news is no longer an option for Fox stations, Corbi says that the network has created a "huge support sys-

tem" to ease stations' way.

The latest proposal is the creation of a Fox News production unit that will produce about 75% of the content stations will need to fill a local newscast. There will be steep corporate discounts for much of the equipment and services required to launch a news operation (see story, page 36).

Currently, 82 of the 174 primary Fox affiliates offer local news, according to the network. Another 10, including stations in Seattle, Orlando, Rochester

and Las Vegas, have plans to launch by next March.

Fox needs to have its stations in the news business to compete effectively with the other major TV news organizations, says Fox News President Roger Ailes. "It's essential," he says. "To be a really strong company we have to have strong news support at the station level." (An interview with Ailes starts on page 30.)

At the other networks, all but a handful of affiliates are in local news. At CBS, for example, only two affiliates—in Detroit and Sioux City, Iowa—don't do news. High start-up costs and the long lead time needed to become competitive are factors deterring those stations, says Peter Schruth, CBS vice president, affiliate relations. "We'd love them to do news, but we understand why they don't."

At NBC, affiliates in three markets—Great Falls, Mont.; Columbus, Ga., and Baton Rouge—eschew news. And at ABC, "less than one percent [two stations at most] of our affiliates" don't do news, affiliate relations head John Rouse reports. Spokespersons at CBS and NBC said discussions were ongoing with those affiliates about ways to get them started.

Some affiliates wondered last week whether it was legal for a network to require its affiliates to do local news. Sources at the networks and the FCC say that under current rules, networks can't prevent stations from airing public interest programming. Fox's position, says Corbi, is that the network is demanding that stations air such programming—in the form of local news.

Not all Fox affiliates have committed to do news. Ken Middleton, general manager at Belo-owned KMSB-TV Tucson, says "our corporate commitment is to seriously study" the implementation of local news. "We have a strong relationship with Fox," he says. But if the decision on news is not to do it, the station may have to seek a relationship with another network. ■



NBC, Hicks Muse near deal

NBC and Hicks Muse Tate & Furst are close to announcing a station operating joint venture valued at \$1 billion or more, sources confirm. At least two stations would be in the venture, LIN Television's Dallas flagship KXAS-TV, and NBC-owned KNSD-TV San Diego, sources said. NBC would also put up cash. Hicks Muse is in the process of buying LIN, subject to approval by LIN's shareholders and the FCC, for \$1.7 billion. NBC also looked at buying LIN, although its primary interest was said to be in acquiring KXAS-TV. As part of the agreement, Hicks Muse would agree to keep LIN's NBC affiliates (KXAS-TV, KXAN-TV) Austin and WAVY-TV Norfolk) and six co-owned Sunrise Television stations in the NBC fold until 2010.

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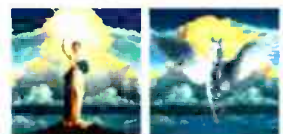
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Investors challenge BET buyout

Johnson is looking to take network private, but some say his offer is too low

By John M. Higgins

Just as Robert Johnson prepares to spend more than \$300 million to extend Black Entertainment Television's brand name to restaurants and casinos, the BET Holdings Inc. chairman is stepping up with a couple of hundred million more to take the cable network private.

But Johnson's \$48-per-share offer was immediately challenged by major media investors Mario Gabelli and Gordon Crawford, who argued that the offer values BET at much less than other cable networks changing hands. Gabelli, chairman of Gabelli & Co., and Crawford, a senior vice president of Capital Management Research Inc., are BET's largest outside shareholders, controlling 12% of the stock.

Traders expect lobbying from Gabelli and Crawford, who successfully extracted better terms for public shareholders in the recent sale of International Family Entertainment Inc., to fuel Johnson and Liberty's bid as well. BET shares imme-



BET's Bob Johnson may have to increase \$48-per-share bid.



diately popped above the offering price to \$51.

Johnson and longtime backer Liberty Media on Thursday offered to buy the 36% of BET they don't own. Because they already own so many shares, the deal would cost Johnson only about \$288 million.

Liberty said the company would not put any new cash into the deal and would remain a minority investor. BET's cash flow will easily allow Johnson to borrow the money.

By comparison, analysts said similar operations recently sold for more, such as IFE's The Family Channel (17 times cash flow) and E! Entertainment Television (15 times cash flow).

Sources said that Gabelli and Crawford quickly complained to Liberty and Johnson that the price was too lean. "Bob Johnson is a good guy; we just need to sharpen some numbers," Gabelli said in an interview. Crawford couldn't be reached for comment.

Gabelli and Crawford are a powerful pair. They howled when IFE Chairman

Pat Robertson tried to cut a sweet deal for himself and son Tim by asking Fox Kids Worldwide to pay \$70 per share for their supervoting share while sticking public investors with just \$24 each. Their pressure helped reset the deal to \$35 per share for everyone.

BET President Debra Lee said she couldn't comment on the valuation, adding that a committee of outside directors would be formed to gauge Johnson's bid.

"We think it's a fair bid," a Liberty spokesperson said. Johnson would not comment.

The offer comes as Johnson is making his most aggressive stab yet at trying to expand BET, preparing to build a Las Vegas hotel and casino catering to blacks and to launch a chain of BET Soundstage theme restaurants.

Since creating the network in 1979 with \$500,000 in initial cash from Liberty parent Tele-Communications Inc., Johnson has kept BET running as a cash machine, with the core 50 million-subscriber network consistently posting double-digit cash-flow growth despite meager ratings.

Johnson's personal 42% BET stake is now worth \$353 million. Liberty's 22% stake is worth \$180 million. ■

Travel travels to Discovery

Paxson sells majority stake in just-purchased (for \$75 million) cable network for only \$20M

By John M. Higgins

Just two months after buying The Travel Channel for \$75 million, Paxson Communications last week agreed to sell a 70% stake in the struggling network to Discovery Communications Inc. for a fraction of the purchase price—\$20 million.

The deal will make DCI managing partner of the 20 million-subscriber network, allowing Travel to rely on the DCI's affiliate and advertising sales clout plus its programming resources.

Both sides agree that the revamped network will dive into one of Lowell "Bud" Paxson's specialties—"transactions," including home shopping and



Travel Channel travels to Mardi Gras in New Orleans.

infomercial-like pitches for resort or airline package tours.

MSO executives said privately that they'll be more comfortable with the infomercials in the hands of Discovery. Paxson, co-founder of Home Shopping Network, fills the air of his broadcast stations with paid religious programming and infomercials.

"But I'm not eager to pay up for a network that's loaded with infomercials," said one MSO executive.

On the top line, the sale looks like Travel's total value has plunged from \$75 million to \$28.6 million in a matter of weeks: Paxson's purchase from Landmark Communications closed in July. The first sale was already at a low, low

\$4.16 per subscriber versus \$15 and more per sub for other recent network sales. The DCI deal values the network at just \$1.60 per sub.

But Paxson noted that he paid Landmark \$20 million in cash and \$55 million in stock, so the DCI entry at least recoups his cash investment. In any case, he explained that he sees DCI creating far more value far faster than he could have generated on his own.

"I didn't sell; I've got a partner," Paxson said. Discovery Networks U.S. President Jonathan Rodgers, who will run the new network, said that DCI brings a lot of infrastructure to the table that Paxson would have had to replicate. "We think we can use those systems to help The Travel Channel become the channel we hope it can be," Rodgers said.

DCI President Judith McHale added that DCI, not Paxson, will be pumping

cash into Travel's operations. The company has not yet set any specific programming or marketing plans, other than readiness to adapt Discovery's library of "destination" shows developed over the years, she said.

DCI hopes to keep Travel an analog service. One alternative would be to set license fees low enough to allow operators to put it on digital cable tiers, which will reach just a portion of a system's basic subscribers—perhaps a very small portion.

DCI executives already see travel programming as a good companion to its core services, Discovery Channel and The Learning Channel. The programmer already is launching a niche service aimed at digital tiers, Discovery Travel and Life.

Indeed, DCI made a stab at buying The Travel Channel last year but balked

at Landmark's asking price of more than \$120 million. Launched in 1987, Travel has never hit financial or programming stride and is considered one of the weakest basic networks by operators.

The only new avenue that McHale and Paxson acknowledged Travel would pursue is transactions. The venture will include Paxson's West Palm Beach, Fla., travel agency, World Traveler's Network, and the two companies will develop travel infomercials for the likes of American Express Travel and the American Association of Retired Persons.

"The fact is that they're embracing the transactional side," Paxson said. But Rodgers said DCI would proceed cautiously, saying that "any commercial endeavors we get involved in would be done with taste." ■

Ed, Martha & Gayle top debuts

'Home Team,' 'Arthel & Fred' have less to crow about in syndicated premieres

By Joe Schlosser

A handful of new syndicated shows got out of the gate last week. Although one industry rep described it as a "bland start" overall, there were individual bright spots for some syndicators.

Making their national television debuts were Warner Bros.' *The People's Court*, Eyemark's *Martha Stewart Living* and *The Gayle King Show*, All American's *Arthel and Fred* and Twentieth Television's *Home Team*.

The new hour *People's Court*, with former New York mayor Ed Koch presiding over a multimedia courtroom, scored the highest overnight ratings of all the new syndicated shows. In their first four days, Koch and company averaged a 2.6/9 in overnight Nielsen Media Research metered markets.

"It is trial by fire in the world of syndication these days, and to have *People's Court* doing the numbers it has in the first four days is really impressive," says Scott Carlin, executive vice president, Warner Bros. Domestic Television Distribution.

The People's Court debuted with a 2.9/9, followed by a 2.3/8 Tuesday, a 2.5/9 Wednesday and a 2.7/9 on Thursday. Adapted from the original show with Judge Joseph Wapner, *People's*



'People's Court' debuted with a bang.

Court has put a man in the street for case-by-case reaction.

The two Eyemark shows also got out of the gates quickly, but *Arthel and Fred* and *Home Team* (with former NFL standout Terry Bradshaw as host) struggled early.

Packaged together as an hour strip, *Stewart* and *King* are assuaging doubts that the two might not work well in tandem. While *Stewart* is a household name nationally, *King* is a relative unknown in national circles. *King*, who counts Oprah Winfrey as a close friend, is a local news anchor in Hartford, Conn.

"We felt confident that they would

work well together, and our research is paying off," says Robb Dalton, Eyemark's senior vice president of programming and business development.

Stewart averaged a 2.3 rating/10 share. Following *Stewart* in most of the top markets, *King* scored a 2.0/9. *King's* four-day ratings were a 2.1/10 on Monday, 1.8/9 on Tuesday, 2.2/9 Wednesday and 2.9/9 on Thursday.

"Three of the five shows have really gotten off to promising starts," says Bill Carroll of Katz Media. "And *Home Team* and *Arthel and Fred* have not. As it stands right now, there has to be some concern for those shows."

Arthel Neville and Fred Roggin donned name tags for the upbeat talk/variety show's debut episode—a sign, one rep says, that it is going to take a while for it to catch on nationally. For the first four days, Arthel and Fred scored only a .9/4.

Right there at a .9/4 with *Arthel and Fred* is Twentieth Television's *Home Team*. Hampered by an unsteady lead-in situation on many of the Fox stations, *Home Team* started with a 1.0/4 on its first day, then went .8/3, .9/4 and .9/4 for its next three outings.

"To be fair to *Arthel and Fred* and *Home Team*, it is going to take time for America to find out who and what they are," Carroll says. ■

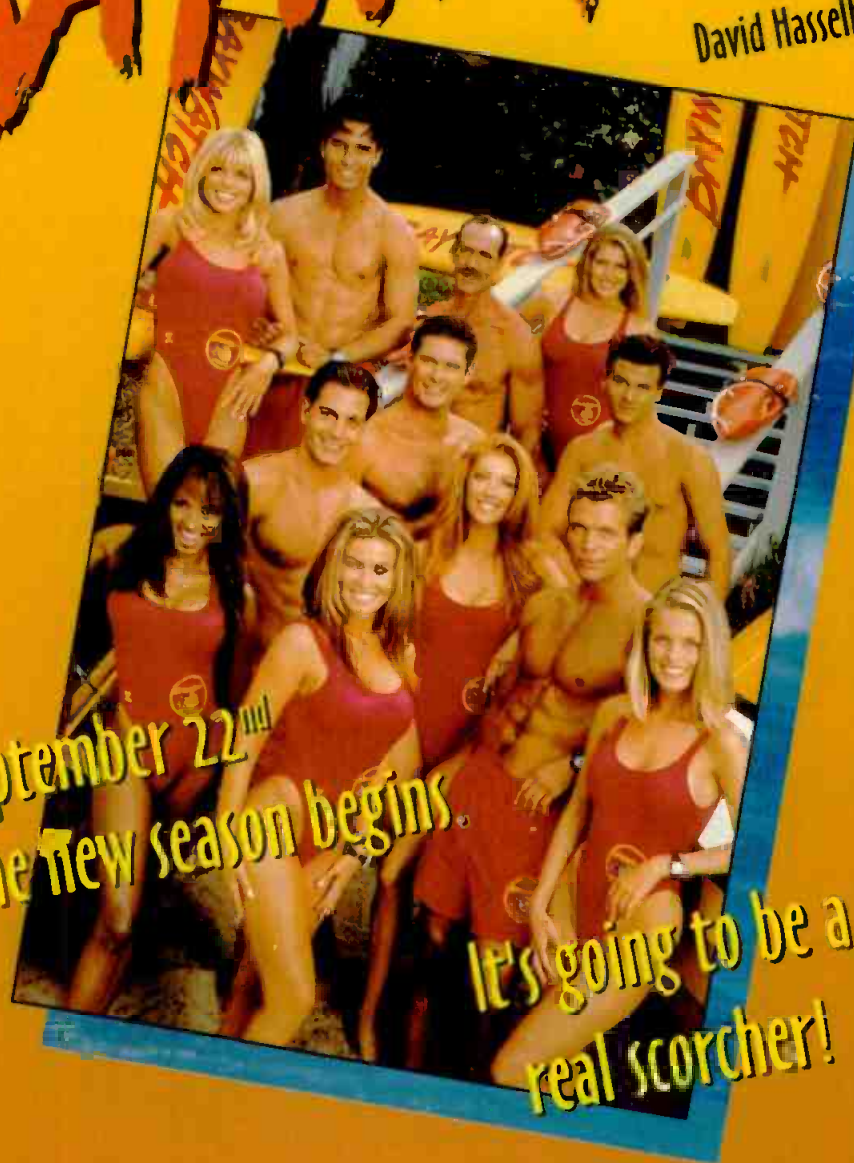
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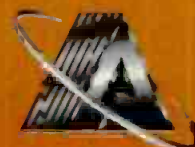
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Jacor pays \$71 million doctor bill

Radio syndicator adds Dr. Laura Schlessinger to its portfolio of top radio talent

By Donna Petrozzello

Jacor Communications Inc. emerged as one of radio's top syndicators last week, buying rights to *The Dr. Laura Schlessinger Show* for \$71.5 million in cash. Jacor also acquires the show's ad sales rep firm MultiVerse Networks, based in New York.

Jacor takes over the talk show from Synergy Broadcasting Inc., a company created by Schlessinger, her husband Lew Bishop and promotions guru John Shanahan to syndicate the daily three-hour show.

Syndication will be turned over to Jacor's owned Premiere Radio Networks. Premiere also will assume affiliate relations for the show from Radio Today Entertainment. MultiVerse will continue to operate autonomously and represent ad sales for *Schlessinger* and other shows, including *Beyond the Beltway with Bruce DuMont*.

Media analysts estimate that Jacor paid about seven times the \$10 million in cash flow that Schlessinger's show is expected to generate from its 400 station affiliates next year.

While Schlessinger's \$71.5 million sticker price tops the \$50 million that Jacor paid to acquire Rush Limbaugh



Daily three-hour love advice program has 400 radio station affiliates.

syndicator EFM Media Management last March, sources say Jacor gained a longer contract with Schlessinger than for Limbaugh.

Also, Jacor's total price for Schlessinger included the price of acquiring MultiVerse Networks, which places the value of the two hosts on a closer par.

Analyst Harry DeMott of C.S. First Boston contends the investment is a solid one for Jacor, particularly when

most profitable, large-market radio stations are trading at more than 13 times cash flow.

"I think this is a step for Jacor to becoming more vertically integrated," DeMott says.

In addition to Limbaugh, and now, Dr. Laura, Jacor also syndicates the pop sex talk show *Love Phones* with host Dr. Judy Kuriansky and an overnight truckers' show, *Truckin' Bozo*. Jacor owns and operates 163 radio stations throughout the country.

While Schlessinger has achieved radio fame in just three years, Premiere President Steve Lehman says there is still room to grow.

Lehman says he expects to launch a 60-90-second "mini-feature" of Schlessinger's brand of tough-love advice for weekday airplay by the end of the year.

Lehman downplayed speculation that Jacor may want to strip Schlessinger's show from some of its existing affiliates in favor of bringing it to Jacor-owned stations in the same market.

"Jacor has honored its contracts with Limbaugh affiliates," says Lehman. The deal is expected to close within 30 days, pending federal approvals. ■

WVIP burns down, stays on

wVIP(AM) Mount Kisco, N.Y., was back on the air within three hours, broadcasting from a small shed under the station's transmitter, after its main studio burned to the ground last Wednesday morning.

Programming director Don Stevens describes the building as "completely devastated." Nonetheless, wVIP was on the air at 9 a.m., thanks to equipment on loan from local competitors and a music library donated by local residents.

The staff and their borrowed equipment have since moved to a trailer on the site, Stevens says.

Since the station broadcasts only during the day, no one was in the building when the blaze began near midnight. Firefighters believe the fire was caused by overheated wires in the main studio.

Watching his radio station burn in the middle of the



Wiring may have caused fire at station where Merv Griffin and Howard Cosell once worked.

O'Shaughnessy, who once worked at the station, as a "stunning architectural statement." It was a circular structure designed by renowned architect Edward Larrabee Barnes, with a central main studio surrounded by pie-shaped offices.

Over the station's 40-year history, it has been home to several well-known broadcasters, including Merv Griffin and the late Howard Cosell. —SB

Craig Mathew

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Microsoft, Oracle in high-speed chase

Cable stands to benefit as computer giants vie for set-tops

By John M. Higgins and Price Colman

Microsoft's eagerness to ally itself with cable's move toward digital TV and data has prompted the software giant to backpedal on two key issues that had annoyed operators: insistence on stiff royalty payments and proprietary standards for set-top boxes.

At the same time, operators are increasingly interested in a counterproposal by Microsoft rival Oracle Corp. Chairman Larry Ellison. The proposal includes an offer to put up \$1 billion or more to finance operators' equipment purchases of even more sophisticated boxes that employ a competing operating system, Navio.

The companies' push for access to cable's planned high-speed Internet networks has cable executives happily playing them off one another. Tele-Communications Inc. Chairman John Malone, who publicly blasted Gates at TCI's annual meeting three weeks ago,



Gates (l) is now willing to go along with open set-top standards; Ellison is promising to help finance purchases of cable boxes.

is privately touting Oracle's proposal—without actually committing to it.

Digital converters will open the TV set to a number of computerlike functions such as interactive program guides and perhaps even high-speed Internet surfing. With operators conceivably deploying up to 40 million digital converters in the next several years, software companies see supplying the operating systems as an opportunity to approach Microsoft's control of Windows and MS-DOS for PCs.

The Microsoft-Oracle battle is "fas-

cinating," said one media money manager. "The cable guys are in a great position to extract something terrific."

Microsoft's retreat came just a few days after Malone's blast. Gates has heavily courted MSO executives in recent months, proposing a new generation of digital boxes designed to allow viewers both to decode compressed TV signals and to employ the Windows CE and WebTV system he's acquiring to surf the Internet through their TV sets.

The initial lure was Gates's proposal to deliver the sophisticated converter for just \$300, cheaper than the simpler boxes MSOs are rolling out now.

But operators have balked at the fine print. Instead of simply selling the software, Gates wanted to get a share of the revenue from transactions conducted through the converters, such as pay-per-view purchases and home shopping.

"We found out why his boxes were so cheap," said one senior MSO executive. "You open the agreement and find that they get 3 percent of this revenue, 5 percent of that revenue. It would be endless." But Microsoft executives are now telling MSO executives that they're flexible on the royalty issue.

Sources also said that Microsoft is no longer insisting on a closed standard for communications among the set-top, the cable headend, the Internet and other computers. An open standard would allow competing vendors to supply software to the MSOs.

While Microsoft has insisted on using its Windows and WebTV designs, Gates has told cable executives that he wants to participate in industry discussions to set open standards with companies including Oracle, Intel, Netscape and Sun Microsystems.

Oracle is newly armed with the Navio TV/Internet operating system, which allows Web TV-like surfing and greater interaction between what's on TV and special programming on the Internet.

Cable executives said that Ellison is not just offering the flexibility and openness of the Navio system, but is dangling the prospect of financing operators' equipment purchases at favorable rates.

In one meeting with investors, Malone spoke about the prospect of incorporating Oracle's much-touted "network computer" in a set-top box and relying on Oracle's traditional software for the back office.

"He used the 'O' word a lot," said one participant. "He was definitely trying to leave an impression." ■

Funeral for a princess

More than 33 million people in the U.S. watched the Windsors put England's rose to rest Sept. 6. Live coverage of the funeral of Princess Diana carried on ABC, CBS, NBC, NBC and Fox, as well as cable channels CNN, E!, Fox News and MSNBC, collectively attracted 27.5 million viewers in the 4 to 8 a.m. time block and 33 million from 6 to 8 a.m. Another event that attracted such an enormous audience was the princess's 1981 wedding, which attracted 43 million viewers. CNN says its coverage generated its highest single-day rating since the confirmation hearing of Supreme Court Justice Clarence Thomas. Fox News Channel also topped its usual ratings, averaging a 1.0 Saturday morning, with 24-hour ratings totaling 0.7.



Ellison-Tom Sobolik / Black Star

AP Wide World Photo

Let the gaming ads begin

Broadcasters win one in the Ninth Circuit

By Paige Albinak

Broadcasters in nine Western states can run gaming ads now that the Ninth Circuit Court of Appeals has ruled unconstitutional a federal law banning such ads. The ruling could set a precedent for broadcasters nationwide.

"[W]e are compelled to strike them down as an unconstitutional infringement of the broadcasters' First Amendment rights," wrote Circuit Court judge Diarmuid O'Scannlain of the legal provisions against the ads.

The U.S. Department of Justice, which defended the law in the Ninth Circuit against Valley Broadcasting and Sierra Broadcasting, has not yet decided whether it will appeal the case to the Supreme Court, says Joe Krobisky, Justice Department spokesman. The federal government has until the end of November to appeal.

DOJ argued that licensed casinos attract organized crime groups and that the government has an "interest in assist-

ing states that prohibit casino gambling by regulating interstate activities like broadcasting that are beyond the powers of individual states to regulate."

The FCC, the agency that enforces this law, also is deciding whether to withdraw its rules banning gaming ads, but it may wait until the Justice Department decides whether to appeal. If Justice does not appeal the ruling, or if the Supreme Court declines to hear the appeal, the law will be overturned and the FCC must stop enforcing the ban on gaming ads.

For now, as long as the Ninth Circuit decision stands, it overrides the ban in that circuit as well as similar laws in other states.

A similar case is pending in the Fifth Circuit Court of Appeals in Louisiana. The Supreme Court said a Fifth Circuit's decision upholding the federal



Casinos hope to advertise gambling on television.

ban there was technically incorrect, but did not overturn its ruling.

Should the circuit courts split, the issue is then "virtually assured of going to the Supreme Court," says Don Cooper, director of the Greater New Orleans Broadcasters Association. But "Gambling has not turned out to be a major contributor to the New Orleans broadcast economy," he says, "but we think this case has such important commercial free speech implications that we will continue to fight it to its outcome." ■

Broadcasters face heat for balking on HDTV

Multicasting trial balloon sinks like lead on Capitol Hill

by Paige Albinak

Broadcasters will be fighting fires on Capitol Hill this week, trying to convince Congress that HDTV remains in their plans while they figure out how best to satisfy customers and stockholders.

ABC President Preston Padden's well-known August 12 speech suggesting that ABC might abandon HDTV shook up Senate Commerce Committee John McCain (R-Ariz.) enough to call broadcasters to Washington for a hearing on the digital TV transition.

McCain says the industry is going back on its word after Congress gave broadcasters \$20-billion-to-\$70 billion worth of spectrum for free. "Senator

McCain is deeply disappointed, but not surprised. The broadcasters' lobbying influence is powerful," says a Commerce committee spokesperson.

McCain will not ask broadcasters to pledge a commitment to HDTV, says McCain aide Mark Buse, because it's "meaningless."

"Broadcasters may choose to do multicasting, and the law allows this," Buse says. "We are going to explore the issue and see where members stand. If there's enough member support, we need to codify something into law. But we don't yet know what that something is."

Robert Decherd, chairman of A.H. Belo Corp., will testify for the National Association of Broadcasters, which has said that it fully expects consumers to

want HDTV and broadcasters to provide it.

Senator Ernest Hollings (D-S.C.), often a gadfly to broadcasters, says he expects the spectrum to be used for HDTV, according to a spokesperson.

"I don't think the Senator has any support in him for splitting 6 megahertz into five different channels as has been suggested by a television executive," says Maury Lane, aide to Hollings.

Besides Decherd, other witnesses at the Sept. 17, Commerce Committee hearing will be: House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.), outgoing FCC Chairman Reed Hundt, Sinclair Broadcasting President David Smith and NTIA head Larry Irving, and Padden.

Representative Mike Oxley (R-Ohio), typically a friend to broadcasters, also took some shots at broadcasters at a telecommunications policy luncheon in Washington last week.

"If this was a trial balloon sent up by ABC, I would suggest that it's made of pure lead," Oxley said. ■

Senators call for free time

Democrats write letter to majority leader

By Paige Albiniaik

All 45 Senate Democrats last week sent a letter to Senate Majority Leader Trent Lott (R-Miss.) asking that the Senate vote on the McCain-Feingold campaign finance reform bill.

The bill, sponsored by Senate Commerce Committee Chairman John McCain (R-Ariz.), Senator Russell Feingold (D-Wis.), Senator Fred Thompson (R-Tenn.) and Senator Susan Collins (R-Me.), includes provisions that would give free airtime to political candidates. The Three Republican co-sponsors bring the number of senators in support of the bill to 48.

"We are...prepared to announce our unanimous support for the only comprehensive, bipartisan approach with a viable prospect of enactment in this session," wrote Senate Democrats.

The Senate needs the support of 51 members to pass the bill, which President Clinton has said he will sign. Campaign finance reform is high on the President's agenda, a point he made last week during a speech at American University in Washington.

Outgoing FCC Chairman Reed Hundt last week called for a public inquiry into free airtime that he hopes will result in an FCC rule. His call came during a speech at the University of Pennsylvania's Annenberg Public Policy Center.

"Why don't we just change the lowest-unit-charge rule and substitute a rule requiring a much heavier discount, even to the point of free time, but say that a candidate can get only a set amount of such time?" Hundt said.

By law and FCC rule, broadcasters must charge candidates their lowest unit rate for ad time.

Hundt is scheduled to depart the commission, perhaps by the end of October, but his post likely will be filled by FCC General Counsel Bill Kennard, who could well follow the Hundt lead on public service issues and won't have departing commissioner Jim Quello in opposition. ■

Closed Circuit

NEW YORK

Pass out the pagers

CBS News President Andrew Heyward plans to brief CBS affiliate news directors at this week's Radio-Television News Directors Association convention on changes to make sure the network isn't caught asleep at the switch (as in the early hours of the Princess Diana story) on major breaking stories. CBS was slow to react to the Diana story, which Heyward characterized as a "jangling wake-up call." The planned changes "are not terribly dramatic" and are largely technical, designed to ensure that everyone who might be involved in major breaking news developments is accessible around the clock.

OXNARD

Paxson eyes KADY-TV

Bankrupt UPN affiliate KADY-TV Oxnard, Calif., in the 115th-ranked Santa Barbara-Santa Maria-San Luis Obispo market, will be sold at auction Sept. 29 by order of the U.S. Bankruptcy Court in Santa Barbara. Hollywood producer John Hyde, the trustee overseeing the station, confirms that Paxson Communications has submitted a "stalking horse" bid of \$8 million for the station, more than double the \$3.8 million that HBC holdings (owned by John and Erica Huddy) paid for the station in 1991. Hyde says at least five other groups have done "heavy due diligence" in preparation for bids.

WASHINGTON

Hawaiian invitation

Fox Broadcasting has invited House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) to Hawaii at the end of the month to rub elbows with general managers from stations in Fox's "#1 Club"—stations that are number one in their markets in the 18-49 demographic in prime time. Fox flies its star performers out every so often after sweeps to reward them with sun and surf and perhaps a few informational sessions with influential law-

makers. At press time, Tauzin had yet to decide if his congressional schedule would allow him to attend.

Like father...

Mogul mentality runs in the family of CBS Chairman Mel Karmazin. Karmazin's son Craig has signed a \$3.8 million contract to buy three Wisconsin radio stations, just months after his graduation from Emory University in Atlanta. Craig has been working for Jefferson-Pilot-owned WQXI(AM) Atlanta, but sources say he is ready for a move to the chilly northern Midwest.

Taking it to court

Home Shopping Network appears poised to appeal the verdict in a recent federal court trial in Kansas City, Kan. The ruling said HSN had breached its carriage contract with Miller Broadcasting, owner of KMCI(TV), an independent serving Kansas City and Lawrence, Kan. HSN sued Miller after KMCI dropped HSN programming in mid-1996. Miller countered that HSN had breached the contract by unilaterally cutting local avail time from five minutes per hour to two. HSN last week reiterated its stance that Miller breached the contract, adding, "It is our intent to vigorously pursue all legal redress in the very near future."

NEW YORK

A loaf of bread, a jug of wine and a hoe

Obvious synergies between cable's newly paired Home & Garden Television and the newly rechristened Food Network (formerly TV Food Network) are expected to give their parent E.W. Scripps Co. some cross-promotional opportunities as the partnership evolves. Erica Gruen, president of Food Network, says the "management styles and beliefs" of Food and HGTV "are almost identical. There are some natural opportunities for the networks to grow audiences together more efficiently than apart," she says. Gruen suggests that Food may become involved in HGTV's planned radio



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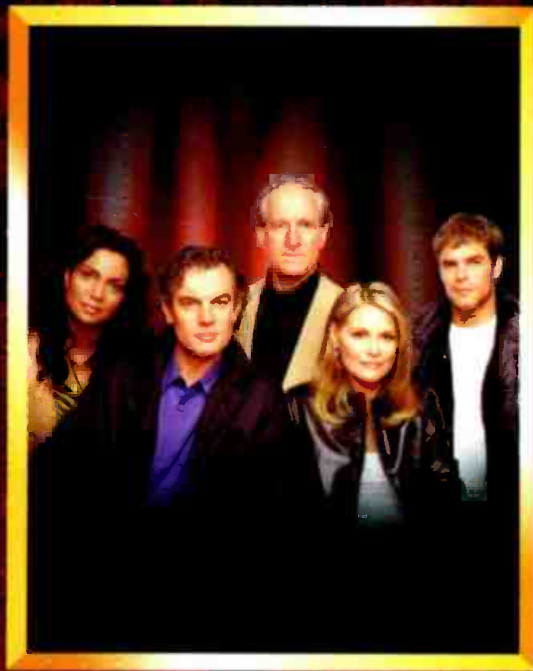
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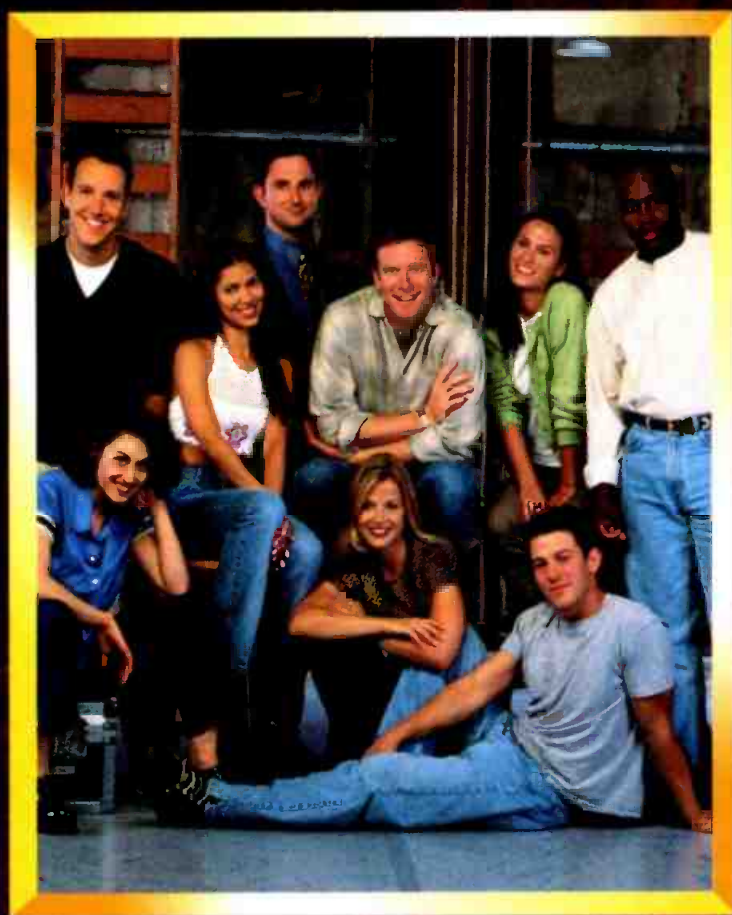
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New TV ratings will be bigger and busier.

Hollings wants new ratings on the books

Senator thinks NBC resistance to revised ratings could open the door to congressional action

By Paige Albiniak

Senator Ernest Hollings (D-S.C.) continues to fight for legislation to codify TV ratings, even though lawmakers in both houses previously assured broadcasters that the last ratings deal would kill such legis-

lation for a while.

"Senator Hollings has great interest in ensuring that the Senate deals with this legislation this session," says Maury Lane, a Hollings aide. Hollings plans to send his legislation as an amendment to the Senate floor for a vote this month or next.

But such legislation, which would limit violent programming to late hours if there is not a content-based ratings system, has little chance of passing in the House.

"It won't see the light of day in the House," says Ken Johnson, aide to House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.). "We made a commitment to broadcasters not to revisit the issue of content-based legislation or TV ratings, and we won't."

But NBC still will not add content labels to its ratings when the new system debuts Oct. 1. NBC will modify its age-based system by adding more parental advisories at the beginning of programs and adding a "rigorous public service campaign," an industry source says.

Many members—including Hollings and Senator Joseph Lieberman (D-Conn.)—believe that NBC's stance opens the door for Congress to put aside its assurances in favor of legislation.

The new ratings icons aired by participating broadcasters will be 30% bigger—10% of the typical 525-line TV picture—and will air for 15 seconds at the beginning of programs in the upper left-hand corner of the screen. NAB has posted the new TV icons on the World Wide Web at <http://www.tvguidelines.org>.

The FCC last week issued a public notice for comments on the revised industry ratings proposal, with comments due Oct. 6.

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C-SPAN extra

C-SPAN will launch C-SPAN Extra today (Sept. 15), C-SPAN spokesman Rich Fahle says. The channel previously existed as C-SPAN3 and was available only on three systems in suburban Washington. C-SPAN Extra will be dedicated to covering live events from 9 a.m. to 6 p.m. Monday through Friday. Two Bresnan systems in Michigan also will pick up C-SPAN Extra. Using digital compression, the new service will share transponder space with C-SPAN's analog service. Systems that pay to carry C-SPAN can carry C-SPAN2 and Extra for free, and C-SPAN will pick up the cost of a \$2,000 digital signal decoder. C-SPAN's inability to carry live the Senate Governmental Affairs campaign finance hearings prompted a quicker launch of the service, Fahle says.

—PA

A close-up portrait of Kathleen Mayher, a woman with dark hair and a slight smile, wearing a gold earring. The background is dark and out of focus.

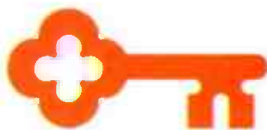
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Washington Watch

Edited by Paige Albiniak

President endorses McCain-Feingold campaign reform

President Bill Clinton places campaign finance reform, including free and reduced-price airtime for candidates, high on his fall agenda, he said last week during a speech at American University in Washington. Clinton endorsed the McCain-Feingold bill, expected to come to the Senate floor later this month, in which free airtime is a central focus. Outgoing FCC Chairman Reed Hundt backed Clinton, calling for free airtime for candidates, more children's educational TV and a ban on liquor advertising directed at children, during an address at the George Washington University Law School in Washington. "It is the power of TV that makes the fight for a public interest commitment by commercial broadcasters so critical to the country," Hundt said.

McCain opposes suggested satellite fee hike

Senate Commerce Committee Chairman John McCain (R-Ariz.) last week urged the Librarian of Congress not to adopt recommended satellite compulsory

license fee hikes, calling it "a matter of profound concern to myself and the other members of this committee." The copyright arbitration panel recommended that satellite providers pay 27 cents per sub per month to retransmit distant network signals, up from 6 cents per sub per month, and 27 cents per sub per month to retransmit superstations, up from 14.5-17 cents. "This tremendous increase in the satellite carriage fee will increase the price consumers pay for satellite television service," McCain wrote. House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) also sent a similar letter last week. The Satellite Broadcasting Communications Association and other interested parties filed their formal petitions to modify at the U.S. Copyright Office last Thursday. The Librarian of Congress will rule on the recommendation by Oct. 27.

White-area deal may be close

Negotiators may be close to a deal between NAB and satellite companies

Primestar and Net-link, sources say. The parties will agree on a plan that will designate white areas—areas where broadcasters will allow satellite companies to transmit distant broadcast signals to viewers who cannot receive the local network signal—by ZIP code and by detailed maps that take terrain and signal strength into account. A company will be hired to designate areas as "green- or red-light zones," one source says. The parties have been in talks for months to settle white-area disputes that arose one year ago.

Alternative plans for public broadcasting

House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) is backing off on a proposal to create a "public broadcasting trust fund" and leaning toward creating a commission to figure out how best to fund public broadcasting, says aide Ken Johnson. Tauzin's staff now is drafting two versions of a bill: The first would establish the trust fund and determine the mechanisms to fund it, while the second version would create the aforementioned commission.

Copyright hearings

House Courts and Intellectual Property Subcommittee Chairman Howard Coble (R-N.C.) has scheduled three hearings on broadcast and Internet copyright during the next two months. The committee will address satellite and cable compulsory licenses Oct. 30, based on a report from the U.S. Copyright Office. It addressed electronic copyright piracy Sept. 11 and will tackle the question of whether online service providers should be liable for copyright violations during a two-part hearing Sept. 16 and 17. The Sept. 17 hearing will consider legislation based on the World Intellectual Property Organization (WIPO) treaty, which was signed in Geneva last December. Coble also will address a luncheon audience at the Media Institute in Washington Sept. 24.

Time out for cartoons

The FCC fined WLDZ-TV Miami \$27,500 for airing too many commercials during children's programming. The commission's rules limit stations to 10.5 minutes per hour on weekends and 12 minutes per hour on weekdays.

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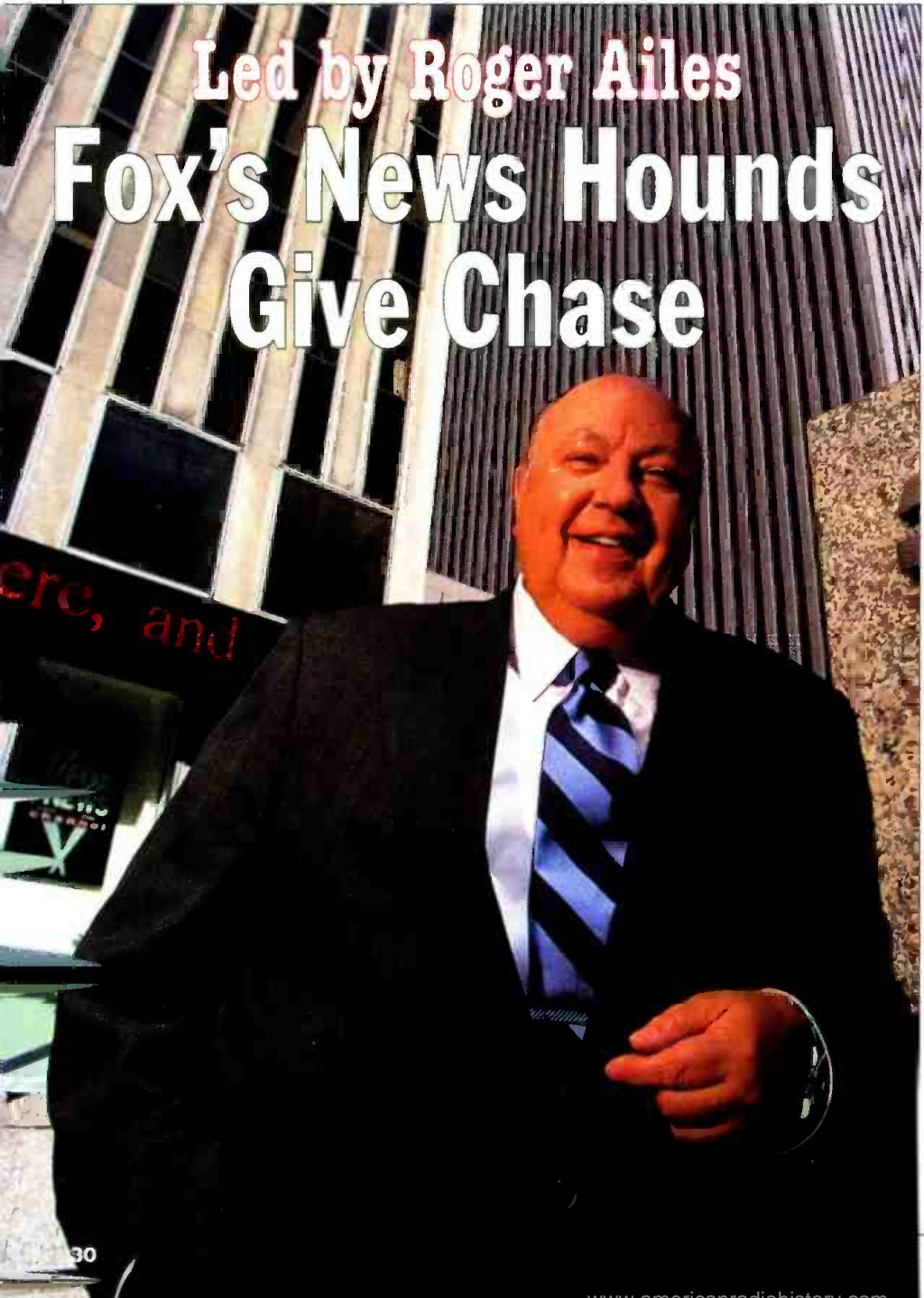
As this year's Radio-Television News Directors Association convention gets under way in New Orleans, a major issue for local stations is increased competition, much of it coming from Fox. The network is expanding its news effort in broadcasting and cable. It's even putting clauses in its affiliate contracts requiring stations to do local news (see "Top of the Week"). The following special begins with an interview with Fox News President Roger Ailes. Also, for a tech-eye view, see page 89.



38 Fox affiliates doing news are reporting that the effort is boosting their bottom line as well as their image.



46 News directors polled in B&C's annual survey picked Peter Jennings as the best national news anchor.



Led by Roger Ailes Fox's News Hounds Give Chase

After several stalls and starts over the past decade, Fox is getting serious about news. The point man for that effort is news division president Roger Ailes, who launched Fox's cable news channel in less than a year, much to the surprise of many industry pundits and competitors. In the following interview, the politico turned newsman talks about his effort to integrate the company's cable and broadcast news operations here and abroad. He also reveals plans to launch a prime time magazine on the Fox broadcast network by next summer. In the meantime, the news division is beefing up its NewsEdge affiliate news service—which affiliates will begin paying for next year. Still to be determined, Ailes says, is to what extent NewsEdge will be exclusive. Americans by and large don't trust journalists, he says, and they believe TV news is "biased, negative and boring." His mission is to make sure viewers don't feel that way about Fox News.

Erica Lansner / Black Star



50 RTNDA President Barbara Cochran fears that the Princess Diana incident may lead to restrictions on press rights.



54 PBS will debut a documentary series in October, 'National Desk,' conceived by Fred Barnes and Lionel Chetwynd.



58 A new book looks at how one hour of TV news escalated into a congressional confrontation in 1971.

Is Fox News making an impact?

We broke the Princess Diana story to U.S. viewers because of [co-owned] Sky. And we were first with the news of the Jerusalem bombing [two weeks ago] and had the first pictures.

Is that evidence that you're competitive with the other cable news channels day in and day out?

Well, we're certainly making an impact at MSNBC and CNN. Somebody over there had to report to their boss that they got beat by Fox News on the death of Diana and on Jerusalem.

It depends what you judge to be competitive. Do they have larger budgets, more people and more infrastructure? Yes. Are we being extremely competitive with fewer resources, fewer people? Yes. Have we beaten them on some things? Yes. But you would expect that.

How much do you rely on Sky for international coverage?

Sky had 40 cameras around London for the coverage of Princess Diana's funeral. We have some cameras there as Fox News, but we were able to take a lot of the Sky coverage, and that gives us a tremendous advantage. However, Sky is part of News Corp. and Fox is part of News Corp.—so it's really News Corp. versus [other major media companies]. And if you look at it that way, our resources are fine.

Did the news media overplay the Diana story?

Well, at first you could have made that judgment, but when you have millions of people showing up, I don't think the networks had any choice except to cover it. So I don't think they fanned the flames of it as they have other stories in the past, as much as you might think.

Marketing slogans like "We report, you decide" aside, what makes you different from the others?

For one thing, they're trying to follow us in our graphic look. If you go back to when we launched and look at CNN and MSNBC, they looked entirely different. We launched with factoids, with a better screen, with larger graphics, with more information. They've been trying to play catch-up. And today they look different and somewhat like us. I think we're leading the way on that.

How are you different in terms of coverage?

For instance, I think that [the other networks] made a decision

that the hearings [on campaign finance reform] were not news, that the question, "Did someone in a high government position offer security clearance, secret CIA briefings and 300 trips to the White House for campaign cash?" was not news. Our view is that that's an interesting question and, regardless of the administration, a fair question the American people either are or should be interested in. So we went to full coverage. That makes us different. The other news organizations didn't do it. Then CNN suddenly decided there were some hearings. I wonder if they were watching us. (Laughs)

"We report, you decide" seems to suggest the competition is interpreting the news. What's wrong with interpreting the news?

Nothing—if you tell viewers that this is my personal interpretation. But if you're going to do hard news and interpret at the same time, the American people find that problematic. It is not a question of whether you or I think there's bias. There isn't a single public-opinion poll that says the American people don't think it's biased. They think there's too much opinion in what is supposed to be hard, factual news.

Do you believe that other major TV news organizations systematically force certain positions on viewers?

I don't think there's any conspiracy—and besides, it's basically irrelevant what I think of the other news divisions—but sure, to the extent that there are certain topics that are guaranteed positive coverage, I want to be clear here: I'm not making an accusation. I think the American people have clearly and consistently stated that the news is biased, boring and negative.

One Wall Street analyst recently called Fox News a "vanity effort" that doesn't justify the \$475 million start-up investment. How would you respond?

Well, if you look at the asset value of a cable channel that has distribution to over 40 million homes in America, the arithmetic alone tells you that analyst is wrong. We will have 40 million subscribers under contract by the end of 1999, so the value of the network will exceed the expenditure in less than five years if we stay on our business plan—and we are on our business plan today. So I would have to respectfully disagree that it's any kind of a vanity effort. Rupert Murdoch has a company called News Corp. He has Sky News. He has publications all over the world. To tie them together in a world-wide electronic news operation hardly could be considered a

vanity effort. If he'd bought F.A.O. Schwartz, maybe, just because he liked toys—but that isn't what he did.

When will Fox News Channel break even?

We haven't given out those numbers, but I can tell you that there's operational break-even and there's break-even of investment for getting distribution. I can't really predict that, but I can tell you that, operationally, we'll be fine in the next two to three years and be paying down the debt.

At News Corp.'s analysts' conference in Los Angeles last February, company executives estimated FNC losses for 1997 and 1998 combined in the \$150 million range. Accurate?

I'm not going to confirm a specific estimate, but you probably wouldn't be in any trouble around that number.

What's your staff count now, and where are your current bureaus? Will you be adding bureaus?

We're looking at that now, and I'm going to take a trip around the world soon to visit each location. We're in London, Jerusalem, Moscow and Hong Kong. Then we have an agree-



ment with Reuters and WTN [Worldwide Television News] and AP-TV to provide additional pictures to us, for which we set up ad hoc delivery systems.

Domestically?

Domestically, we have a strong bureau in Washington. We've got 130 people there. We produce *Fox News Sunday* for the broadcast side. We produce a political show out of there every day. We have bureaus in Miami, Chicago, Denver and Los Angeles and a sort of mini bureau in Northern California we're about to beef up, in Silicon Valley. So we're developing and growing. Our head count is probably still under 1,000, but a year ago we had 30 people.

How important is it for Fox to add more recognizable personalities to its roster?

I believe that stars are important, and I think their good journalism is very important. In hiring Brit Hume and Catherine Crier and Neil Caputo, I hired three smart people who are very good journalists and who also have some substantial name recognition with the public. But I also think there are few people who can command the kind of dollars that people are throwing around in a massive financial effort to build stars. Our approach

is a little different. I'd like to have a few more really good journalists who have name recognition. Because what I'm trying to do with the Fox News Channel is reverse the public's distrust of journalism so that when they look at us they say, "You know, they don't necessarily have the biggest stars, but they've got some wonderful people, and people I'd like to watch."

Do you compete effectively with the Big Three? And is that a goal?

Network news is in search of itself. They've become *Hard Copy* and *Current Affair* with larger star names fronting them. They're now called *Dateline* and some of these other shows. The network news divisions today are much different than they were 10 or 15 years ago. They're money generators; they're ratings generators; they're star-driven; they're tabloid-driven. They're emotionally driven stories. The network news ratings continue to decline, because by 6:30 in the evening everybody in the country has seen the news on a cable channel somewhere else.

What's your cable distribution?

We went up in New York on [Sept. 9], and that adds 1.2 million; by February we will pick up another 1.8 million. So we've got a 3 million pickup on a 21 million base. That puts us at 24 million. In the next six months, we'll be at 26 million.

"The network news ratings continue to decline, because by 6:30 in the evening everybody in the country has seen the news on a cable channel somewhere else."

And 40 million by the end of 1999?

Yes. And we have almost that many under contract today. We've got something like 38.5 million under contract.

What about advertisers?

We have 50 national advertisers who are buying us, basically, as a backstop to CNN. You've seen [CNN's] ratings decline, and probably some of their ad dollars decline. We don't do any

infomercials on the channel. But I can't give specific revenue projections, because I wouldn't do it publicly and it's sort of changing month to month as we go. But we're comfortable that we are going to meet our operational break-even in the next couple of years.

What about on the broadcast side?

Fox News Sunday lost about a million dollars in its first year; we're at a dead break-even after two years, and we'll begin to make money on it by the end of this year.

Some analysts are estimating \$50 million in '98, close to \$90 million in '99, and maybe \$140 million by 2000 for Fox News revenue.

I wouldn't dispute those numbers, but I think there's a chance to beat them.

Is it true that you will generate \$20 million in cable subscription fees for 1997, even as you pay huge amounts to get a lot of systems to sign on?

Well, they have to pay us subscriber fees. We gave them launch support, but that money does come back; we put up some launch support to get into the system, but then they're

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Right.

Is it true you are still trying to determine how much to charge broadcast affiliates for the NewsEdge news feed service?

We're building a news organization. At some point soon they're going to have to make an investment.

How soon? Next year?

Yes, probably early 1998. They're putting it in their budget this year for next year.

When will you tell the affiliates how much?

I expect to within the next couple of weeks.

Why start to charge now?

When I came here, we were putting out three or four feeds per day. We've increased that to 12 feeds per day. We're about to



"We are looking at the possibility of a magazine show. I have talked about this at some length. I have brought in a couple of producers, and we're beginning to develop concepts."

put on an international feed to stations. We did an internal survey of stations using NewsEdge versus CNN's service, and we found that over a 30-day period, the stations were using roughly the same number of stories from NewsEdge as from CNN Newsource. This is clearly a valuable service to stations.

Will NewsEdge continue to evolve?

Yes. We are going to be beefing up in the near future and providing dedicated crews and service, dedicated live shots, custom live shots, crews just for our stations and separate from anything happening on the cable channel. As we invest in that area, we're going to have to recoup some monies from stations for the service. We have a news advisory committee, and they understand what we're doing.

Is the Fox news service to broadcast affiliates going to be exclusive to Fox over-the-air stations?

That's an ongoing debate. It is unlikely that it can be totally exclusive, simply because if we have a station that can't feed us back, we have to have some newsgathering capability in that market. But that will probably be announced at the same time the price is announced, which is in the next few weeks. And the likelihood of it being strictly exclusive is not very good.

Some of your affiliates wonder if the "we'll report, you decide" image is strong enough to hook a differentiated,

established brand on. What do you tell them?

Well, our marketing plans are evolving. That was our announced position, and based on the information we've received from the American people, we don't necessarily believe that they think most news organizations just report and let them decide. They believe they're being spun to some degree. Therefore, we wanted to stake out that ground first. They don't trust journalists much. This reaction to the paparazzi unfortunately carries over to the mainstream media, even though some of these paparazzi are not aligned with any mainstream media.

Some news directors tell me they don't see the Fox attitude branded in the news material as well as they see it in the entertainment and sports fare. Are they looking for something that isn't there?

Well, an awful lot of the NewsEdge stuff is coming from their sister stations, and we're pulling it in from them and feeding it back. So if there's a NewsEdge problem, to some degree, we have to work this out. But I would also say that the reality is that we built this news organization against all odds. And less than a year from launching the news channel, we've increased our news feeds to 12 a day; we've set up regional bureaus feeding all of our Fox stations; and we have a news channel that's operating seven days a week, 24 hours a day, with no infomercials and live, updated news every half hour.

So, are they not quite happy with the Fox edge in the news feed? Fine, we'll fix that.

From a marketing standpoint, is part of the strategy going to be hip, quirky, irreverent?

Well, in general we have younger viewers watching Fox, and we've been the beneficiary of the Fox brand at

news. We are bringing new people to news. Over half of the viewers of *Fox News Sunday* watch no other Sunday morning news show. The average age of Fox News Channel viewers is around 40, which is 20 years younger than everyone else's news demographic. So we're benefiting from that. We're not going to pander to it, we're not going to chase it, but we have no problem with being irreverent.

Still no plans for an evening newscast?

Right. There is nothing on the drawing board for an evening newscast, and we would not even consider doing one without strong indications from our stations that they thought it was the right thing to do.

Where will you strike next on the broadcast side?

We are looking at the possibility of a magazine show. I have talked about this at some length. I have brought in a couple of producers, and we're beginning to develop concepts. So there may be something in the prime time lineup from news by next season. Possibly by next summer, but I want to be sure we've got something that is good and that can play.

Is a second cable channel something you are thinking about?

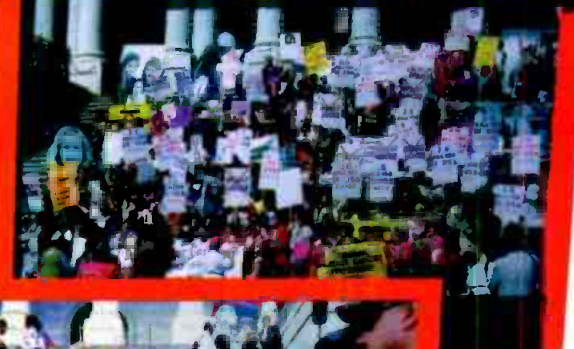
I'm not. (Laughs) I'm up to my ass in this one. I spend a lot of time working with Fox TV Chairman Chase Carey, who

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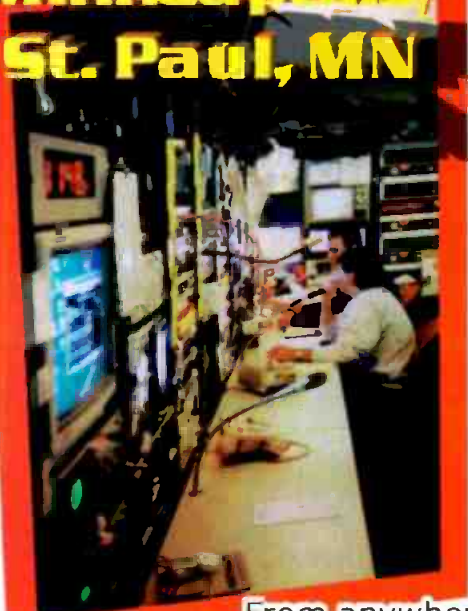
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works with Rupert on the strategy and development of these kinds of things. And I've heard rumors to that effect, but you really need to talk to Chase.

What support is there at the network level for airtime on the broadcast network when breaking stories happen?

That's evolving, and there's much more of an appetite than you might think. The Diana story obviously was a big one. But now we have in place a system for breaking in on the network. We have the numbers, the graphics, everything ready to go. And you will see more and more of that on Fox over the next year.

At what point, and through which on-air vehicles, do you get your Fox news product in front of over-the-air viewers at the same level the other networks do?

I think that's evolutionary. The pressure's going to be on us to be better than the other people in a company that doesn't have a news culture. You know, Fox doesn't have that culture except at the local level, where they do a terrific job. But I don't think there's any instant answer. My belief in life is that if you're really good at what you do, and people say, "Man, that's good, that's even better than that sitcom," or, "That's better than what I'm buying," they'll put you on. So I view that as pressure on me to be so damn good that people eventually say: "Fox News is great. Let's put it on the air." ■

Plug-and-play news for Fox

Plans to deliver—and charge for—national news package service for affiliates, as well as provide discounts for equipment to help stations create newscasts

By Steve McClellan

Fox will send out a proposal by the end of the month to non-news affiliates designed to make it easier and cheaper for them to get into the local news business.

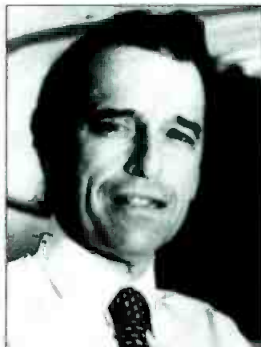
The plan has two key elements, including a package of "deep discounts" for equipment and services that local stations need to start up newscasts, according to Joseph Saitta, vice president, news, Fox Broadcasting Co., who is putting the proposal together.

The second part of the plan is the creation of a production unit at Fox News that would produce complete, ready-to-air packages (or news "modules," as Saitta calls them) of national, international, business, sports and weather stories. Each of the packages would have a catchy title to reinforce the Fox brand, such as Fox on Business or Fox Across America, Saitta says.

There is a proviso: At least two dozen non-news stations must commit to launching a local newscast by 1998 for the plan to go forward, Saitta says. But the odds seem good that that will happen. When Fox first raised the possibility of such a plan several months ago, 40 stations expressed interest; Saitta says 15 stations already have indicated they will proceed.

The plan is designed for markets outside the top 50, where the start-up costs of launching a newscast are cited most often by stations not in that business, says Saitta.

Fox has been putting "tremendous pressure" on non-news stations, says one source at a Fox-affiliated station. Indeed, the network has begun to mandate news start-ups in affiliate contracts (see box). Fox executives don't dispute they're using pressure tactics, saying that it's necessary to build Fox news coverage capabilities.



Joseph Saitta is helping Fox affiliates get into news.

According to Fox News President Roger Ailes, it is "essential" that Fox affiliates get into the news business.

"Fox really has to have a strong news presence at the station level" if the company's national news effort is to succeed, he says. "We're evolving in this area [and] are nowhere near where we want to be, but I think a station today that doesn't count on news being a part of [its] package is making a tremendous mistake."

The service wouldn't be free. "This thing cannot be another dark hole where we dump money," Saitta says. On the contrary, the news module service is planned as a new profit center for Fox News. Stations that take the service would pay a monthly fee for the modules. The quid pro quo: they get into the news business at less expense.

To date, 82 of Fox's 174 affiliates are in the local news business; 30 launched in the past year, and at least 10 are set to launch in the next six months, including stations in Seattle; Orlando, Fla., and Rochester, N.Y. In 1990, just 14 Fox affiliates (most of them owned-and-operated stations) were in local news.

The Fox News unit assembling the news modules would produce enough material to fill 75%-80% of a newscast, Saitta says, leaving stations to worry about covering local breaking news and perhaps local sports and weather. "They will probably need two or three crews to cover the local community," he says.

In addition to the deals with equipment vendors, Saitta has negotiated discounts with Indianapolis-based news set-maker The SetUp Co. and with Media Training International, headed by former Magid veteran Peggy Peterson, for research and talent coaching services.

Meanwhile, Saitta spends much of his time flying around the country consulting with stations about their news efforts. "We're trying to create new news viewers" from the young demographics that the Fox prime time schedule delivers, he says. Traditionally, those viewers haven't been interested in TV news. "We're trying to hook them in with certain stories and demographic mixes of stories," Saitta says. "If you can hook in new viewers along with traditional news viewers, just think of the ratings you can get." ■

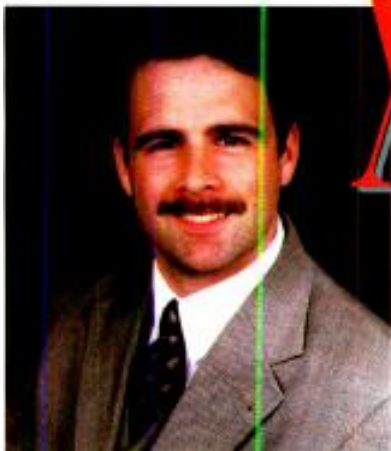
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Fox affiliates gamble on news

Stations create news departments, jump into local news competition

By Kim McAvoy and Michelle Y. Green, special correspondents

For Fox affiliates that have gotten into local news, the effort is paying off. Stations say their newscasts are attracting new ad dollars and have helped to boost their image in the community.

"We're doing quite well with advertisers," says David Janecek, WPGH-TV Pittsburgh's news director. The Fox affiliate's 10 p.m. newscast has been on the air since January, but it is expected to be a "moneymaker in no time," Janecek says.

Also doing well in advertising is KFOX-TV El Paso, which launched its 9 p.m. news show today (Sept. 15). "We're already seeing revenue from pre-selling ads," says Teresa Burgess, the station's vice president/general manager.

Stations such as WPGH-TV also say news programming has helped raise the station's profile in the community. "It creates a very personal image in the community," Janecek says.

Nonetheless, the Fox affiliates have experienced obstacles competing against established news operations. At WXXA-TV Albany, N.Y., the biggest challenge has been to build viewer awareness of the station's 10 p.m. newscast since its launch last October. "People turn off their sets at 10 p.m., or watch prime time. We're trying to change some of those habits and let them know that full-service news is available," says David D'Antuono, WXXA-TV general manager.

It is also evident that the Fox network has played a major role in helping their affiliates jump into the local news business. KCTZ-TV Bozeman, Mont., among others, praises the network and the assistance it has provided stations.

The following sampling takes a look at some Fox affiliates that offer a daily newscast.

KFOX-TV El Paso, Tex.

Ownership: Cox Broadcasting

First newscast: Sept. 15, 1997

Newscasts: 9 p.m., one hour (Monday-Friday); 9 p.m., half-hour (Saturday-Sunday)

News staff: 22

KFOX-TV El Paso is giving local viewers something they won't find anywhere else in their market—9 p.m. news. The hour-long newscast launches today (Sept. 15) and is expected to be a money-maker for the Fox affiliate. "We're already seeing revenue come in from preselling ads," says Teresa Burgess, KFOX-TV's vice president and general manager.

"It may be a while before we make up what we've invested," Burgess says. But in a market such as El Paso, KFOX-TV needs news to compete.

El Paso is in a geographically isolated market with few stations. Still, KFOX-TV faces stiff competition from three other network affiliates, all of which offer news in various dayparts. "Our competition is good. We have our work cut out for us," Burgess says.

But the station also has an advantage. Its parent, Cox Broadcasting, which bought the station a year ago, is committed to making the news venture work. "Cox has given us the tools and resources to get this done," Burgess says. And NewsEdge, Fox's affiliate news feed service, also has been "extremely supportive" in helping the station launch its news operation. KFOX-TV also relies on CNN Newsource.

As a Fox affiliate, Burgess says, the station faces a challenge trying to keep Fox's young prime time viewers (18-

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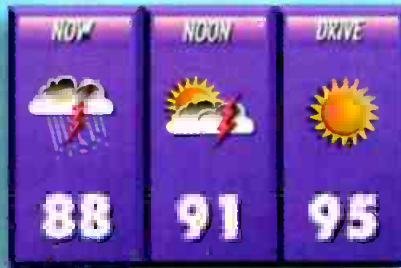
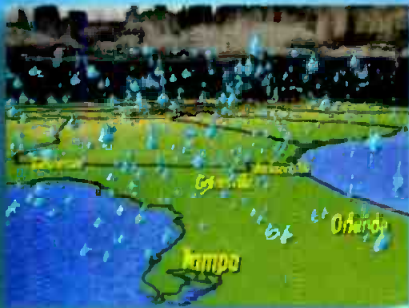


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KFOX-TV's 9 p.m. anchor team: Noreen Jaramillo and Tyler Sieswerda (seated); Joe Mazur and Kristi Carson

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49) from changing the channel when the newscast comes on. "We have to provide something appealing to a younger audience and still attract loyal news viewers, who tend to be an older audience [25-54]."

As a result, KFOX-TV's newscast will provide a "straightforward hard-news broadcast with less chitchat," says Burgess. "We're going to do more in-depth reporting, provide more video. We'll do more business reporting." The station's set is "fresh and different...it's an open newsroom look." And KFOX-TV has brought in younger talent, in their mid- to late 20s.

Burgess believes that having a daily news presence not only gives the station heightened visibility but will help ensure its survival in a 500-channel universe. "Broadcasters are going to have to provide something that viewers can't get anywhere else: local news and community affairs."

WXXA-TV Albany, N.Y.

Ownership: Clear Channel Communications

First newscast: Oct. 8, 1996

Newscasts: 10 p.m./35 minutes (Monday-Sunday)
News staff: 31

WXXA-TV Albany's 10 p.m. newscast went on the air less than a year ago, and already the Fox affiliate is making some headway.

"We've been very successful," says David D'Antuono, station general manager. "We've already overtaken the [ABC affiliate] WTEN 11 p.m. news in the July ratings for Monday through Friday in adults 18 to 49 and adults 25 to 54," he says. "It's pretty exciting for us to overtake an entrenched affiliate."



Allison Seymour and Greg Floyd anchor WXXA-TV's 10 p.m. newscast.

The station's goal is to become the market's number-one newscast. Although the newscast is not yet making a profit, D'Antuono doesn't think it will take long to do so. "We've certainly made a significant investment, but we're in the business for the long term."

The newscast takes a "no-bull approach to the news." WXXA-TV uses its "working newsroom" as the set for the show, offering a different look, explains D'Antuono. "We're giving viewers a full day of news, without a lot of chitchat or fluff." He also points out that the broadcast is for viewers who miss the early news but don't want to stay up late.

Still, the biggest challenge facing the station is building viewer awareness. "People turn off their sets at 10 p.m. or watch prime time. We're trying to change some of those habits and let them know that full-service news is available."

D'Antuono also credits the Fox network for helping the station launch its news program. "Fox has been extremely helpful in getting affiliates in the news business." The station uses NewsEdge, Fox's affiliate news service—especially during the sweeps—but also has access to CNN's Newsource.

Jumping into the news business was a way for WXXA-TV to expand its local identity, D'Antuono says. "In this day and age, localism is increasingly important. You've got to distinguish yourself in a crowd. The best way to do that is through news."

WPGH-TV Pittsburgh

Ownership: Sinclair Broadcast Group

First newscast: Jan. 26, 1997

Newscasts at 10 p.m./35 minutes (Monday-Sunday)

News staff: 50

Pittsburgh is a tough news market to break into, with such firmly ensconced competitors as CBS's KDKA-TV. But that hasn't discouraged WPGH-TV, which launched its 10 p.m. newscast in January.

"There's recognition that we're in the market," says David Janecek, WPGH-TV news director. He believes the newscast is going to pay for itself. "We're doing quite well with advertisers. [The newscast] will be a money-maker in no time."

While he is pleased with the newscast's progress, Janecek says there have been hurdles. Getting accustomed



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to the station's new digital technology, he says, has been a challenge.

But perhaps the most difficult challenge has been persuading viewers to change their routines. "Pittsburgh is a traditional market....people have been watching the news at 11 p.m. all their lives. Getting them to change that habit is a challenge," Janecek says. But he points out that for many, 10 p.m. is a more convenient time to watch the news.

The Fox network has been especially helpful to WPGH-TV. "Fox has guided us in many ways. It has a keen interest in having its affiliates offer news,"



WPGH-TV's anchor team: John Huck and Carolyn Clifford (seated), and Kurt Angle, Leslie Pallotta, Janie Peterson and Alby Oxenreiter.

Janecek says. The station uses Fox's NewsEdge news service as well as CNN Newsource.

The daily newscast has been good for the station, Janecek says. "It gives the station a higher profile. It creates a very personal image [of the station] in the community."

WUHF(TV) Rochester, N.Y.

Ownership: Sullivan Broadcasting, Nashville

First newscast: Early 1998

News staff: 24

Newscasts: 10 p.m. half-hour (Monday-Sunday)

As the 74th-largest market in the country, longtime Fox affiliate WUHF(TV) Rochester knew the challenge of staying competitive in local news.

"We've been one of the most successful Fox stations for years," says Donna Dedee, WUHF news director. "For us, launching our own news was the logical next step. It was something

that had been on people's minds for years, but we just received final approval about four months ago."

The station will launch a 24-person, locally produced newscast, dubbed *Fox News First*, in early 1998. The newscast, to air seven nights a week at 10 p.m., "will give us an enormous advantage over our competitors," Dedee says. "We're going after the 18 to 49-year-olds, soccer moms and other people underserved by traditional newscasts. They're not home at 5, and they don't want to stay awake until 11."

While *Fox News First* will be locally produced by WUHF, the station may draw on Fox's NewsEdge for live news feeds, or Fox-produced news modules (see page 36) for segments. The modules—an edited package of top national news stories—offer affiliates a range of news options to plug into local newscasts.

Says Dedee: "News modules are a new concept. What Fox is doing is making it easier for stations to produce news on a national and international basis." She points out, however, that the primary focus of the WUHF newscast is local news.

Is Fox's use of affiliate-produced newscasts, rather than a reliance on syndicated news services, a good one? "A local news broadcast enhances the local affiliate base," Dedee says. "The more affiliates you have doing local news, the stronger the network. This whole concept speaks well of Fox and their desire to help smaller stations get out of the box in innovative ways."

KCTZ(TV) Bozeman, Mont.

Ownership: Evening Post Publishing,



KCTZ(TV)'s Dennis Carlson, Chet Layman and Nicole Steele

Charleston, S.C.

First newscast: Oct. 31, 1996

Newscasts: 9 p.m./half-hour (Monday-Friday); affiliate of Conus's All News Channel and Montana TV Network for weekend coverage

News staff: 5

KCTZ(TV) Bozeman was a small, low-power station struggling to compete in a saturated market.

"We were an ABC carrier, not truly an ABC affiliate," says Chet Layman, KCTZ news director. "The station serves the fourth-largest state, land-wise, in the country, but I'm in a market of 30,000 people with three TV stations."

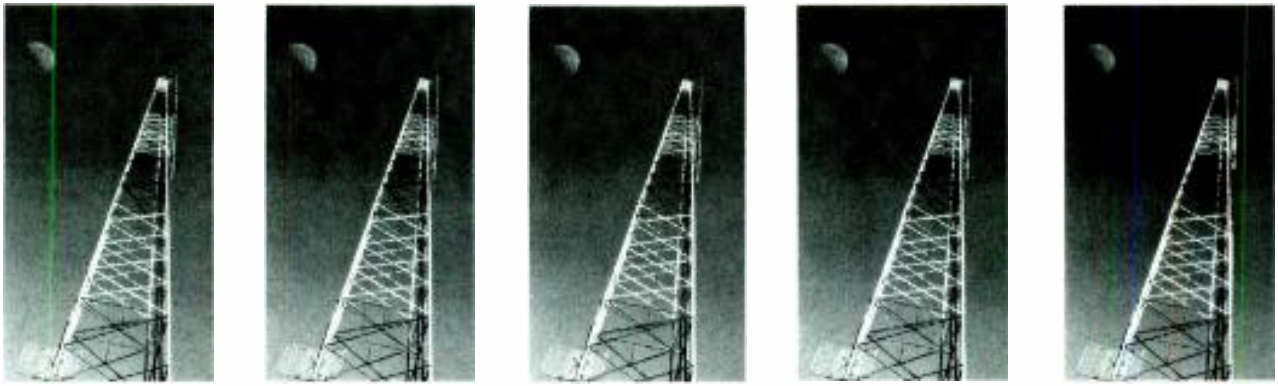
Losing ground to a rival ABC affiliate, KCTZ was successfully courted by Fox and signed on two weeks after the Fox News Channel launched in last October. Although KCTZ already had its own news department, Layman credits its affiliation with Fox and its array of news products with distinguishing the station from competitors.

The station's news team consists of three full- and two part-time staffers. Before Fox, the team hustled to produce two newscasts nightly. By cutting back to one evening newscast, Layman says he gains about two hours a day for every person on his news team. "We combine all our efforts into one show to make us more successful," Layman says. "We have a 9 p.m. newscast because Fox prime time in this area only runs until 9. It makes more sense to follow up Fox prime time instead of running syndicated programming for an hour."

The station augments its local coverage with international news that otherwise would be out of reach to a station with a limited news staff. According to Layman, it's the combination of access to international news and strong local coverage that sets KCTZ apart.

"If you don't have local programming, you're just another station on the dial. Local news is the one thing I do better than anyone else.

Layman praises the news support he gets from Fox: "It's no different from my ABC news feeds, only Fox provides more because it's all news. I wasn't sure I was going to have access to the world. With Fox, I have access to more. It's been dynamite for that." ■



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NBC Nightly News tops nets

NBC News has taken some lumps over the past year for what some consider the "dumbing down" of its *Nightly News* with an excess of feature reports and a de-emphasis of serious news. But a majority of news directors (56%) polled in BROADCASTING & CABLE's fifth annual survey on TV news trends say *Nightly News* is the best of the Big Three evening newscasts. According to 34%, ABC's *World News Tonight* is best, while 8% say CBS *Evening News* is best.

This is the first time that *Nightly News* has been voted best newscast by news directors in B&C's survey. Last year, *World News Tonight* came out on top with 43%, followed by its competition at NBC (38%) and CBS (19%). However, again this year, ABC's Peter Jennings was chosen most often as best anchor (49%), followed by Tom Brokaw (39%).

As was the case last year, news budgets at most stations are on the rise (76%), with 38% of those surveyed indicating plans to expand news programming.

On the digital front, more than half of the news directors

surveyed (64%) say they don't know whether their stations are planning a high-definition service or multiple channels of standard definition. But 21% say their stations are planning to offer HDTV service, while 14% say their stations will go for multiple channels.

Almost 90% of the respondents say they have purchased or expect to buy a digital ENG tape format in the next two years. DVCPRO and Sony Betacam SX were the top two brands of choice.

Eighty-six percent of those surveyed say their station has a Website to which news contributes (or plans to); that is up from 73% last year.

Some 45% of those surveyed say criminal trials are more difficult to cover since the O.J. Simpson trial.

Somewhat surprisingly, only slightly more than half the respondents (51%) said they thought the V-chip/ratings system intruded on the First Amendment (45% said it didn't). Nonetheless, 87% said news programming should be exempt, up from 81.1% last year. ■

SURVEY '97

1. Of the four major news organizations, which do you consider the strongest?

NBC	51%
ABC	29%
CNN	16%
CBS	4%

2. Whom do you consider the best national news anchor?

Peter Jennings	49%
Tom Brokaw	39%
Dan Rather	6%
Bernard Shaw	4%

3. Of the Big Three, which has the best network evening newscast?

NBC Nightly News	56%
ABC World News Tonight	34%
CBS Evening News	8%

4. How many hours of news programming does your station air each day?

3-5 hours	63%
2 hours or fewer	19%
6 hours or more	18%

5. Do you plan to increase the number of news hours on your station in the next six months?

No	61%
Yes	38%

6. If yes, will you add staff to do that?

Yes	92%
No	5%
Don't know	3%

7. What daypart are you targeting?

Morning	68%
Early evening	18%
Prime time	8%
Midday	3%
Post-prime time	3%

8. Is your news department budget up or down from last year?

Up	76%
Little or no change	9%
Down (see question 10)	8%
No answer	7%

9. If up, by how much?

1%-10%	72%
11%-15%	15%
16%-24%	3%
No answer	11%

10. If down, by how much?

1%-10%	50%
11%-15%	13%
No answer	38%

11. Do you expect your budget to increase or decrease in 1998?

Increase	70%
Remain the same	22%
Decrease	4%
No answer	4%

12. Will any increase be used primarily to hire more staff or upgrade facilities and equipment?

Upgrade facilities/equipment	64%
Hire more staff	41%

13. Do you believe V-chip ratings are an intrusion on programmers' or broadcasters' First Amendment rights?

Yes	51%
No	45%
Don't know	4%

14. Do you believe news programming should be exempt from V-chip ratings?

Yes	87%
No	10%
Don't know	3%

15. Do you believe the O.J. Simpson trial has made it more difficult for you to cover criminal trials?

No	53%
Yes	45%
Don't know	2%

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16. Are you in the market for a new newsroom system?
 No 76% Yes 24%
17. Do you have a nonlinear editing system in your newsroom?
 No 54%
 Yes 42%
 No answer 4%
18. If no, do you expect to purchase one within the next two years?
 Yes 92% No 8%
19. Have you purchased or do you expect to purchase a digital ENG tape format within the next two years?
 Yes 88% No 12%
20. If yes, which format are you most likely to purchase?
 DVCPRO 48%
 Sony Betacam SX 33%
 No preference 19%
21. Do you expect to purchase a new weather system within the next two years?
 Yes 67% No 33%
22. Are you programming (or do you plan to program) news for another TV station in your market?
 No 78% Yes 22%
23. Are you programming (or do you plan to program) news on a cable channel in your market?
 No 66%
 Yes 32%
 No answer 2%
24. Do you believe the 24-hour news channels represent an opportunity or a threat to local affiliates?
 Opportunity 70%
 No answer 17%
 Threat 13%

25. Does your station have a Website to which the news department contributes (or plans to contribute)?
 Yes 86% No 14%
26. Does the service make money?
 No 72%
 Yes 21%
 No answer/don't know 7%
27. How many employees are dedicated to the service?
 Average = 3 people
- If none: is Web service maintained without additional staff?
 Yes 83%
 No 13%
 No answer 4%
28. Each TV station is to receive a second channel for digital TV. What type of digital service is your station planning?
 Don't know 64%
 A single channel of high-definition television 21%
 Multiple channels of standard-definition television 14%
29. Have you done or do you plan to do any kind of joint news programming venture with another news organization in your market?
 No 63%
 Yes 31%
 Don't know 6%
30. Do you believe local TV news is overly violent?
 No 78%
 Yes 20%
 Don't know 2%
31. Would less emphasis on violence cost you in ratings?
 No 80%
 Yes 17%
 Don't know 3%

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The Respondents

Ninety-seven news directors were surveyed, categorized as follows:

Market Size		Affiliation	
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51-100	25%	NBC 30	NB 1
101+	20%		Ind. 7

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Cochran presses her case

RTNDA president warns against 'stalkarazzi'; has message for regulators: Let us do our jobs

By Dan Trigoboff

CNN's *Reliable Sources* was taped, in the can and ready to air. But the panelists and crew all were called back the Sunday morning before Labor Day to confront the media issues raised by the automobile accident in Paris that killed Princess Diana.

Generally, the panelists assembled for Bernard Kalb's weekly roundtable on the press tried to distance their own affiliations from the photographers accused of harassing Diana. One *National Enquirer* editor labeled them "a new breed" of paparazzi who are "hunters...vicious...ugly. They'll do anything it takes to get a picture." An editor from the London *Daily Express* called them "a breed apart."

"What I'm concerned about," Radio-Television News Directors Association President Barbara Cochran said, "is that an incident like this will lead to some kind of legal restrictions that would make a big intrusion on legitimate press rights."

"It's very disturbing," she said later in an interview with **BROADCASTING & CABLE**. "There's no question but that there are going to be a lot of questions raised. But our members don't do what the paparazzi do. They are not the ones who are out chasing people on motor

bikes and certainly would never endanger the life of anyone in pursuit of the news."

For Cochran, representing the news media comes naturally after nearly three decades in print and broadcast journalism.

Cochran came to RTNDA last April from CBS, where she was executive producer for politics and the head of its Washington bureau. Before that, she was with NBC, first as political editor and later as executive producer of *Meet the Press*. Her last print job came in 1979, when she was named managing editor of the now-defunct *Washington Star*; after that she became head of news for National Public Radio. While at NPR, she helped create *Morning Edition*.

She was signed after a four-month search earlier this year to a three-year contract with RTNDA. In December of last year, then-president David Bartlett asked to be released from his contract following the board's decision not to pick up the option on his contract. Bartlett attributed the split to long-standing differences over the role of the president.

RTNDA Chairman Mike Cavender, who played a key role in hiring Cochran, says: "The board felt Barbara was the right person at the right

“Too often, journalists are placed in a defensive posture. The things we do regularly to ensure accuracy and fairness are done behind the scenes, and the public doesn’t know about the efforts we make.”

time. Her entire professional career has been in Washington. She understands the bureaucracy, and that’s an asset. Also, she has a broad professional background that includes radio and television. She has the ability to grasp hold of and deal with issues. Our industry needs more people who can distill these issues and make the important and effective arguments as they come up. And she has a very good ability to make the important points without being abrasive or angry.”

Cochran comes to her new position determined to be a champion for the news media. It’s a necessary role, she believes: Media spokespeople, she told a National Writers Workshop meeting in May, “do a terrible job of explaining why we do what we do.”

“What worries me is that when you have that kind of consolidation, you don’t have as many regular reporters to send out on the street. They’re packaging. They’re not reporting.”

“It’s clear that the public does not make fine distinctions between one form of media and another. And so anything that is going to reflect on the credibility of one part of the media is probably going to have an effect overall.”

Credibility, Cochran wrote recently in a message to her membership, “has become a buzzword in media circles as journalists grapple with the public’s indifference to, and eroding trust in, the news. In the past few months, the issue of credibility has arisen again and again. Everything from Carol Marin’s resignation from WMAQ-TV Chicago [over the hiring of talk show host Jerry Springer to do commentary] to CBS News’s hiring of Susan Molinari to CNN’s decision to reevaluate movie appearances by its journalists has set off debates about the proper role of journalists and journalism...it’s hard to ignore surveys that show low esteem for journalists and a lack of interest in news.” One of RTNDA’s panels this week will be titled “The Credibility Crisis.”

Cochran concedes that “some of the tabloid coverage is bleeding over into the mainstream. I think this incident should be a reminder to everybody that we really have to draw the lines clearly.” But she worries that the actions of a fringe group like the so-called stalk-erazzi “might have a shotgun effect on all media and really interfere with the legitimate media pursuing legitimate news stories.”

The jury award against ABC in the Food Lion case offers a good example, says RTNDA chair Cavender, who is also vice president for news at WUSA-TV Washington. Food Lion Supermarkets

was awarded \$5.5 million from ABC by a North Carolina jury over its hidden-camera report of the supermarket chain’s food-handling practices. Last month a federal judge reduced the award to \$135,000. But even though the damages were substantially reduced, Cavender notes, “the damage to the organization’s credibility is still done, and there’s no way to undo it except by confronting these issues.”

“Too often,” Cochran wrote recently, “journalists are placed in a defensive posture. The things we do regularly to ensure accuracy and fairness are done behind the scenes, and the public doesn’t know about the efforts we make.”

And backlash from purported media abuses is not unprecedented, Cochran says, offering as an example the death of major trials telecast after the O.J. Simpson criminal trial. “We’re seeing, after O.J., courts at the state level—where cameras have been allowed—now putting more restrictions on camera access. New York state is the first state in U.S. history to allow court coverage to lapse. It had been a case of steady growth, state by state, and now New York state failed to renew the experiment. And again, we’re hoping that cameras will be able to get back in at the state level.”

Cochran chose the cameras-in-the-courtroom issue for her first “President’s Column” in RTNDA’s revamped membership magazine, *RTNDA Communicator*. In it, she encouraged members to get behind legislation that would allow cameras in federal courts. As a result of the “bad taste” left by the



Simpson criminal trial, "we're moving backward in being allowed to show the public how our court system works."

In addition to RTNDA's forum on credibility, Cochran says, the organization plans to participate in other groups' efforts to examine credibility, including the Media Studies Center Forum of The Freedom Forum. "RTNDA cannot afford to be left out of the dialogue," she says.

Shortly after taking the RTNDA job, Cochran came out firing with FCC Chairman Reed Hundt in her sights. She objected to comments by Hundt

suggesting that broadcast journalists need to raise their ethics to the level of their print counterparts—and that more formalized ethics might help broadcasters in court.

"He started with the assumption that somehow broadcast journalism is an inferior form of journalism," she said, "and that broadcasters often don't have the same kind of code of ethics that the print journalists do. Obviously, I don't accept that. But the difference also is that broadcasters are subject to government regulation, and print journalists are not, so to say that the FCC would sit

down and draft a set of guidelines that would apply to ABC, CBS, NBC and CNN, when such guidelines would never apply to the *New York Times*, *Washington Post* and *Wall Street Journal* is ridiculous and unacceptable."

Also unacceptable to RTNDA is the FCC's failure to repeal personal attack and political broadcasting rules. RTNDA joined NAB earlier this month in asking the U.S. Court of Appeals for the D.C. Circuit to force the FCC to act. The two media groups contend that the rules, vestiges of the fairness doctrine repealed 10 years ago, are outmoded and unconstitutional.

Some legislators and regulators have offered that the regulation of broadcasting allows the government to require broadcasters to donate airtime as part of their public responsibility. RTNDA is also concerned about proposed campaign reform that would require TV stations to provide federal candidates with free airtime. "If free time gives the candidates an excuse not to do interviews, or not participate in debates," she says, "and it gives them an excuse to really avoid anything except time that they themselves control, then that makes it much harder for us to do a good job of serving the public interest. And I don't think that's what the public wants. I think they want someone who's an independent reporter to report on politics."

"Secondly," she says, "if the free time comes out of regular news broadcast time, it's just going to take away from the opportunity to do any kind of investigative reporting."

There already may be less reporting among broadcasters, but not because of political speech requirements. The trend toward industry consolidation is shrinking the number of newsrooms as owners of multiple stations in a market seek to eliminate perceived redundancies. Particularly in radio, she notes, "what you see is that four or five individual news operations all come under one ownership, and now you've got one newsroom. What worries me is that when you have that kind of consolidation, you don't have as many regular reporters to send out on the street. They're packaging. They're not reporting."

Cochran says she is unaware of any instances where the increasing ownership by large corporations has led to a conflict of interest with local reporting, although she is concerned about some of the tie-ins between local newscasts and

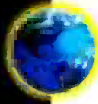
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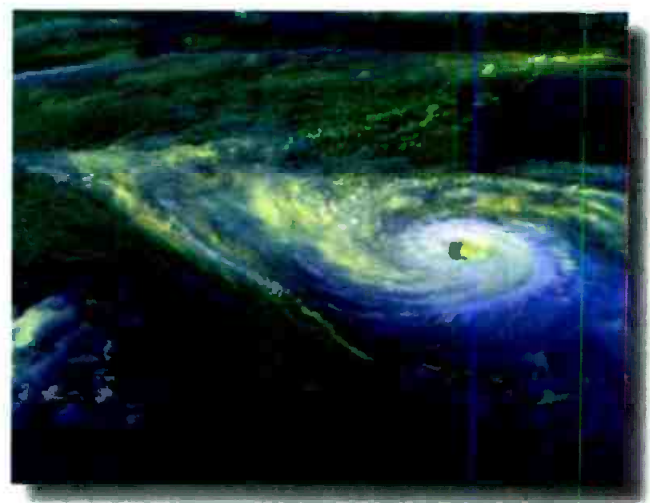
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"You do see—during sweeps periods—tie-ins between what might be on the network prime time schedule and a made-for-TV movie on a given topic. Presumably the news director is making the decision based on editorial merit. Nobody at corporate headquarters is calling them up and saying, you know, 'You must do this.' I think if news directors didn't agree with the assignment, you'd see a lot more res-

ignations across the country. But sometimes you want to capitalize on what people are talking about around the water cooler."

RTNDA won't lobby against laws that accelerate consolidation, or otherwise get involved in what Cochran calls "a proprietary decision on the part of ownership." But RTNDA will offer its members advice on career management. "At the convention we're going to have a couple of sessions on professional goals, on what comes next for

news directors. Maybe the next step is into programming."

With a few exceptions, like cameras in the courtroom, Cochran says, RTNDA's legislative agenda is geared toward protection rather than activism. "There really isn't any other thing that we're advocating," she says. "I mean, we're not out there saying, 'Oh, good. Pass some more legislation that affects our members.' I think on the contrary, we're saying, 'Leave us, let us just do our jobs.'"

PBS adds bit of 'right' stuff

New show looks at the 'excuse' of racism, hidden damages of divorce and criticisms of AIDS funding

By Paige Albiniak

PBS next month will add a touch of conservatism to a programming schedule usually considered liberal.

The first three episodes of documentary series *National Desk*, scheduled to air on the first three Fridays of October, will address such common issues as divorce, racism and medical research. What's uncommon is the angle they take. Black civil rights leaders call racism an "excuse," divorce experts say couples should stay married for the sake of the children and disease victims complain that too much of the government's research money goes to AIDS research.

"[*National Desk*] is not the pattern of the kind of shows running on PBS," says Lionel Chetwynd, the show's executive producer and a Hollywood writer/director who is working on the show in his free time. At the same time, "the idea was never to be the right-wing show to answer the perceived left-wing biases of [PBS public affairs program] *Frontline*."

"PBS has always aimed to provide a diversity of viewpoints on the important issues of our time," says Stu Kantor, PBS spokesman. "Thinking about this in terms of labels such as 'liberal' and 'conservative' does a disservice to



'National Desk' episode 'Redefining Racism: Fresh Voices from Black America' (above) included an interview with activist Ted Hayes by reporter Larry Elder. Lionel Chetwynd (l), executive producer of 'National Desk,' is a writer/director who works on the show in his free time.

the integrity of the work and is a vast oversimplification of the scope of the analysis presented."

Chetwynd and original host and reporter Fred Barnes, executive editor of *The Weekly Standard*, conceived the show in 1991.

Chetwynd called it *Reverse Angle* and produced two episodes in 1993 that

aired on PBS in 1996. Chetwynd then secured funding for three more episodes for the series, which PBS asked them to rechristen *National Desk*.

Barnes says the show's take on issues should appeal to PBS.

"It puts a lot more diversity of viewpoint on PBS and gives it a diversity of subject material.... These programs are going to be among the most conservative on PBS; that's safe to say," Barnes says.

Barnes, an avowed conservative, was the show's first host and reporter. He has since been joined by Morton Kondracke of the Capitol Hill newspaper *Roll Call* and Larry Elder, host of a controversial radio talk show on KABC(AM) Los Angeles.

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but you will find the hosts of the show labeled conservative," says Conrad Denke, senior producer.

Regardless of viewpoint, the producers are concerned that the show open up topics typically closed to debate.

"We originally went with Fred Barnes to the [Corporation for Public Broadcasting] and made an argument for a public affairs show that would meet two criteria," Chetwynd says. "It would not try to present answers—only questions—which is not the pattern of the shows running on PBS. And it would define itself by the issues it was prepared to address."

The original episode of *Reverse Angle*, "Fear in America," looked at society's growing fear of crime and why white people move out of urban neighborhoods when other races move in, Chetwynd says.

It followed that with "Education



In 'The Politics of Medicine' episode of 'National Desk,' Morton Kondracke (center), reporting for the show, accompanied his wife to visit a Parkinson's disease specialist at NIH.

Wars," an episode that took on bilingual education, including a curriculum in New York which taught young children about alternative lifestyles and an Afro-centric education program in Baltimore.

The series is based on the premise that "America is the greatest country ever, but the things that made us great are being lost and are tearing us apart," says Denke.

The Corporation for Public Broad-

casting has since become the main source of funding for the show, which costs up to \$400,000 per episode to produce. Chetwynd says that if PBS picks up *National Desk* as a regular series, those production costs will drop dramatically.

National Desk also received \$150,000 in 1995 from the John M. Olin Foundation, which contributes rarely to television projects but frequently to think tanks as well as to law and economic programs at leading law schools, says Bill Voegli, program officer at the foundation.

Olin has contributed to both conservative and liberal think tanks, but "we probably give more to conservative organizations than liberal," Voegli says.

National Desk also received funding from PBS's member stations and The Lynde and Harry Bradley Foundation, which also has not funded many projects, Denke says.

When asked why he would spend his limited free time producing public television, Chetwynd chalks it up to "an arrogant need to be part of the public debate, an arrogant belief that we have something to say that needs to be heard." ■

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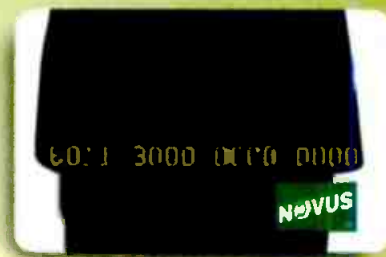
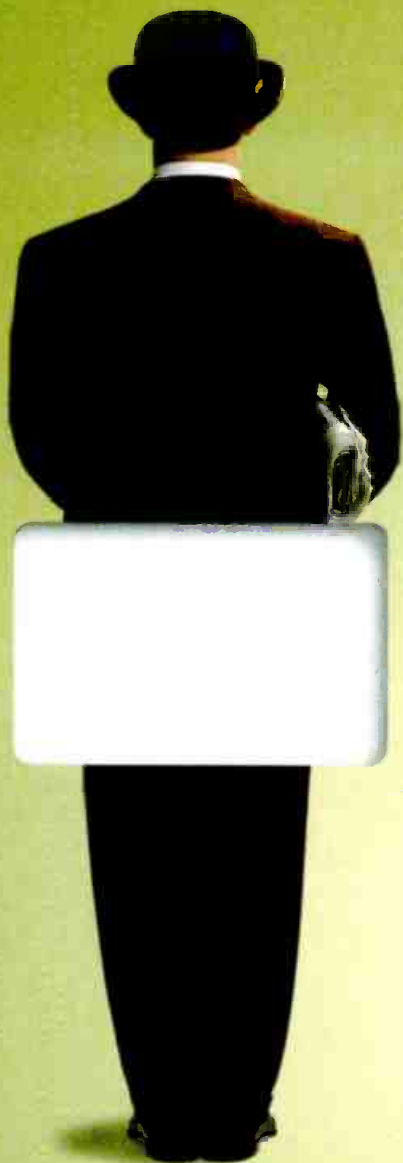
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Close Call: CONGRESS VS. CBS

A new book tells how broadcasting almost lost it on the First Amendment

By Don West

The *Selling of the Pentagon* was neither the beginning nor the end of the broadcast press's problems with government, but it recommends itself as a case history. In great depth and detail, that is the contribution of "Fighting for the First Amendment," the just-published (by Praeger) work of a surprising correspondent, former NBC general counsel Corydon B. Dunham. Dunham tells how one hour of television news escalated into a congress-

different had CBS Chairman William S. Paley been there to accept the subpoena. His attitude, expressed to Stanton later, was to work out an accommodation with Congress. Indeed, Dunham reports that Paley later went to Washington to see House Speaker Carl Albert in an unsuccessful search for compromise.)

Stanton, instead, opted to oppose the committee's demand for outtakes rather than for the film itself. He considered outtakes the equivalent of a print reporter's notes, and—under the First Amendment—beyond the reach of government. Commerce Committee Chairman Harley O. Staggers of West Virginia wanted the outtakes in order to investigate how CBS had reached its editorial judgments on *Selling*. Stanton responded with a statement:

"We will comply with that part of the subpoena which calls for a film copy and written transcript of the material actually broadcast. The subpoena also demands all outtakes and other materials used in connection with preparing the broadcasts, but not actually broadcast. It therefore raises an unprecedented issue in the history of the relationship between the federal government and the press in this nation. No newspaper, magazine or other part of the press could be required constitutionally to comply with such a subpoena.... We will respectfully decline."

Dunham relates that Stanton "saw that if Congress could summon television newsmen before congressional hearings and review their editorial news judgment to determine fairness, there would be no end to it." His refusal to comply was in concert with the position he had taken two years before, when Senator John Pastore of Rhode Island had asked that

A word from Cronkite

In a foreword to Corydon B. Dunham's "Fighting for the First Amendment," former CBS newsman Walter Cronkite writes:

"Since Gutenberg invented movable type, the generations that have gone before, and those still alive, have witnessed attempts by the powerful to control the masses by controlling what they are permitted to know. In every challenge to freedom of press and speech, it has been made abundantly clear that only an informed public is a free public; that only an informed public can enjoy the benefits of democracy.

"This precious inheritance of ours, the constitutionally protected right to know what the government is doing in our name, is under daily attack by those in government who would prefer to do their business in the dark. Some do it simply by classifying as secret many documents that bear no threat to our security but only to slothful or venal bureaucrats. Others make more frontal attacks on the media. Those who defend the people's right to a free press are heroes of democracy."

FIGHTING
for the
FIRST
AMENDMENT

STANTON
OF CBS

vs.

CONGRESS
and the
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CORYDON B. DUNHAM
Foreword by Walter Cronkite

sional confrontation that almost ended with the president of CBS in jail.

That was in the days when documentaries were the crown jewels of network news operations. On Feb. 23, 1971, *Selling* reported how the U.S. military establishment spent millions each year to propagandize the American people on behalf of arms spending or foreign policy adventures, including the Vietnam War. Capitol Hill immediately branded the documentary un-American. On April 8 two staff members of the investigations subcommittee of the House Interstate and Foreign Commerce Committee appeared at CBS headquarters in New York to serve a subpoena on the senior official present: CBS President Frank Stanton.

(Dunham's account relates how history might have been

CBS and the other networks make programming subject to review by the National Association of Broadcasters television code board (a First Amendment confrontation detailed in *BROADCASTING & CABLE* (Feb. 26, 1996). The Pastore contretemps, resolved largely behind the scenes in about two weeks, preserved broadcast entertainment freedom for about a quarter century. The confrontation between Stanton and Staggers took some three months to play out, in full public view.

On June 24, Stanton was called before the Commerce Committee's special subcommittee on investigations to explain why he should not be held in contempt of Congress. *The Selling of the Pentagon* was not at issue: it was the authority of the House that, in Staggers's view, was being

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challenged. Declared John Dingell of Michigan, who would later succeed Staggers as chairman of the committee: If Stanton could refuse to produce the subpoenaed material, Congress "will have completely lost control over how and by whom the airways are used."

Stanton, the lone witness, said in his prepared remarks that "the compulsory production of evidence for a congressional investigation of this nature abridges the freedom of the press. The chilling effect of both the subpoena and the inquiry itself is plain beyond all question. If newsmen are told that their notes, films and tapes will be subject to compulsory process so that the government can determine whether the news has been satisfactorily edited, the scope, nature and vigor of their news reporting will inevitably be curtailed. [The subcommittee's legislative purpose] has no constitutional warrant."

But Staggers had the last word. "In my opinion, you are now in contempt." On July 1, the full Commerce Committee voted on the issue—25 to 13 in support of its chairman's motion. The stage was set for a historic test of press freedom.

That came quickly, on July 12 and 13, before the full House in a session about which Emmanuel Celler of New York (chairman of the Judiciary Committee) declared: "The First Amendment towers over this proceeding like a colossus." CBS, which left no card unplayed in opposing the contempt citation, had done its job well; Staggers's support began to slip away. He lost by a narrow 151 to 147 on the first test vote on July 13. By the final vote, the chairman's support had fallen still further. Stanton was vindicated by 226 to 181, with two voting present and 24 not voting.

Dunham's book quotes Stanton, 25 years after the trial, as both generous (toward the Congress of that time) and still concerned (about press freedom today). Stanton says:

"I ended this whole experience feeling pretty good about Congress, because when the chips were down and they understood what the issue was and forgot whatever they felt about the network and saw that this was central to the future, the guys came through.... It's essential that you get to be heard in something like this. There are a lot of cynics around New York that think that Congress is just a rubber stamp. I came away...thinking if you could do a reasonably good job of letting them know what's up, you'll come out on the right side. The trouble is that they are so busy that you can't get in. That's where the affiliates help...I don't know if I would

have been heard, although anybody in the network could have gotten some hearing.

"I don't know what might happen next time. We have to be concerned. Some public official we don't even know now may see an opportunity to make political hay out of an error or mistake by a newsperson and could lead the charge in the name of morality. I don't know whether the Pentagon fight gave people at CBS, not second thoughts, but pause before they would take on the government again in an investigative report. Nobody wants to say that. I'm not surprised that a small station operator would say: 'Next time around we'll do something on the ecology.'"

"The desire for government regulation will affect the next media generations. No matter how much a broadcaster talks about his freedom, there's still plenty of room to be harassed by government leaders, whether it's on the local or the national level. You won't have a free press that embraces broadcasting with the same freedoms as print until the Supreme Court comes down and says so. I used to say to Dick Salant [former president of CBS News and Stanton's closest confidant], you know, we'll fight. I said to him on several occasions, I will shout free press and everything else, but let's be sure we're so buttoned up that we're not going to be taken to court, because we just might lose.

"It's still too early to really know how all this is going to work, but the reconciliation of the tube and print will come sooner than we think, because of the introduction of online and other electronic services. The manipulation of the new computer and digital visual material is much more dangerous than anything done with splicing of audio or film.... If you said, this is hap-

pening in front of your very eyes and the viewer could say let me ask him a question so I can see that he is live, then you could establish the certainty that what he was saying was taking place and, in time, build up credibility for that particular news organization. The fact that it could happen would tend to keep the program honest.

"And then you've got someone like Howard Stern, who doesn't help you at all. At least we were fighting on a public issue. It's hard to ask citizens of the community to actively come to the defense of these freedoms when you do what he does. But you can't have any middle ground. In my opinion, you've got to slug it out and just hope that you prevail, because the government has got all the cards on their side and they usually don't really want a free press." ■



CBS President Frank Stanton, followed by his Washington counsel, Lloyd N. Cutler, arrives for the 1971 Staggers subcommittee hearing on 'The Selling of the Pentagon.' Later, Stanton would tell the committee: "Based on...our own conviction that a fundamental principle of a free society is at stake, I must respectfully decline, as president of CBS, to produce the materials covered by the subpoena."



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Broadcasting

September 15, 1997

Are you ready for some 'Dateline'?

NBC beats ABC in 'Monday Night Football' debut week for first time since 1988, helped by 'Dateline' six-pack

By Lynette Rice

In a week dominated by news from London, NBC led the pack Sept. 1-7 with a flurry of *Dateline NBC* editions and an overall performance that ultimately outranked ABC's premiere week of *Monday Night Football* in total viewers—a first for NBC since 1988.

With six editions of *Dateline NBC* and another stellar performance from a *Seinfeld* rerun, NBC finished week 51 with a 9.0 rating/16 share in households and a 5.5/16 in adults 18-49, according to Nielsen Media Research numbers, a 15% advantage over ABC in that key demo. NBC's lead in total viewers (12.6 million) helped give NBC an 11% jump over ABC during the season premiere week of *Monday Night Football* (15.0/26). In all, NBC won Tuesday, Thursday and Friday, while ABC—which finished the week with an 8.2/14 in households—won Monday and Wednesday.

The weekend nights again belonged to CBS, which finished the week with a 7.2/12. Sunday was a sweep for CBS,



Heavy hitters 'Seinfeld' and 'Dateline NBC' helped win the week for NBC.

which won all eight half-hours thanks to key performances from *60 Minutes* (12.4/23) and the made-for-TV movie *A Father for Charlie* (10.0/16).

Fox finished fourth for the week with a 5.1/9 HH, reporting wins in the key adult 18-49 demo for Saturday with the season premiere of *Cops* (2.8/11) and *America's Most Wanted: America Fights Back* (2.3/10). Fox continued to premiere its schedule last week.

Two weeks into its new season, UPN finished Sept. 1-7 with a 3.9/6, enjoying best-ever ratings for a Wednesday with its two-hour block of *Star Trek: Voyager* (5.8/10 HH). And The WB rolled out the first premieres of its shows Sept. 7, ringing in with a 2.6/4 for a night that was topped by veteran comedy *Unhappily Ever After* (2.9/5).

For all the week's performances, see ratings roundup, page 72. ■

Music shows pitched for syndication

Two music shows shopped to broadcast, cable

By Joe Schlosser

The syndication business has gone to the musicians.

A pair of music/variety shows that will take viewers backstage with top performers is being shopped by two Hollywood syndicators. *Gumbo TV—from the House of Blues* and *R&B '98* are being sold to television stations and cable networks across the nation.

Warner Bros. Domestic Pay-TV is launching *R&B '98* in a

monthly hour format. The show will profile the top talent in rhythm and blues, hip-hop and soul. *R&B '98* originated from two previous Warner Bros. syndicated musical specials that fared well in the ratings.

"After we saw the ratings we were getting, we said 'why don't we see some more of this,'" says Dan Goodman, vice president for special programming and projects at Warner Bros. Domestic Pay-TV. Warner Bros.' *R&B '97: Sum-*

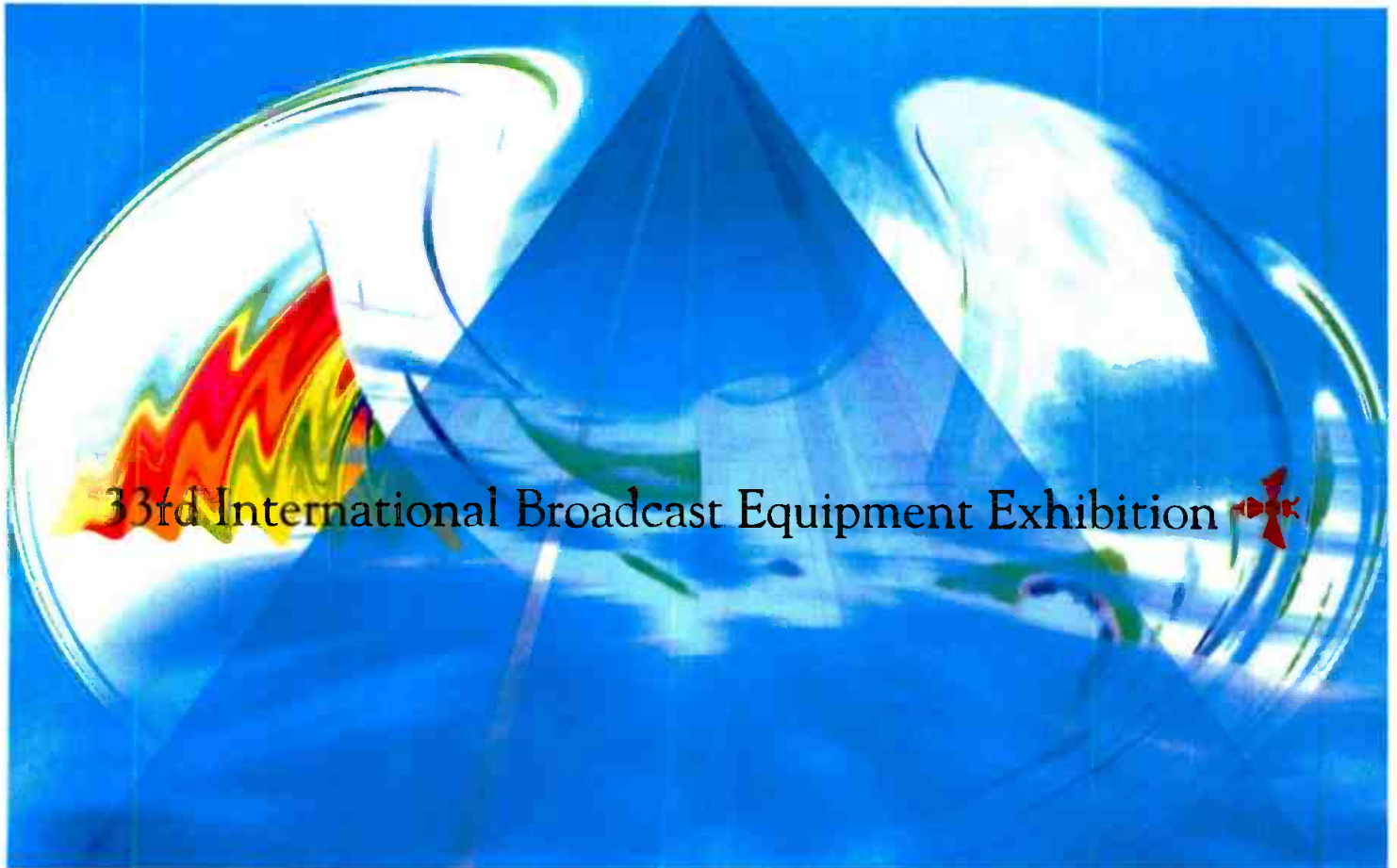


Co-hosts Shemar Moore ('*The Young & the Restless*') and singer Jody Watley during production of '*R&B '97*,' the quarterly specials that have been turned into a monthly series.

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mer Jams, which featured En Vogue, Maxwell and Erykah Badu, earned a 6.1 rating/9 share in New York over the summer on wWOR(TV). Two other specials are set for this year, with segments featuring Babyface, Puff Daddy and other top R&B artists. The artists for *R&B '98*, which debuts in January, have not been announced. A host and co-host from the entertainment or music industry will be selected for each month's show.

"It will not be performance-based; it will be a lot of in-depth interviews, with fashion elements and other eclectic items," Goodman says. "Every show will be different, with five or six different segments."

Over at the House of Blues, *Gumbo TV* will be a TV, radio and Internet music and variety show. *Gumbo TV* is slated as a weekly one-hour late-night

"We are going to do something that is spicy, hot and sexy. We are going to bring everything to the pot that would go into a bowl of gumbo."

Larry Thompson, co-executive producer, 'Gumbo TV'

show set to debut in syndication next year. The show is a co-production of House of Blues Entertainment and the Larry Thompson Organization.

"We didn't want to do a talk show; everyone has one these days," says Thompson, one of the show's executive producers. "And we are not doing just another music concert show. We are going to do something that is spicy, hot and sexy. We are going to bring everything to the pot that would go into a bowl of gumbo."

Thompson says the show will fea-

ture everything from "tattooing to sexual perversity and from mainlining to onlining." *Gumbo TV* comes on the heels of cable network TBS's *Live from the House of Blues*, which helped launch such acts as Hootie and the Blowfish and the Dave Matthews Band. *Gumbo TV*, says House of Blues founder and CEO Isaac Tigrett, will not be like the TBS shows.

"It was great to get the House of Blues name out there with the TBS specials, but the folks at Turner said they could get better ratings with James Bond reruns," Tigrett says. "This will be very different and special."

A different host and musical act will be highlighted each week, Tigrett says. A separate Internet version will be done each week; the television version also will be simulcast over the Internet.

CBS News adds Saturday morning

Talking about his new show's plans to do movie reviews, Hal Gessner, executive producer of *CBS News Saturday Morning*, joked last week that "we couldn't afford Siskel and Ebert, so we'll use Molinari and Mitchell," a reference to co-anchors Susan Molinari and Russ Mitchell.

In fact, the co-anchors will do joint movie reviews in the same give-and-take fashion as Siskel and Ebert and also will share equally in many of the show's anchoring chores. Equally is the key word, stresses Gessner, who says that both will get big interviews and in many cases do them jointly.

The one thing Molinari won't do right away is read the half-hourly news reports, because she still needs to get some timing issues down, says Gessner. But eventually they will share those duties as well.

The timing of the show's scheduled debut last weekend (Sept. 13) was an executive producer's dream come true—a breaking news story with worldwide live coverage of Mother Teresa's funeral from India. The Big Three all sent their star anchors to cover the funeral, and Dan Rather was expected to supply reports to *Saturday Morning* (as Tom Brokaw was expected to do for competing *Saturday Today* on NBC).

As to the overall philosophy of the show, Gessner



Anchors Molinari and Mitchell will review the past week's news and cover lifestyle and consumer issues.

says, "*Saturday* gives us a perspective on the rest of the week. It allows us to tell what happened during the past week for all those people who were too busy, not paying attention or in a coma." The forward-looking part of the show, he says, will focus on lifestyle and consumer issues, such as how to shop for big- and small-ticket items.

Segments on fitness, personal finance, family matters, pets, sports medical issues, cooking and entertainment trends all will be regular features of the two-hour program, which will be fed to affiliates at 8 a.m. and 9 a.m.

The program also will do news. In addition to headline

reports on the half hour, each week a studio guest will amplify an underreported or underexplained story, says Gessner. Mitchell and Molinari (who resigned her U.S. congressional seat to join the program) will offer their opinions on the significance of certain stories. A newsmaker from the political, sports or entertainment world also will be quizzed each week, Gessner says.

At launch, the program had just over 85% national clearance, according to network officials. The show will evolve over time, says Gessner. "The development on any show begins when you get on the air. We're in pretty decent shape and we're putting up a competent broadcast that we'll fine-tune as we go forward." —SM

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Interface XI Agenda

- 9:00 - 9:15 am** **Welcome/Introductions**
Peggy Conlon, Broadcasting & Cable Mark Leavitt, Prudential Securities
- 9:15 - 10:00 am** **Opening Keynote: Preston Padden, President, ABC Television Network**
- 10:00 - 11:00 am** **Panel: "International Television"**
Moderator: Melissa T. Cook, Prudential Securities
Larry Lamattina, All American Television
Herbert A. Granath, ABC
Martin Lindskog, SBS
Raymond E. Joslin, Hearst Entertainment
Scott Blake Harris, Gibson, Dunn & Crutcher, LLP
- 11:15 - 12:15 pm** **Panel: "The Fight for Local Ad Dollars"**
Moderator: Mark Leavitt, Prudential Securities
Martin A. Nisenholtz, Pres. NY Times (New Media)
Mike Eigner, Tribune (WPIX)
Randy Swain, Pres. Ackerly Group
David Kline, Rainbow Ad Sales
Jerome S. Tilis, Knight-Ridder
- 12:30 - 2:00 pm** **Lunch Keynote: Thomas S. Rogers, President, NBC Cable**
- 2:00 - 3:00 pm** **Digital TV Debate**
*Moderators: Mark Lieberman, Reed Elsevier Business Information and
Donald West, Broadcasting & Cable*
Joseph Flaherty, CBS
Stuart Beck, Granite Broadcasting
Robert W. Stearns, Compaq
Michael Petricone, EIA
Preston Davis, ABC Television
Glenn A. Reitmeier, Sarnoff Labs
- 3:00 - 4:00 pm** **Panel: "The Fight for Free Air Time — Promotion, PSAs and Political Candidates"**
Moderator: Ave Butensky, TVB
Ruth A. Wooden, Ad Council
Blair Levin, FCC
James Moloshok, Warner Bros.
- 4:00 - 5:00 pm** **Panel: "It's the Year 2000 — Do You Know Where Your Audience Is?"**
Moderator: James D. Dougherty, Prudential Securities
Fergus O'Daly Jr., CKS
Ted Leonsis, America On Line
David F. Poltrack, CBS
John Dimling, Nielsen
Richard Hochhauser, Harte-Hanks

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Peggy Conlon



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Scott Blake Harris



Richard Hochhauser



Raymond E. Joslin



David Kline



Lawrence Lamatina



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Wall Street warms to Hearst-Argyle

Stock trades up despite warnings about ABC holdings

By Steve McClellan

In the stock prospectus for Hearst-Argyle Television, the new public company formed by the merger of Hearst Broadcasting and Argyle Television, the first thing the company lists as a risk to buying the stock is its heavy reliance on struggling ABC (nine of 12 stations in the group are affiliated with that network).

However, in the first full week of trading (through Sept. 9), Wall Street seemed unconcerned about the warning as the stock rose \$3 above the initial offering price of \$26.50, to \$29.50. Part of that gain, analysts say, is explained by the cap the company put on the cash it would pay out to existing Argyle shareholders, forcing some to exchange at least part of their Argyle holdings for Hearst-Argyle.

The company began trading Sept. 2 under the HATV symbol on the Nasdaq stock exchange. Hearst Corp. owns 82.5% of HATV.

Broadcasting industry analysts

Hearst-Argyle TELEVISION, INC.

expect New York-based HATV eventually to be an industry powerhouse—a consolidator that will expand its current reach of about 11.6% of U.S. TV households to around 20%. "They are absolutely going to be major players," says Victor Miller, broadcasting analyst at Bear Stearns, New York. Miller's take on the new company is that the sum of the merged company is far greater than its parts.

"The merger did two very important things," Miller says. "It turned one of the smallest, but [most] well-managed, broadcast groups, Argyle, into the largest pure-play TV station owner. It turned a privately owned broadcaster, Hearst, into a public one, giving access to the public markets and therefore greater opportunities to finance expansion."

In a report issued last week, Morgan Stanley Dean Witter broadcast

analyst Frank Bodenchak said that the new broadcast group will outperform the market during the next 12 months. Bodenchak projects HATV's

stock price will climb to \$34 next year and \$40 in 1999.

He predicts that HATV will generate \$167 million in broadcast cash flow (bcf) in 1997, a 6% gain over pro forma 1996 bcf of \$157.8 million, on a 3.5% revenue gain, to \$383 million. Overall bcf margins for HATV should climb from 43% in 1996 to 45% in 1998, with the core Argyle stations turning in 50% margins and the core Hearst stations averaging 44%.

Hearst-Argyle also got a positive nod last week from Moody's Investors Service. Moody's gave the company high grades for senior notes and a bank-sponsored credit line (the lead bank is Chase) affecting more than \$1 billion in potential financing. Moody's gave an investment-grade rating to HATV, one of only two pure-play broadcasters (Cox Radio being the other) to get such a grade

SYNDICATION MARKETPLACE

'Keenen' names new executive producer

Joe Davola has been named executive producer of Buena Vista Domestic Television's *The Keenen Ivory Wayans Show*. Davola previously was co-head of DreamWorks Television and worked at MTV for nine years. He replaces Charlie Parson, who left two weeks ago to work on future projects for Buena Vista.

Cohen will continue at MGM

MGM Domestic Television Distribution President Sid Cohen signed a long-term agreement to continue as head of the studio's sales and distribution arm. Cohen has served in the same capacity since 1991. He also will add pay-TV operations in Canada to his responsibilities.

'3rd Rock' hits 130 markets

Carsey-Werner Distribution has licensed sitcom *3rd Rock from the Sun* in 130 markets, representing 85% of

NSS POCKETPIECE

Top ranked syndicated shows for the week ending Aug. 31, as reported by Nielsen Media Research. Numbers represent average audience/stations/% coverage.

1. Wheel of Fortune	9.6/227/98
2. Jeopardy!	8.2/222/99
3. Home Improvement	7.8/233/98
4. Seinfeld	6.6/227/96
5. Simpsons	6.2/207/96
6. Oprah Winfrey Show	6.0/235/99
7. Xena: Warrior Princess	5.7/226/98
8. NFL on TNT	5.3/3/74
9. Entertainment Tonight	5.0/185/95
10. Nat'l Geog. on Assignment	4.8/181/98
11. Hercules, Journeys of	4.7/226/98
12. Montel Williams Show	4.3/193/96
12. Wheel of Fortune-wknd	4.3/181/84
14. Fox Hollywood Theatre II	4.2/208/98
15. Inside Edition	4.1/158/91

the country. New clearances include WPRI-TV Providence, R.I., and WSJV(TV) South Bend, Ind. *3rd Rock* is now cleared in 45 of the top 50 markets.

Corral, Woolman join 'Extra'

Al Corral has been named executive

editor and Todd T. Woolman editor for Warner Bros. Domestic Television's news magazine *Extra*. Corral previously was executive editor at KPIX-TV San Francisco, and Woolman was a producer for WGN-TV Chicago's morning news program.

Hammond to 'Access' from 'Extra'

Pete Hammond has been named coordinating producer for Twentieth Television's syndicated news magazine *Access Hollywood*. Hammond joins *Access Hollywood* from *Extra*, where he was a senior segment producer.

Coolidge signs deal with Ozma

All American Television signed a first-look development deal with Martha Coolidge and her production company, Ozma Productions. Coolidge's directing credits include "Rambling Rose," "Lost in Yonkers" and "Valley Girl."

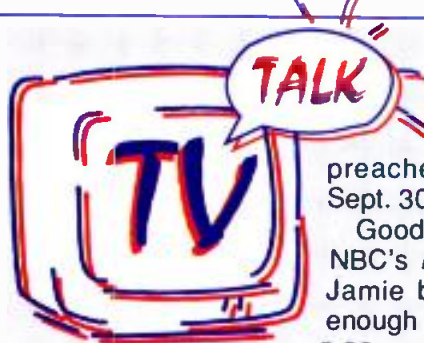
from the firm.

Moody's said its upgrade for Hearst Argyle reflects a better debt-to-cash-flow ratio (4-to-1) for the merged company, compared with Argyle as a stand-alone public company (low 5's-to-1). Moody's said the upgrade also reflects "the cost benefits [that] greater scale brings to dealing with the networks, program syndicators and rep firms, as well as access to capital, the many years of TV broadcasting experience represented by management and Moody's expectation that acquisitions will be conservatively financed."

HATV is being run by co-chief executive officers: chairman Robert Marbut, who ran the Argyle group, and president John Conomikes, who ran the Hearst group.

Conomikes said last week that the top priorities of merging the two companies and buying more stations are "running on a parallel level."

As for future acquisitions, Marbut said, "you'll know about them as soon as we do." He cited the company's \$1 billion credit line as evidence that Hearst-Argyle has the "wherewithal" to execute its expansion plan. ■



ABC shifts 'Soul,' delays 'Over the Top'

ABC didn't find the humor in pitting a preacher against the Buchman baby come Sept. 30; the little bundle could win.

Good buzz on the sixth-season opener of NBC's *Mad About You*—which has Paul and Jamie bringing home their first baby—was enough for ABC to temporarily air *Soul Man* at 8:30 p.m. instead of 8 p.m. on Wednesdays.

That delays the debut of *Over the Top* to 8:30 p.m. Oct. 21, although ABC says the move has more to do with preserving the preacher than postponing a potential problem in the Annie Potts/Tim Curry comedy. There isn't one, a network spokesperson insists.



Dan Aykroyd won't battle the Buchman baby right away.

"By shifting *Soul Man*'s time slot for the first few weeks of the season, we're giving this pivotal series the luxury to recapture its audience without intense premiere competition," says Jamie Tarses, ABC Entertainment president.

That's likely, judging by the performance of *Mad About You*'s season-ender May 20. The hour-long episode averaged 25.7 million viewers and gave NBC its highest rating in adults 18-49 in that hour since February 1986. The show is not expected to skip a beat in the first few episodes come Sept. 23, even with the added difficulty of working with an infant (although the producers are relying on an animatronic baby, in addition to several sets of twins, to depict Buchman Jr.). As for ABC, an original episode of *The Drew Carey Show* will air at 8 p.m. Sept. 23, followed by a *Home Improvement* repeat at 8:30. Reruns of *Home Improvement* will air temporarily in the 8 p.m. Tuesday time slot (while originals of the Disney comedy will continue to roll out at 9) until *Soul Man* returns to 8 p.m. Oct. 21. And the fate of *Over the Top*? It gets to launch opposite game three of the World Series.

NBC leads in Emmys

NBC took the early lead in the Emmy race by nabbing 15 statuettes during the non-televised portion of the 49th annual awards, held Sept. 7. *ER* and *3rd Rock from the Sun* were the NBC programs most often singled out, in such categories as casting, choreography and sound mixing. HBO and CBS each earned 10 Emmys; ABC took five; Fox, four, and UPN, one. And in the first-ever Emmy awarded to a commercial, HBO won for its "Chimps" spot, produced by PYTKA and created by the BBDO ad agency.



Joe Pytka accepts an Emmy for his agency.

Wayans weighs in for C-W

Carsey-Werner nabbed Damon Wayans for its next comedy—this one targeted to Fox. Wayans, who is busy executive-producing the new drama *413 Hope St.*, which he also created for Fox, will star in the series about an undercover detective.

Wider World of Sports

This one is from the "It's About Time" book. Beginning in January, ABC will use its *Wide World of Sports* moniker to encompass all ABC Sports programming on weekends and prime time specials, including professional golf tournaments, NASCAR and college basketball games. *Wide World* will originate live from a studio in New York, where hosts will provide scores, highlights and current news during the course of ABC Sports broadcasts on Saturday and Sunday. —LR

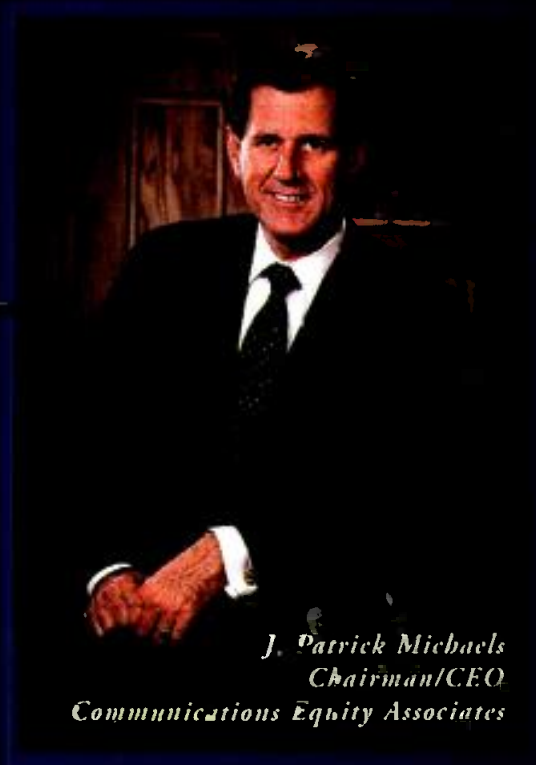
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**THE NATIONAL
CABLE TELEVISION
CENTER AND MUSEUM**



Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen Sept. 1-7

KEY: RANKING/SHOW [PROGRAM RATING/SHARE] • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 98.0 MILLION HOUSEHOLDS: ONE RATINGS POINT=980,000 TV HOMES
 YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • SOURCES: NIELSEN MEDIA RESEARCH, CBS RESEARCH • GRAPHIC BY KENNETH RAY

Week 50	abc	CBS	NBC	Fox	U/PIN	WB
	12.0/20	6.3/10	11.4/19	4.4/7	2.9/5	2.1/3
MONDAY	8:00 82. I Survived a Disaster 5.0/9	46. Cosby 7.2/13	18. Dateline NBC 10.1/17	71. World's Incredible Animal Rescues 5.3/9	101. In the House 2.8/5	108. 7th Heaven 2.2/4
	8:30	57. Ev Loves Raymd 6.5/11			90. Mal & Eddie 3.2/5	
	9:00 1. NFL Monday Night Football—Chicago Bears vs. Green Bay Packers 15.1/26	51. Cybill 7.0/11	7. NBC Monday Night Movie—Guarding Tess 12.0/19	87. Roar 3.5/6	97. Good News 2.9/5	109. Buffy/Vampire Slayer 2.0/3
	9:30	59. Murphy Brown 6.5/10			97. Sparks 2.9/5	
	10:00 75. Chicago Hope 5.3/9					
10:30						
TUESDAY	8:00 22. Home Imprvmt 9.8/17	69. JAG 5.5/9	44. Mad About You 7.3/12	82. Fox Tuesday Night Movie—Judgment Night 5.0/8	87. Moesha 3.5/6	
	8:30 23. Grace Undr Fire 9.5/16		46. NewsRadio 7.2/12		86. Moesha 3.6/6	
	9:00 12. Home Imprvmt 11.3/18	30. CBS Tuesday Movie—A Mother's Instinct 8.1/13	18. Frasier 10.2/16		106. Hitz 2.3/4	
	9:30 13. Spin City 10.6/17		28. Just Shoot Me 8.1/13		106. Hd Ovr Heels 2.3/4	
	10:00 40. NYPD Blue 7.3/13		2. Dateline NBC 14.4/24			
10:30						
WEDNESDAY	8:00 37. Drew Carey 7.5/13	51. The Nanny 6.9/12	93. Steve.Oedekerk.Com 3.1/5	64. Funny Things Kids Do 5.7/10	78. Star Trek: Voyager 5.1/9	97. Sister, Sist 2.9/5
	8:30 36. Spin City 7.5/13	46. The Nanny 7.2/12			93. Smart Guy 3.2/5	
	9:00 33. Ellen 7.9/12	25. 48 Hours 8.3/13	16. Dateline NBC 10.4/17	93. Party of Five 3.2/5	57. Star Trek: Voyager 6.5/10	89. Wayans Bro 3.4/5
	9:30					96. Steve Harvey 3.0/5
	10:00 4. PrimeTime Live 13.5/23	40. 48 Hours 7.3/13	24. Law & Order 8.7/15			
10:30						
THURSDAY	8:00 71. High Incident 5.3/9	67. Promised Land 5.5/10	17. Friends 10.2/19	78. When Stunts Go Bad 5.1/9		
	8:30		13. Men Bhvg Badly 10.5/18			
	9:00 37. Turning Point 7.4/12	44. Diagnosis Murder 7.2/12	3. Seinfeld 14.0/23	78. World's Scariest Police Shootouts 5.1/8		
	9:30		10. 3rd Rock fr/Sun 11.6/19			
	10:00 25. John Stossel Special 8.2/14	64. Class of 2000 5.7/10	8. ER 11.8/20			
10:30						
FRIDAY	8:00 54. Step by Step 6.8/14	63. Ordinary/Extraordinary 5.8/11	60. Unsolved Mysteries 6.2/12	84. Farewell to a Princess 4.4/9		
	8:30 40. Boy Meets World 7.3/14					
	9:00 28. Sabrina/Witch 8.1/15	69. JAG 5.4/10	5. Dateline NBC 13.0/23	90. Millennium 3.2/6		
	9:30 25. Sabrina/Witch 8.2/14					
	10:00 6. 20/20 12.4/23	64. Nash Bridges 5.7/10	9. Dateline NBC 11.7/21			
10:30						
SATURDAY	8:00 5.0/10	7.1/13	5.2/10	5.4/10		
	8:30 75. ABC College Football—Florida State vs. USC 5.2/10	40. Farewell to Diana 7.3/14	71. The Pretender 5.3/10	84. Cops 4.4/9		
	9:00	61. Early Edition 6.1/11		75. Cops 5.2/10		
	9:30 33. Walker, Texas Ranger 7.8/14		78. Profiler 5.1/10	62. AMW: America Fights Back 6.0/11		
	10:00					
10:30						
SUNDAY	7:00 90. World Gymnastics Championship 3.2/6	21. 60 Minutes 9.8/18	30. Dateline NBC 8.0/15	51. Fox NFL Sunday 6.9/14		109. Nick Freno 2.0/4
	7:30			73. Beyond Belief 5.3/10		105. Parent'Hood 2.4/4
	8:00 67. Am Fun Hm Vid 5.5/9	13. Touched by an Angel 10.5/17	56. Men Bhvg Badly 6.6/11	37. The Simpsons 7.4/13		102. Jamie Foxx 2.7/5
	8:30 49. Am Fun Hm Vid 7.0/11			49. King of the Hill 7.0/11		97. Unhap Ev Af 2.9/5
	9:00 35. ABC News Special—Men/Mars, Women/Venus 7.7/13	20. CBS Sunday Movie—The Gift of Love 10.0/16	32. NBC Saturday Night Movie—Lethal Weapon II 7.9/13	55. The X-Files 6.7/11		102. Tom Show* 2.7/4
	10:00					104. Alright Aldry 2.6/4
	10:30					
WEEK AVG	8.2/14	7.2/12	9.0/16	5.1/9	3.9/6	2.6/4
STD AVG	8.4/15	8.9/15	9.7/17	6.8/12	3.0/5	2.5/4

Radio rendezvous in New Orleans

NAB convention features group owner executives and seminar, digital audio demos

Radio broadcasters are heading to the Crescent City this week for the National Association of Broadcasters' Radio Show. CBS's Mel Karmazin, Emmis's Jeff Smulyan and Evergreen's Scott Ginsberg are among the radio executives scheduled to be there.

The conference, at the New Orleans Convention Center Sept. 17-20, kicks off Wednesday at 5 p.m. with a reception at the convention center. The following day, Robert Pittman, president and chief executive of America Online, delivers the keynote address there at 10:30 a.m.

At 2 p.m. on Thursday, leading radio group owners will participate in NAB's "Group Heads: Succeeding in a New Era" panel discussion. Panelists include Scott Ginsburg of Evergreen Media, Norm Feuer of Triathlon Broadcasting, Bob Neil of Cox Radio, Randy Michaels of Jacor Communications, Steve Hicks of Capstar Broadcasting Partners and Jeff Smulyan of Emmis Broadcasting. Starting at 7:30 a.m. Thursday,

Communications Equity Associates presents its annual "CEA Financial Breakfast."

On Friday, FCC Commissioner Rachelle Chong will speak on First Amendment issues at the NAB Radio luncheon. During that event, she will present CBS Radio Chairman and Chief Executive Mel Karmazin with the NAB's National Radio Award.

On Saturday morning, Crisler Co. sponsors a "congressional breakfast" featuring Senate Commerce Committee Chairman John McCain and House Telecommunications Subcommittee Chairman Billy Tauzin discussing public policy issues facing radio broadcasters. On Saturday night, the convention wraps up with the "Marconi Awards Dinner and Show."

New to the Radio Show this year is "Countdown 2000: A Technology Update," a seminar with demonstrations and lectures on developments in digital audio broadcasting technology. Also new to the show are three NAB workshops on technical certification requirements, scheduled for Wednesday, Thursday and Friday.

—DP

**THE NAB
RADIO
SHOW**

CBS, ABC: Two roads to radio

Major player CBS may be feeling acquisitive again, while ABC is in 'no rush'

Radio

By Elizabeth A. Rathbun

CBS Corp. may have signaled its return to radio deal-making last month when it came in second in the multibillion-dollar bidding for SFX Broadcasting Inc.

Since CBS started the run on radio stations in June 1996, paying a still unsurpassed \$4.9 billion for Infinity Broadcasting Corp., the mega-media company has kept a low acquisition profile. Its only buys in the past year have been two swaps, one of them aimed at satisfying FCC requirements.

Parent Westinghouse Electric Corp. has "been very busy and very active in other ways," including joining CBS and Infinity, says media analyst Jessica Reif Cohen, of Merrill Lynch. Also, dollars that could have been spent on radio stations have been tied up until the split of the Westinghouse media and industrial units is complete, she says. That is supposed to happen at the end of this month. Then, Reif Cohen says, "I would expect [CBS] to be [an] acquirer again."

The spin-off of the media unit will free up some \$3 billion for CBS to spend on acquisitions, says analyst Andrew Marcus, of Alex. Brown. "CBS, with its roots largely from Infinity, is a company we expect to be an aggressive acquirer over time," he says. By the end of 1998, CBS is expected to have \$10 billion in "acquisition capacity," according to an Alex. Brown report. That will mostly be spent on radio and outdoor purchases, the July 28 report says.

By stark contrast, fellow TV-group owner ABC Inc. has been sitting out the radio consolidation wars. Parent Walt Disney Co. just doesn't seem interested in radio, observers say.

"Both these companies have alternative places to use their money besides radio," says broker Bill Steding, of Star Media Group Inc.

And both already are among the top



Mel Karmazin's unsuccessful bid for SFX may have signaled CBS's return to its radio-buying ways

echelon of radio groups. Before the \$2.1 billion SFX deal, CBS was the clear leader in radio group revenue (\$1.01 billion estimated for 1996). But those days are over. SFX's new owner, Thomas O. Hicks, now brings in \$1.38 billion, according to BIA Research Inc.

Sources say CBS now has its sights on American Radio Systems Corp., which put its 81 radio stations on the block last month. The value of that company is said to be about \$2 billion.

CBS officials, including CBS station group CEO Mel Karmazin, declined to be interviewed for this article.

But radio clearly is key to CBS. Its radio stations earned \$378 million in the second quarter of this year, while TV stations earned \$213 million. "That's where the cash is being generated," media analyst Brian L. Eisenbarth, of Collins & Co., says about radio.

After losing its bid to buy SFX, perhaps the last available radio group with major-market stations, CBS has "some

interesting questions to ask themselves, like, do we move 'down-market' or do we invest our money in television-related activities?" Steding says.

CBS already seems to have made up its mind. It is a top-21-market group, with stations in all but five of those markets and none outside them. SFX has stations in just four top-20 markets: ARS, in six.

ABC likewise would have to embrace the idea of owning stations in smaller markets, says broker Gary Stevens. CBS, with its major-market strategy, has shut out all comers.

CBS initially was criticized for buying Infinity because of the price, but in terms of market share, "it may have been a pretty good deal," Eisenbarth says. Now, "there isn't a lot of room out there to compete with them."

In New York, the nation's largest radio market, CBS controls 35% of the radio revenue. Alex. Brown says. It has 36% in market number 5, Philadelphia, and 39% in Dallas/Fort Worth (7).

"We believe that under the strategic thrust of the new management, with [former Infinity president] Mel Karmazin playing a key role, CBS will improve pro forma operating cash flow by 57 percent, or over \$500 million, from 1996 to 1998," Alex. Brown says in a June 6 report on Westinghouse.

The Infinity deal "was a no-brainer," Steding says. "Now it's a jump ball" whether CBS spends more on radio stations or devotes dollars to TV. After all, he says, "Beauty is in the eye of the beholder."

Radio mouse looks to grow

Believe it or not, media behemoth Walt Disney Co./ABC Inc. is practically a pipsqueak in the world of radio.

With only 26 stations and \$306 million in estimated 1996 revenue, according to BIA Research Inc., ABC is one-forty-fifth the size of radio's top earner, Thomas O. Hicks. Hicks controls \$1.381 billion in radio revenue. And ABC is one-thirty-third the size of the only other



"We are not short of cash."
—ABC Radio President,
Robert F. Callahan

TV network with radio stations: CBS, which posts \$1.01 billion.

With radio such a small part of the Disney empire, rumors persist that ABC's radio stations might be sold. But ABC hopes to quash those rumors by buying radio stations in support of its fledgling Radio Disney kids network, according to Robert F. Callahan, president of ABC Radio. It recently announced plans to buy KKDZ(AM) Seattle, and Callahan promises

another top-10 acquisition soon.

"ABC is moving ahead fairly robustly. But given the state of what's happened" with consolidation, it may not appear that way, Callahan concedes.

ABC is in a strong position when it comes to radio, he says. There are synergies with Disney that ABC Radio can tap. For example, on the eve of a Disney or ABC TV special, Radio Disney could host a star of the show. That way, ABC "can get terrific talent on radio in afternoon drive," he says. Eventually, "it will [go] the other way."

Disney's deep pockets also should prove an advantage to ABC. As Callahan notes, "We are not short of cash."

But ABC will not pay the high prices some stations have been commanding, Callahan says—nearly 20 times cash flow, for example, for the merger of Chancellor Broadcasting Co. into Evergreen Media Corp. Those multiples are "so high that buyers quickly turn into sellers," he says.

At ABC, "the flame has been turned up and we will acquire again at sensible prices."

Asked whether "sensible" prices are possible in the current hot radio market, Callahan says: "Perhaps things are starting to peak. We're in no rush."

In the meantime, ABC Radio will concentrate on expanding its revenue with "smarter sales" and on operating its stations more efficiently, he says.

When Disney acquired ABC, it was interested mainly in the network's television assets, says media analyst Brian L. Eisenbarth, of Collins & Co. With the radio consolidation that has occurred since the Telecommunications Act of 1996, "it's a little late now" for ABC to grow its radio holdings significantly. In fact, it probably

was too late with the CBS/Infinity deal, he says.

"For anybody else, [buying radio stations] is an automatic yes," says broker Bill Steding, of Star Media Group Inc.

ABC has shown some interest in radio acquisitions this year, nevertheless. It bid on Viacom International Inc.'s 10 major-market stations, Steding says, and later bought two Washington FMs that had belonged to Viacom. But "they have not really kept up in the large markets," according to Steding. "They've got the capital. The question is whether or not the opportunity exists to spend their money [on major-market radio stations]."

"ABC has been very passive and...missed a lot of opportunities," says media analyst Andrew Marcus, of Alex. Brown. He's not impressed by ABC's purchase of six radio stations for \$123 million—plus so far this year, calling the deals "interesting, but minor." If it weren't for potential tax problems, Disney would have sold ABC's radio stations long ago, he says.

The TV side may provide another reason for Disney's hesitation about plunging into radio, says media analyst Jessica Reif Cohen, of Merrill Lynch. After buying ABC and seeing the network's ratings plummet, "there's probably more caution in getting out front," she says.

The result of ABC's lack of participation in consolidation? "Disney's opportunistic status [or lack thereof] has not served them well in the rapidly consolidating market, and their results have been subpar," Marcus says.

If ABC wants to increase its radio holdings, and broker Gary Stevens is sure it does, "they're going to have to embrace the idea of smaller markets."

ABC also would have to embrace the idea of paying high prices in the currently hot radio market. "It seems their view of values is more conservative," Stevens says of Disney.

The network will not get out of radio, he predicts. "Everybody speculates [that] if you don't buy any more [stations], you've got to go," Stevens says. But ABC is "big. They can stay."

"If they want to sell, there'll be many interested parties," Reif Cohen says. "It could go either way."

It will go just one way, Callahan says. He pledges that ABC will stay in radio. "This is a strategic view not only of mine but of the entire company.... It's a terrific business to stay in." ■

WorldSpace reaches for the DARS

Company has big plans to blanket the world with sound

By Elizabeth A. Rathbun

Think globally. Act globally.

That may well be the motto for WorldSpace Management Corp., which intends to be the world's first supplier of digital radio via satellite. WorldSpace plans to cover most of the globe and 69 countries with its three satellites and to deliver satellite radio or digital audio radio service (DARS) to 100 million customers by 2005.

Although WorldSpace does not hold a DARS license for the U.S., the Washington-based company has made a 20% investment in one of the two firms that does: American Mobile Radio Corp. WorldSpace hopes that American Mobile will use WorldSpace's portable DARS receiver and make it a worldwide standard.

American Mobile expects to launch its first satellite in 2000 and to begin U.S. service shortly thereafter. CD Radio Inc., the other U.S. DARS licensee, may beat it to market. It's planning to launch its first bird in the second half of 1999.

A look at WorldSpace's \$1 billion plan for satellite radio may offer a glimpse of what listeners and conventional AM and FM stations in the U.S. can expect when the service debuts here.

WorldSpace's first satellite is scheduled to launch in June 1998. Construction began early this year and is about 80% complete. "We haven't—knock on wood—missed a step," WorldSpace Chairman Noah Samara says.

That's also been true in finding "very good partners that are committed to the program and want to see this thing happen," Samara says.

Alcatel and Arianespace are building and launching WorldSpace's three satellites. Sanyo Electric Co. Ltd., JVC Ltd., Hitachi Ltd. and Matsushita Electric Industrial Co. Ltd. will build the receivers. SGS-Thomson and ITT Intermetall are under contract to build 2 million chipsets for the receivers.

In terms of programming partners, Bloomberg in July said it will broadcast audio of its Bloomberg Television in six languages on 23 WorldSpace channels. Other content providers so far include Radio Netherlands, Columbia's Radio Cadena Nacional, Kenya Radio and TV

and Korea's New World Sky Media. Negotiations are ongoing with Voice of America and the BBC.

Programming currently is "one of the main issues we are looking at," Samara says. Content should be "as beam-specific as possible" but generally doesn't have to be country- or even language-specific, he says. WorldSpace's satellite beams will be locked on Africa and most of Asia and Latin America, making its approximately 80 channels available to 4.6 billion people.

With so many potential listeners, "you don't have to go into every dialect to reach quite a substantial population," Samara says.

In one scenario he paints, a jazz show would broadcast across eight channels for CD-quality sound. When the music cut to talk, the channels could be divided so that announcers could be heard in several languages. Listeners would program the receiver with the language of their choice.

But local content will have a place on the satellites. "We want to take indigenous content and give it a global stage," Samara says. Radio theater and children's stories, for example, can cross cultural barriers.

"We're taking the best of radio and developing it into a new medium," says Joshua Simons, WorldSpace's vice president, marketing.

Like programmers, advertisers can go global. "There is a huge, huge global business out there that is completely untapped," Simons says. One WorldSpace satellite beam reaches an average of 500 million people. Combine that with radio ad spending of more than \$3 billion a year in WorldSpace's coverage area, and nearly worldwide companies like Coca-Cola and McDonald's should be eager to climb aboard.

And in an economical way. "It's a lot easier to create one message than to create a dozen messages," Simons says. "We will eliminate a lot of expenses in



"We want to take indigenous content and give it a global stage."

—WorldSpace Chairman Noah Samara

production and delivery of their advertising." He expects about half of WorldSpace's advertisers to be global, with 25% regional and 25% local.

U.S. broadcasters have trashed DARS plans, fearing a loss of ad revenue, but Samara says they have nothing to worry about. In fact, they can attract more advertising by going national or international, he says. "We are their ticket to become superchannels."

Besides advertising,

WorldSpace plans to make money with subscription services like all-news or sports channels, and by leasing capacity on its satellite. About 40% of WorldSpace's revenue should come from programming leases, while the rest will be split between advertising and subscriptions, Samara says.

Some 70% of WorldSpace's digital offerings will be free, Samara says. But that doesn't mean the good stuff will be available only by subscription. The free time "is not another wasteland," he promises.

At first, WorldSpace will target listeners whose earnings place them in the top 20% of a market. As receiver prices drop, Samara says, WorldSpace will be on the road to fulfilling its goal of serving the underserved, or creating "information affluence." Samara wants DARS to be available to residents of even the poorest and most far-flung countries, where it can be used for information and education. His nonprofit WorldSpace Foundation is overseeing that mission.

WorldSpace's receiver initially will be priced at about \$200. That eventually could be cut to \$50 or less, company officials say. The first units should be in stores by December 1998, working their way into cars by 2000.

The company eventually hopes to expand to offer text, fax capability, e-mail and slow-motion video programming like that seen on the World Wide Web. ■

THE NAB
RADIO
SHOW

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 □ \$123,000,000 □ 2
Combos □ \$66,685,000 □ 9
FMs □ \$11,110,000 □ 7
AMs □ \$1,760,000 □ 6
Total □ \$202,555,000 □ 24

SO FAR IN 1997:

TVs □ \$5,988,086,684 □ 83
Combos □ \$6,757,512,551 □ 232
FMs □ \$1,735,806,599 □ 307
AMs □ \$287,531,781 □ 163
Total □ \$14,768,937,615 □ 785

SAME PERIOD IN 1996:

TVs □ \$8,383,130,845 □ 75
Combos □ \$10,623,932,029 □ 259
FMs □ \$1,980,469,023 □ 296
AMs □ \$158,228,914 □ 176
Total □ \$21,145,760,811 □ 810

Source: BROADCASTING & CABLE

TV

KENS-TV-AM San Antonio, Tex.

Price: \$75 million + interest in Television Food Network

Buyer: A.H. Belo Corp., Dallas (Robert W. Dechard, president/8.3% owner; Ward L. Huey Jr., president, Broadcast Division); owns/is buying 19 TVs and two satellites and two AMs

Seller: E.W. Scripps Co., Cincinnati (William R. Burleigh, president; Edward W. Scripps Trust, 83% owner); owns eight TVs

Facilities: TV: ch. 5, 100 kw visual, 10 kw aural, ant. 1,390 ft.; AM: 1160 khz, 5 kw day, 1 kw night

Format: AM: news

Affiliation: TV: CBS

Option to buy WKBN-TV Youngstown, Ohio

Price: at least \$48 million

Buyer: GOCOM Communications LLC, Charlotte, N.C. (Richard L. Gorman, CEO; Bain Capital Inc., owner); owns/is buying nine TVs

Seller: WKBN Broadcasting Corp., Youngstown (J.D. Williamson II, president); no other broadcast interests

Facilities: ch. 27, 871 kw visual, 87.1 kw aural, ant. 1,430 ft.

Affiliation: CBS

Broker: Blackburn & Co.

COMBOS

KBOI(AM)-KQFC(FM), KIZN(FM), KZMG(FM) and KKGL(FM) (formerly KLCI) Boise, Idaho

Price: \$29 million

Buyer: Citadel Communications Corp., Bigfork, Mont. (Lawrence R. Wilson, president/19.1% owner; ABRY Broadcast Partners II LP, 37.2% owner); owns/is buying 64 FMs and 26 AMs

Seller: Pacific Northwest Broadcasting Corp., Boise (Charles H. Wilson, president/40% owner); no other broadcast interests

Facilities: KBOI: 670 khz, 50 kw; KQFC: 97.9 mhz, 47 kw, ant. 2,499 ft.; KIZN: 92.3 mhz, 44 kw, ant. 2,500 ft.; KZMG: 93.1 mhz, 50 kw, ant. 2,630 ft.; KKGL: 96.9 mhz, 44 kw, ant. 2,520 ft.

Formats: KBOI: AC; KQFC: country; KIZN: country; KZMG: top 40; KKGL: classic rock

WLWV-FM, WTGM(AM)-WQHQ(FM) Salisbury and WRXS(FM) Ocean City, Md.; WLBW(FM) Fenwick Island, Del.; WHBT(AM)-WBZE(FM) and WHBX(FM) Tallahassee, Fla.

Price: \$24.6 million

Buyer: Cumulus Licensing Corp., Milwaukee (William M. Bungeroth, president); is buying 25 FMs and eight AMs

Seller: HVS Partners, Potomac, Md. (Gisela Huberman, principal); no other broadcast interests

Facilities: WLWV-FM: 105.5 mhz, 2.1 kw, ant. 384 ft.; WTGM: 960 khz, 5 kw; WQHQ: 104.7 mhz, 33 kw, ant. 610 ft.; WRXS: 106.9 mhz, 6 kw, ant. 303 ft.; WLBW: 92.1 mhz, 6 kw, ant. 328 ft.; WHBT: 1410 khz, 5 kw day, 29 w night; WBZE: 98.9 mhz, 100 kw, ant. 390 ft.; WHBX: 96.1 mhz, 37 kw, ant. 279 ft.

Formats: WLWV: oldies; WTGM: sports, news; WQHQ: AC; WRXS: modern rock; WLBW: oldies; WHBT: soul; WBZE: soul; WHBX: adult urban contemporary

Broker: The Whittle Agency

KDHL(AM)-KQCL(FM) Faribault, KMFx(AM) Wabasha and KQPR-FM Albert Lea, all Minn.

Price: \$4.5 million

Buyer: James D. Ingstad, Fargo, N.D.; owns/is buying 21 FMs and 15 AMs

Seller: Robert E. Ingstad and Janice M. Ingstad, Valley City, N.D. (principals of Radio Ingstad Minnesota and Radio Albert Lea Inc.); own/are buying 15 FMs and 13 AMs

Facilities: KDHL: 920 khz, 5 kw; KQCL: 95.9 mhz, 3 kw, ant. 328 ft.; KMFx: 1190 khz, 1 kw; KQPR-FM: 96.1 mhz, 6 kw, ant. 328 ft.

Formats: KDHL: old-time country; KQCL: AC; KMFx: country; KQPR-FM: classic rock

WBEV(AM)-WXRO(FM) Beaver Dam and WYKY(FM) Columbus, Wis.

Price: \$3.8 million

Buyer: Good Karma Broadcasting LLC, North Brunswick, N.J. (Craig Karmazin, owner); no other broadcast interests

Seller: Beaver Dam Broadcasting Co. Inc., Beaver Dam (Joseph E. McNaughton Trust, chairman/61.38% owner, Joseph E. McNaughton, trustee); owns WRMN(AM)-WJKL(FM) Elgin, WBIQ(AM) Aurora, Ill.; WSHP(AM) North Las Vegas, N.V.; WCRA(AM)-WCRC(FM) Effingham, Ill.

Facilities: WBEV: 1430 khz, 1 kw; WXRO: 95.3 mhz, 6 kw, ant. 328 ft.; WYKY: 100.5 mhz, 6 kw, ant. 328 ft.

Formats: WBEV: AC, oldies, news/talk; WXRO: modern country; WYKY: AC
Brokers: Fugatt Media and Gary Stevens and Co.

KMMS-AM-FM and KSCY(FM) Bozeman, Mont.

Price: \$2.5 million

Buyer: American Cities Broadcasting LLC, Chicago (Bruce Buzil, co-chairman/4% equity manager); is buying seven FMs and six AMs, Buzil also

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is 96% owner of Marathon Media III LP, which owns/is buying six FMs and two AMs
Seller: Gilbert Broadcasting Corp., Bozeman (Kip Gilbert, president); no other broadcast interests
Facilities: KMMS(AM): 1450 khz, 1 kw; KMMS-FM: 95.1 mhz, 94 kw, ant. 781 ft.; KSCY: 96.7 mhz, 6 kw, ant. 150 ft.
Formats: KMMS(AM): news/talk; KMMS-FM: AAA, AOR; KSCY: AC
Brokers: Montcalm Inc. and ACB Consulting

WBLJ(AM) Dalton and WQMT-FM Chatsworth, Ga.

Price: \$1.35 million
Buyer: Radio Center Dalton Inc., Dalton (Paul Fink, president); owns WDAL(AM)-WYYU-FM Dalton
Seller: Carmen D. Trevitt and Annice Haygood Support Trust, Dalton; Trevitt has applied to build a new FM in Talking Rock, Ga.
Facilities: AM: 1230 khz, 1 kw; FM: 98.9 mhz, 3 kw, ant. 299 ft.
Formats: AM: AC, oldies, news; FM: country
Broker: Media Services Group

WAKY(AM)-WGRK(FM) Greensburg, Ky.

Price: \$600,000
Buyer: Commonwealth Broadcasting Corp., Glasgow, Ky. (Brereton C. Jones, chairman); owns WTCO(AM)-WCKQ(FM) Campbellsville, WLBN(AM)-WLSK(FM) Lebanon, WHHT(FM) Cave City, wxpc(FM) Horse Cave, wcds(AM)-wovo(FM) Glasgow, all Ky.
Seller: Veer Broadcasting Co. Inc., Greensburg (Michael R. Wilson, principal)
Facilities: AM: 1540 khz, 1 kw; FM: 103.1 mhz, 2.2 kw, ant. 375 ft.
Formats: AM: oldies; FM: big country hits

KANS(AM) and KGTR-FM Larned, Kan.

Price: \$250,000
Buyer: Goodstar Broadcasting LLC, Wichita, Kan. (Alan Goodman, president); owns KXXX(AM)-KQLS-FM Colby, KGNO(AM)-KLOS-FM and KDGB-FM Dodge City, KYUU(AM)-KSLB-FM Liberal, KZLS-FM Great Bend, KGLS-FM Hutchinson, KILS-FM Salina, KFNF-FM Oberlin and KWLS(AM) Pratt, all Kan.
Seller: C&C Consulting Inc., Emporia, Kan. (Ed Lipson, principal); owns KANS-FM Osage City, Kan.
Facilities: AM: 1510 khz, 1 kw; FM: 96.7 mhz, 3 kw, ant. 290 ft.
Formats: AM: AC; FM: oldies
Broker: Media Services Group Inc.

50% of WDOV(AM)-WVHQ(FM) Dowagiac, Mich.

Price: \$85,000 for stock
Buyer: Marilynn M. Johnson and Carl

Klosinski, Niles, Mich.; no other broadcast interests
Seller: V. Virgil and Margaret J. Bennett, St. Joseph, Mich.; no other broadcast interests
Facilities: AM: 1440 khz, 1 kw day, 89 w night; FM: 92.1 mhz, 3.3 kw, ant. 299 ft.
Formats: AM: contemporary country; FM: AC

RADIO: FM

WJBX(FM) Fort Myers, Fla.

Price: \$6 million
Buyer: Beasley FM Acquisition Corp., Naples, Fla. (George G. Beasley, CEO/90% owner); Beasley owns/is buying 18 FMs and nine AMs.
Seller: Schefflera Inc., Fort Myers (John R. Linn, president/30% owner); Linn and family own WJST(FM) Fort Myers Villas, Fla.; WKAZ(AM)-WKLC(FM) St. Albans, W.Va., and WABQ(AM) Cleveland
Facilities: 99.3 mhz, 50 kw, ant. 276 ft.
Format: Classic rock

KTWB(FM) Sioux Falls, S.D.

Price: \$2.75 million
Buyer: Midcontinent Broadcasting Corp., Minneapolis (Nathan L. Bentson, chairman); owns KELO(AM)-KRRO

(FM) Sioux Falls
Seller: Kirkwood Broadcasting Inc., Sioux Falls (Lee Axdahl, principal); Axdahl has applied to build six new FMs
Facilities: 101.9 mhz, 34 kw, ant. 580 ft.
Format: Country

WMKS(FM) Macon, Ga.

Price: \$1,225,000
Buyer: Magic Broadcasting II, Macon (Donald G. McCoy, president/88% owner); owns WDDO(AM)-WPEZ(FM), WDEN-AM-FM and WMWR(AM)-WAYS(FM) Macon and WMGB(FM) Jeffersonville, Ga.
Seller: Radio Macon Inc., Macon (C.A. McClure, principal); owns WRCG(AM)-WCGO(FM) Columbus and WCHK(AM)-WGST-FM Canton, Ga.
Facilities: 92.3 mhz, 3 kw, ant. 328 ft.
Format: Hot & new country

WKZJ(FM) Greenville, Ga.

Price: \$450,000
Buyer: Davis Broadcasting Inc., Columbus, Ga. (Gregory A. Davis, president); owns WOKS(AM)-WFXE(FM) Columbus, WAKB(FM) Wrens, WTHB(AM)-WFXA(FM) Augusta, WAEG(FM) Evans, WAEJ(FM) Waynesboro, all Ga., and wccj(FM) Harrisburg, N.C.

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Seller: Orchon Broadcasting Co., Newnan, Ga. (Cliff F. McCurdy III, CEO/51% owner); owns WKZZ(FM) Douglas, Ga.

Facilities: 95.7 mhz, 3.4 kw, ant. 876 ft.

Format: Adult hits

WAKY-FM Springfield, Ky.

Price: \$350,000

Buyer: Commonwealth Broadcasting Corp., Glasgow, Ky. (Brereton C. Jones, chairman); owns WTCO(AM)-WCKQ(FM) Campbellsville, WHHT(FM) Cave City, WXPC(FM) Horse Cave, WCDs(AM)-WOVO(FM) Glasgow, all Ky.

Seller: Wilson Group Inc., Greensburg, Ky. (Michael R. Wilson, principal)

Facilities: 102.7 mhz, 1.9 kw, ant. 417 ft.

Format: Oldies, news

KVLE(FM) Gunnison, Colo.

Price: \$300,000

Buyer: Pilgrim Communications Inc., Indianapolis (P. Gene Hood, president/75% owner); no other broadcast interests

Seller: E. Terrill Weiss, Buffalo, N.Y.; has applied to build a new TV in Destin, Fla., and a new FM in Grand Junction, Colo.; has interest in applications for two other new TVs in Houston, Miss., and Pullman, Wash.

Facilities: 102.3 mhz, 3 kw, ant. 200 ft.

Format: Contemporary country

CP for KHIP(FM) Felton, Calif.

Price: \$35,000

Buyer: New Wave Broadcasting LP, Saddle River, N.J. (Ferrari Broadcasting Inc., 1% general partner; CMNY Capital II LP, 62% limited partner; Jon Ferrari 18% limited partner); owns/is buying 9 FMs and two AMs

Seller: Miklos Benedek and Barney Dewey, San Jose, Calif.; Benedek is selling KMBY-FM Gonzales, Calif.

Facilities: 93.7 mhz, 656 w, ant. 492 ft.

Format: Dark

Broker: Jorgenson Broadcast Brokerage Inc.

RADIO: AM

WDLR(AM) Delaware, Ohio

Price: \$750,000

Buyer: Esq. Communications Inc., Columbus, Ohio (Percy Squire, president/owner); is buying WGFT(AM) Youngstown; owns 45.5% of WRBP (FM) Hubbard and WSMZ(FM) Johnstown, all Ohio

Seller: Christian Community Church—Westerville, Westerville, Ohio (Robert Buchan, pastor); no other broadcast interests

Facilities: 1550 khz, 500 w day, 29 w night

Format: News/talk

WPEP(AM) Taunton, Mass.

Price: \$300,000

Buyer: Willow Farm Inc., Hamilton, Mass. (Keating Willcox, president/owner); is buying WNSH(AM) Beverly, Mass., and WMVU(AM) Nashua, N.H.

Seller: Silver City Broadcasters Inc., Taunton (David Gay, president); no other broadcast interests

Facilities: 1570 khz, 1 kw day, 227 w night

Format: News/talk

WPLV(AM) West Point, Ga.

Price: \$200,000

Buyer: Taylor Family Broadcasting Inc., College Park, Ga. (C.T. Taylor, president/95% owner); no other

broadcast interests

Seller: Fuller Broadcasting Co., Opelika, Ala. (Gary Fuller, president); owns WKKR(FM) Auburn, WZMG(AM) Pepperell and WTLM(AM)-WMXA(FM) Opelika, all Ala.

Facilities: 1310 khz, 1 kw

Format: Country

WFOG(AM) Chesapeake, Va.

Price: \$200,000

Buyer: Chesapeake-Portsmouth Broadcasting Corp., Winston-Salem, N.C. (Stuart W. Epperson, principal); Epperson and family own WTOB(AM) Winston-Salem and WWBG(AM) Greensboro, N.C.; WPMH(AM) Portsmouth, Va., 50% of KKOL(AM) Seattle, and 50% of Salem Communications Corp., which owns/is buying 14 FMs and 26 AMs

Seller: 4M Communications Inc., Norfolk, Va. (Charles Milkis, president); owns WVNZ(AM) Richmond and WVNS(AM) Claremont, Va.

Facilities: 1600 khz, 5 kw day, 27 kw night

Format: Soft adult contemporary

WMVU(AM) Nashua, N.H.

Price: \$175,000

Buyer: Willow Farm Inc., Hamilton, Mass. (Keating Willcox, president/owner); is buying WNSH(AM) Beverly and WPEP(AM) Taunton, Mass.

Seller: Nashua Community Broadcasting Inc., Nashua (Edward Lecius, president)

Facilities: 900 khz, 210 w

Format: News/talk

KASH(AM) Anchorage

Price: \$135,000

Buyer: Chinook Concert Broadcasters Inc., Anchorage (Gordon W. and Carole J. Ringoen, chairmen/52% owners); owns KLEF-FM Anchorage

Seller: Capstar Broadcasting Partners LP; Austin, Tex. (Thomas O. Hicks, owner); owns/is buying 220 FMs and 93 AMs (including SFX stations)

Facilities: 1080 khz, 10 kw

Formats: News

—Sara A. Brown

Amplification

One-on-One Sports' purchase of WEJM(AM) Chicago (B&C, Sept. 1) was brokered by Gary Stevens and Co.; Capstar's purchase of KXMX(FM) Cedar Rapids, Iowa (B&C Sept. 8) was brokered by both Gordon Rice Assoc. and Media Venture Partners.

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technology

Special Report: Station Automation

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features

Primestar numbers don't add up

Company says it is checking into its subscriber counts

By Price Colman

Direct broadcast satellite company Primestar Partners has trimmed its subscriber count from 1.9 million to 1.79 million after an audit of its subscriber numbers uncovered an error.

A Primestar spokesperson says the error, which artificially inflated its subscriber count by 110,000 customers, was discovered in its January subscriber report.

It's unclear how the error, uncovered during an audit related to the ongoing rollup of the partnerships, might affect monthly subscriber reports since January. One possible impact: If Primestar has used the inflated numbers as the basis for paying programming fees, it may have overpaid programmers by \$1 million or more per month since January.

The Primestar spokesperson says the company is checking monthly subscriber counts: "We are looking at all the months for '97."

While Primestar attributes the problem to a generic "database error," industry sources suggest a more specific explanation: Primestar may have based its sub count on the number of converter boxes installed instead of homes with service. A single household may have more than one converter if it's receiving the DBS service on more than one television set, but the home still counts as a single subscriber. Another possibility: Customers who'd had equipment installed and signed up for the service never paid, or they stopped paying, and remained on the books.

The error underscores a growing problem within the DBS industry: the lack of standardization of the way in which DBS operators count subscribers.

"This is a big issue in the industry," says Jimmy Schaeffler of The Carmel

PRIMESTAR

If Primestar has used the inflated numbers as the basis for paying programming fees, it may have overpaid programmers by \$1 million or more per month since January.

Group, publisher of the *DBS Investor* newsletter. "There really needs to be not only accuracy but apples-to-apples standardization among different system operators. If anything comes out of this, it's that they've all got to get together on what they're giving as subscriber numbers. Until now, each of them has been able to report numbers without justifying what those numbers are."

Subscriber counts are particularly sensitive for DBS operators because they reveal, on a broad front, a great deal about how well an operator is performing. They also can be a barometer of how well a particular promotion is performing. The size of the customer

base is also a crucial component in negotiating contracts with programmers.

"Several key programmer contracts are tied to subscriber numbers," says Schaeffler. "There's a lot on the line when they're reporting these numbers."

The first hint of a problem arose when *Sky Report*, the newsletter of the Satellite Broadcasting Communications Association (SBCA), reported that Primestar had gained only 500 subs during August.

"We checked and they confirmed," says Evie Haskell, editor of *Sky Report*. "We reported on it earlier [last] week, and all hell broke loose."

That was when Primestar disclosed the larger problem with its subscriber count.

The company is still calculating, but "for August, we expect to add 23,000 subscribers," a spokesperson says. That's in sharp contrast to the healthy growth DIRECTV and EchoStar are reporting. According to *Sky Report*, DIRECTV added 90,000 customers during the month, while EchoStar added 75,000. Once again highlighting the controversy surrounding DBS subscriber numbers, however, The Carmel Group reports DIRECTV gained 85,000 new subscribers in August, while EchoStar added 46,000.

Churn and bad debt have been nagging problems for DIRECTV and Primestar. DIRECTV has acknowledged annual churn of around 10%. TCI Satellite Entertainment, which has nearly 800,000 of Primestar's total subscriber base, had annual churn of about 40% in 1996 but expects that to drop to 27%-32% this year, thanks to more rigorous credit approval measures. But statistics on churn, like subscriber counts, are subject to variations in how they're reported and are nearly impossible to verify. ■

Basic launch for Philadelphia sports channel

Local operators complain Comcast/Spectacor wants too high a price

By Donna Petrozzello

Comcast/Spectacor says it will launch its regional sports channel for Philadelphia-area subscribers as a basic cable network, despite protests from some local cable operators.

Philadelphia-area operators including Wade Cable, Lower Bucks Cablevision and Harron Communications say Comcast/Spectacor is asking too high a price—nearly \$1.50 per month per subscriber—for SportsNet, which operators say will interest only a minority of their subscribers.

"SportsNet would be the most expensive service that we would offer in basic cable," says Andrew Walton, Harron Communications regional manager. "Although it would interest some of our customers, all of our subscribers would end up subsidizing the sports fans."

"There may be a fundamental misunderstanding of how broad the level of support for a regional sports channel really is by those trying to launch the channel," says Walton. "Sports certainly drives interest in cable but generally does not enjoy the same broad appeal as some other channels."

The 24-hour SportsNet will feature year-round coverage of Philadelphia Flyers, 76ers and Phillies games, plus college sports, news and talk programs as a basic-tier service, says SportsNet President Jack Williams.

SportsNet replaces the basic-tier network SportsChannel and the premium sports and movie network Prism, which carried games of Philadelphia teams. Prism cost consumers \$12-\$15 per month. SportsChannel cost "significantly less" than \$1.50 per subscriber, say operators.

"If SportsNet were a much less expensive service, then the issue of offering it on an optional basis would be less important to us," says Walton.

Walton and others argue that the SportsChannel/Prism structure allowed them to offer sports as either a premium or a basic-tier service and gave consumers the option of paying for the type of service they desired. Several operators say they want the same choices with SportsNet.

Williams insists that launching SportsNet as a basic channel "makes

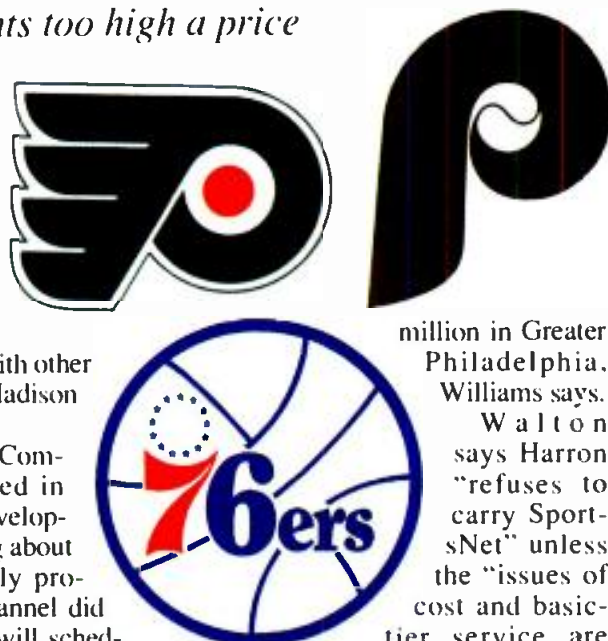
sense for the teams and for the advertisers, which want to reach the largest audience possible, and it's the only way that you really can serve the marketplace."

Williams defends SportsNet's estimated cost, saying it is "very competitive" with other regional networks, such as Madison Square Garden Network.

Williams points out that Comcast/Spectacor has invested in building new studios and developing programming—including about seven hours daily of locally produced news—that SportsChannel did not include. SportsNet also will schedule more than 150 more games than SportsChannel carried. "We're making a major effort to really create something of worth," says Williams.

Despite grumbling from some local operators, Williams says "the reception from the marketplace has been outstanding, and the average person is thrilled to be getting these games on basic cable."

SportsNet has the support of other operators, particularly Comcast Corp. and Suburban Cable and their jointly owned Garden State Cable. SportsNet expects to launch with an initial 2 million subscribers out of a potential 2.6



million in Greater Philadelphia, Williams says.

Walton says Harron "refuses to carry SportsNet" unless the "issues of

cost and basic-tier service are resolved." Harron

claims some 42,000 subscribers over its systems in Delaware and Chester County, Pa. Walton adds that Harron "is in discussions with SportsNet" and "is hopeful" the companies can reach an agreement.

"We think SportsNet has merit and that many of our customers would enjoy the channel, but we're trying to balance that fact with the cost," Walton says.

SportsNet is co-owned by Comcast/Spectacor and the Philadelphia Flyers. Spectacor owns the Philadelphia Flyers, the 76ers and two area sports arenas. ■

Cablevision files \$1B bond sale

Cablevision Systems Corp. has registered to sell \$1 billion in new bonds to iron out the kinks in recent deals and financial moves.

In a Securities and Exchange Commission filing, the MSO said that it has not set a specific date for the bond sale and disclosed little detail about the use of proceeds from the sale.

However, the shelf registration filing shows that Cablevision faces two refinancing issues tied to its recent deal-making flurry and internal restructuring. On the deal side, Tele-Communications Inc.'s plan to exchange systems serving 850,000 metro New York subscribers for a 30% Cablevision stake calls for dumping \$669 million in debt on Cablevision, which will need to refinance that debt. Second, Cablevision is seeking to restructure its operations. The company is looking to shuffle assets of its financially "restricted group"—constrained by lenders—and its more aggressive and flexible unrestricted group, pulling Rainbow Programming Services out of the restricted group. One of the assets going into the restricted group will be Cablevision's "unrestricted" Ohio systems, which carry about \$250 million in debt that also will need refinancing.

—JMH

TCI/Jones Chicago talks not dead yet

Deal could give TCI nearly two-thirds of market share

By Price Colman

Talks between Tele-Communications Inc. and Jones Intercable concerning Jones's suburban Chicago cable systems may heat up again after cooling earlier this year.

TCI and Jones had conducted preliminary talks about Jones's Chicago holdings, but the discussions died down as both operators dealt with more pressing issues. But after a series of joint ventures and swaps for TCI and a stock offering and a couple of key acquisitions for Jones, the groundwork appears set for broadening the TCI/Jones talks.

"In the last several days, Leo [Hindery] has asked for some updated numbers on subscribers and cash flow," says a source familiar with the talks. "In several months things can change pretty dramatically."

The Jones systems—encompassing about 244,000 subscribers in Chicago's western suburbs—are one key piece missing in Tele-Communications Inc.'s plan to dominate the Chicago-area cable market.

TCI's recent deals with Time Warner helped to boost its percentage share of the Chicago DMA from 36% to nearly 45%. TCI also is poised to announce deals with US West Media Group's



"In the past several days, Leo [Hindery] has asked for some updated numbers on subscribers and cash flow," says a source familiar with the talks between Tele-Communications Inc. and Jones Intercable.

MediaOne that would increase TCI's Chicago market share to about 65%. TCI is reportedly interested in acquiring, either through joint ventures or purchase, Chicago systems owned by Prime Cable, which has about 127,000 subscribers there.

Jones announced last year that it was putting systems in the western Chicago suburbs up for sale as part of its effort to sell or buy out its managed partnerships. Since then, there has been near silence about any deals, with Jones saying only

that it has talked with several potential buyers.

But a TCI/Jones deal becomes more likely once the TCI/MediaOne transaction is final, sources say.

"If [TCI] does Time Warner and MediaOne in Chicago, Jones will fall," says an industry executive. "I think it's inevitable, but it's pretty low on [TCI's] list."

Several issues could stretch out the TCI/Jones talks. First, Baby Bell Ameritech is aggressively attacking the Chicago market—its home base—by obtaining franchises. The more that pressure from Ameritech grows, the more leverage TCI has with Jones on the systems' price. Thus, it benefits TCI to bide its time. Jones also is under pressure from Bell Canada—its largest outside shareholder, with a 32% stake—to get out of the managed partnerships and to improve its cash position. At the same time, Jones needs approval from Bell Canada for major transactions.

What looks increasingly unlikely is a deal in which TCI would pay some cash and swap its District Cablevision system in Washington, D.C., for Jones's Chicago properties. Jones reportedly is not interested in the Washington system because it needs an extensive and expensive upgrade. ■

Bravo plans foreign film channel

Targeted to digital tiers, World Cinema expected to launch in 12-15 months

By John M. Higgins

Hoping to craft a channel that can survive on the limited distribution offered by digital cable, Bravo plans to start a new movie channel based on foreign films.

World Cinema is an outgrowth of a regular segment on Bravo featuring recent foreign-language movies plus older films from such foreign directors as Federico Fellini and Akira Kurosawa.

Josh Sapan, president of Bravo parent Rainbow Programming Services,



says that international movies have performed surprisingly strongly in recent years on Bravo, with subtitled films such as "La Femme Nikita" and "Indochine" scoring as high as 0.7,

a strong rating for the network. He sees World Cinema as a natural niche extension, fueled partly by the demise of art-house theaters that favor foreign films.

"There's only one movie niche left untouched on television, and that's international film," says Kathleen Dore, president of Bravo Networks.

The expansion comes at a time when

artsy movie channels are finding distribution difficult. Bravo's Independent Film Channel has secured just 10 million subscribers, about 40% of them on DIRECTV and systems controlled by Rainbow parent Cablevision Systems Corp. Showtime Networks Inc.'s Sundance Channel has some 1 million.

But World Cinema will be looking at the new channel capacity opened up by digital cable. Priced for digital tiers, World Cinema will launch only when operators have deployed 1 million digital converters, which Rainbow executives expect operators to hit in 12-15 months. The new network will be packaged with IFC. ■

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PEOPLE'S CHOICE
Top Cable Shows

Following are the top 50 basic cable programs for the week of Sept. 1-7, 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. NFL/Dallas @ Arizona	TNT	Sun 7:58p	7,069	9.8	7.3	16.1
2. 1997 Video Music Awards	MTV	Thu 8:00p	5,141	7.5	5.3	12.1
3. Princess Diana Funeral Coverage	CNN	Sat 11:00a	3,981	5.5	4.1	14.0
4. Diana Procession to Gravesite	CNN	Sat 9:00a	3,655	5.0	3.8	12.3
4. Princess Diana Funeral Coverage	CNN	Sat 11:30a	3,646	5.0	3.8	13.2
6. World Champ. Wrestling	TNT	Mon 10:00p	3,557	4.9	3.7	7.8
7. World Champ. Wrestling	TNT	Mon 9:00p	3,507	4.8	3.6	7.5
8. Diana Procession to Gravesite	CNN	Sat 7:00a	3,361	4.6	3.5	13.1
9. World Champ. Wrestling	TNT	Mon 8:00p	3,251	4.5	3.4	7.7
10. Diana Princess of Wales Funeral	CNN	Sat 8:00a	3,194	4.4	3.3	11.8
11. Diana Princess of Wales Funeral	CNN	Sat 8:00a	3,161	4.3	3.3	14.1
12. Movie: "Total Recall"	TBS	Sun 9:01p	3,087	4.2	3.2	8.6
13. 1997 VMA Post Show	MTV	Thu 11:00p	2,808	4.1	2.9	8.3
14. Larry King Live	CNN	Tue 9:00p	2,863	3.9	3.0	6.2
14. Rugrats	NICK	Tue 7:30p	2,782	3.9	2.9	6.8
16. Princess Diana Tribute	CNN	Sat 8:00p	2,770	3.8	2.9	7.0
16. Princess Diana Funeral Coverage	CNN	Sat 12:00p	2,737	3.8	2.8	10.0
16. Larry King Live	CNN	Mon 9:00p	2,732	3.8	2.8	5.8
19. Rugrats	NICK	Thu 7:30p	2,648	3.7	2.7	6.7
20. Rugrats	NICK	Sat 10:00a	2,535	3.6	2.6	8.1
21. Newsday	CNN	Mon 12:00p	2,548	3.5	2.6	8.8
21. Rugrats	NICK	Sun 10:00a	2,518	3.5	2.6	10.7
21. Rugrats	NICK	Mon 7:30p	2,497	3.5	2.6	6.1
21. Rugrats	NICK	Sun 10:30a	2,492	3.5	2.6	10.5
25. Tiny Toon Adventures	NICK	Sat 9:30a	2,413	3.4	2.5	7.7
26. Rugrats	NICK	Sat 10:30a	2,398	3.4	2.5	7.7
27. NFL Prime Time	ESPN	Sun 7:00p	2,436	3.3	2.5	6.0
27. NASCAR/Exide Select Batteries 400	ESPN	Sat 7:31p	2,431	3.3	2.5	6.2
27. Rugrats	NICK	Sat 8:00p	2,384	3.3	2.5	6.4
27. Rugrats	NICK	Wed 7:30p	2,376	3.3	2.4	6.0
31. Princess Diana Cortège	CNN	Fri 4:00a	2,313	3.2	2.4	12.7
31. All That	NICK	Sat 8:30p	2,299	3.2	2.4	5.9
31. Rugrats	NICK	Fri 7:30p	2,283	3.2	2.4	6.4
31. Hey Arnold	NICK	Sat 11:00a	2,274	3.2	2.3	8.0
35. Burden of Proof	CNN	Mon 12:30p	2,271	3.1	2.3	7.9
35. CNN Today	CNN	Fri 1:11p	2,254	3.1	2.3	10.7
35. Queen Elizabeth Address	CNN	Fri 1:00p	2,246	3.1	2.3	10.4
35. Busy World of R. Scarry	NICK	Mon 10:00a	2,243	3.1	2.3	8.7
35. Blues Clues	NICK	Mon 9:30a	2,220	3.1	2.3	8.9
35. Kenan & Kel	NICK	Sun 9:00p	2,205	3.1	2.3	5.5
35. Doug	NICK	Tue 7:00p	2,186	3.1	2.3	5.7
42. NCAA/Ruburn @ Virginia	ESPN	Thu 7:58p	2,177	3.0	2.2	4.9
42. Hey Arnold	NICK	Sun 11:00a	2,173	3.0	2.2	8.8
42. M. Sendak's Little Bear	NICK	Mon 9:00a	2,166	3.0	2.2	9.2
42. Rockos Modern Life	NICK	Sat 12:00p	2,150	3.0	2.2	8.1
42. Hey Arnold	NICK	Mon 8:00p	2,144	3.0	2.2	5.0
47. Movie: "The Secret of My Success"	TNT	Sun 4:30p	2,072	2.9	2.1	5.7
47. All That	NICK	Sun 7:30p	2,042	2.9	2.1	4.8
47. Doug	NICK	Mon 7:00p	2,041	2.9	2.1	5.3
50. Movie: "Tremors"	USA	Sun 8:00p	2,052	2.8	2.1	5.1

Sources: Nielsen Media Research, Turner Research

Home teams
get a bad bounce

National deals spoil local
broadcasters' hoop dreams

by Paige Albiniak

When the University of New Mexico's basketball team doesn't do well, its home station, KRQE-TV Albuquerque, takes a beating, says program director John Tischendorf. But when the team does well, he says, the station still takes a beating.

Tischendorf wants to do the "best thing for my market" and air as many of the home team's games as possible. But now that the team is ranked in the top 25 nationally, a contract with the Western Athletic Conference (WAC) gives national cable power ESPN first pick of the games, leaving Tischendorf with less attractive matchups and less potential for profit.

"I want the team to be big, but I would also like to be able to share a little of the cream," he says.

To add insult to injury, ESPN has had a deal with DIRECTV since 1995 to provide basketball games to DIRECTV's Full Court package, which gives subscribers access to as many as 600 men's college basketball games per season. ESPN gives DIRECTV coordinates for satellite feeds from local stations, and the satellite service then makes games available to subscribers in other markets.

Although Tischendorf thinks national exposure is good for the University of New Mexico, he is angry enough at ESPN to refuse to give it satellite coordinates for the games KRQE produces.

Away games cost upward of \$20,000 per game to produce. Tischendorf would like ESPN to compensate KRQE for the access to its satellite feeds, or at least allow it to do "side-by-sides"—air a game on a local station when ESPN has the exclusive national rights.

"[For ESPN] to ask if they can take our signal and put it in a DIRECTV package where they are making money on this and then not compensate us in any way is absurd. We are saying no to them as long as they say no to us," Tischendorf says.

ESPN, for its part, does not comment on "contractual problems," says



How do you get fifty million people to do anything?

How do you get fifty million people to eat dinner in the living room?

How do you get fifty million people to pray together?

How do you get fifty million people to hold their breath for the same fifteen seconds?

How do you get fifty million people to yell so loud, the neighbors yell back?

How do you get fifty million people to remember a single moment for the rest of their lives?

How do you get fifty million people to do anything?

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ESPN research derived Nielsen Universe estimate 50,210,000 - week ending 8/10/97.



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spokesman Dean Diltz.

KRQE is not the only station to refuse to cooperate with ESPN. KMPH(TV) Fresno, Calif., and KTSM-TV El Paso last year also refused. KTSM-TV since has stopped broadcasting University of Texas at El Paso games, partly because of the problems with ESPN.

"You would set up your broadcast schedule with the university and sell advertising packages based on the schedule," says Larry Bracher, general sales manager at KTSM-TV. "ESPN would come in and take the game, and we would have to scramble to offer advertisers additional spots on other games; we would also offer them inventory on other programs."

But KRQE's standoff tactics don't seem to be unduly disturbing to Disney-owned ESPN or General Motors-owned DIRECTV.

"ESPN has been a terrific partner," says Stephanie Campbell, senior vice president of programming at DIRECTV. "We've had no problems, nor have we heard anything from them that would

cause us to worry."

As contentious as the issue between ESPN and local stations appears, the real problem exists between the WAC, which makes the national broadcast deals, and the local stations that work with schools in the WAC.

Many collegiate athletic conferences, especially those with nationally ranked teams, have broadcast contracts with their schools that determine how local and national programming is handled.

The conference then sells those rights to a syndicator, which negotiates with cable networks, broadcast networks and schools. Games that are left are returned to the schools, which often work with local stations to create local sports packages.

The WAC doesn't have a contract that determines how schools handle local rights, says associate commissioner Jeff Hurd, "and that's probably what differentiates us from some other conferences."

Hurd says it is not economically fea-

sible for the WAC, which includes the University of New Mexico, Brigham Young University and Fresno State, to control all the broadcast rights for its schools. Plus, the WAC only recently has garnered national attention, with the number of games picked up by national networks increasing to 35 from six in the past three years, Hurd says.

The losers in the conflict aren't just disgruntled local broadcasters who find they don't have much leverage against the national networks—consumers lose as well, Tischendorf says. Many people in KRQE's 163,000-square-mile designated market area don't have cable, so they miss out on UNM games if they air only on ESPN.

But Tischendorf and Bracher say they feel the WAC is stuck in the middle, and Hurd wants to negotiate a settlement with them.

"Our only recourse is to work out an agreement between the local guys and us," Hurd says. "I don't think the answer is to control all the local rights." ■

WCW gets bang from 'Nitro'

Wrestling wins in clash with tennis; Turner looks to expand ring presence

By Donna Petrozzello

The allure of sequins and Spandex proved stronger than the draw of white tennis shorts as more Americans watched Turner Network Television's Monday night wrestling than USA Network's coverage of the U.S. Open on the same night last month.

World Championship Wrestling's *Monday Nitro Live* earned its best ratings ever on Aug. 25 with a 5.7 rating at 9-10 p.m. During that hour, more than 4 million households tuned in, making it the most-watched wrestling program in basic cable's history.

On the same night, USA Network's coverage of early-round U.S. Open tennis matches earned a 1.3 rating, according to USA officials and Nielsen Media Research.

Turner Broadcasting System's WCW franchise has also been pulling in some of its best ratings to date for *Clash of Champions*, carried by super-



'Monday Nitro Live' earned its best ratings ever on Aug. 25 with a 5.7 rating at 9-10 p.m.

station TBS.

Champions, which airs twice annually on Saturday nights, earned a 3.7 rating on Thursday, Aug. 21, and ranked among basic cable's top three programs for the week. Meanwhile, TBS's regular Saturday night WCW programming has gained in audience share, from 4.9 to 5.2 since 1995.

WCW programs are also proving to

be more than single-night hits. Since June, *Nitro* has averaged a 4.0 rating/6.9 share (10.4 million households) to become basic cable's leading weekly prime time series, according to Nielsen data and Turner.

By comparison, rival World Wrestling Federation's *Monday Night Raw*, which competes directly with TNT, earned an average 2.7 rating since June, according to USA and Nielsen.

Recent ratings spikes and strong marks for *Nitro* and *Champions* have encouraged the WCW to expand their franchise.

"These ratings are the result of WCW building its audience over the past two and a half years," says WCW Senior Vice President and General Manager Eric Bischoff.

In terms of pay-per-view events, WCW's revenue from those programs in 1996 increased some 25% over the previous year. WCW has also increased its PPV schedule. It is planning 12

events for 1997, compared with the five PPV events it sponsored in 1992, says Bischoff.

Bischoff says WCW's emphasis on smart marketing tie-ins—such as the "WCW vs. the World" electronic game, and programming specials that put celebrities such as Chicago Bulls star Dennis Rodman in the ring with WCW

combatants—has "made wrestling more palatable to a passive audience."

"Our success is a result of becoming a bigger entertainment value as opposed to traditional wrestling," says Bischoff. He says WCW plans to capitalize on its strong ratings by expanding the brand and programming line. In January 1998, TBS will make room for two hours of

Champions in prime time on Thursday nights.

WCW also is developing a "children's action program" for syndication featuring regular WCW wrestlers as well as a weekly sitcom. WCW recently finished shooting a movie featuring Hulk Hogan that is scheduled for release next month. ■

CAB predicts more growth

Sees ratings, shares continuing to grow at broadcasters' expense

By Donna Petrozzello

Citing consistent gains in viewership all year, the Cable Advertising Bureau predicts that basic cable networks will earn an average 34.5 share and 20.8 rating in prime time during fourth quarter 1997.

Those predictions, released last week, would represent a gain of 2.8 share points and a 1.6% increase in ratings over the same quarter last year, according to data reported by Nielsen Media Research and the CAB. The CAB is also projecting an increase in cable's prime time households to 20.4 million in the fourth quarter, up from 18.6 million in the same period last year.

The CAB says its predictions of ratings and audience share were derived from average viewership totals of 40 leading cable networks as reported by Nielsen. CAB Vice President of Research Jonathan Sims describes the predictions as conservative.

Sims says leading networks could claim up to a 35.1 prime time share if cable's share continues to gain at the rate of 1.2 points each year, a pace it has kept since 1994. Sims and the CAB based their predictions for fourth quarter 1997 on a modest .6 gain in audience share over the first half of 1997.

Sims expects cable viewership will grow at the expense of broadcast TV networks, which he anticipates will lose audience share in the fourth quarter, particularly during prime time.

"We're expecting a corresponding decline by 2.8 points for audience share by the four major broadcast TV networks collectively," he says. "At the same time, the very dramatic growth for cable will continue unabated in the new season."

The CAB based that bleak network outlook on what Sims calls broadcast TV's "inflammable mix of programming."

Of some 45 returning prime time shows on ABC, CBS, NBC and Fox, ratings for 32 declined in the 1996-97 season compared with last year's 1995-96 season, says Sims.

In addition, the four major networks are slated to debut 34 shows in the upcoming 1997-98 season, putting them at a disadvantage. "The broadcast networks' strategy of mixing old with new programming is imploding on itself," he adds.

Contrasting cable and broadcast TV's prime time ratings for the 1995-

96 season with the 1996-97 season, Sims points to consistent erosion in viewing for broadcast programming.

Nielsen data show that household audience share declined in prime time for ABC, CBS, NBC and Fox in 1996-97 compared with 1995-96, Sims says. Only Fox's audience share in Sunday evening prime time increased last year over 1995.

By contrast, household share for cable networks improved during prime time for 1996 compared with 1995, says Sims. ■

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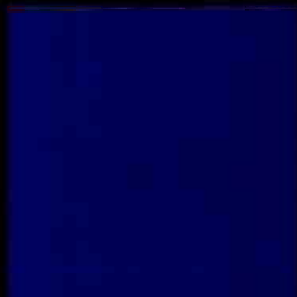
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Newsroom systems suit up for RTNDA

Windows NT, Web are buzzwords

By Glen Dickson

It's not often you get several hundred news directors in the same place, so it makes sense that newsroom computer suppliers are making a big push at this week's RTNDA show in New Orleans. Every manufacturer is trying to meet the news director's perpetual challenge: "to do more with less, and do it reliably," as Tektronix NewStar's Gail Jordan puts it.

As technology grows, so do television news organizations' requirements for their newsroom computer system. Web publishing is now a must, and most systems offer journalists some form of low-resolution video browsing, if not true video editing. And although a networked, server-based news production system still seems far in the future for most stations, all the newsroom computer suppliers are offering automation links to video servers.

Windows NT is also a common theme, as four of the five major U.S. suppliers are employing it in their latest systems.

Just a year and a half ago, suppliers were introducing their Windows 95 systems, which gives an idea of the rate of development in this heavily software-driven market segment.

DTV also is spurring newsroom computer development to some extent, since local news may be a perfect fit for secondary DTV channels. "Along with this trend of opening up spectrum, there's a commensurate need to fill the spectrum with other content," says Avid's Blair Wheeler. "Nonlinear storage and random access are so powerful—you can repack-age and set up a completely different show with minimal effort. So there's a need for more effective tools."

Comprompter President Ralph King predicts a surge in newsroom sales beginning this fall. "GMs have been spending money on automating and stabilizing their commercial playback; that's what makes the money," says King. "But I think in the next year or two, newsroom automation is really going to take off. It's the next logical step to digitize."

On that note, here's a look at the major players at RTNDA.



ENPS, which has an intuitive drag-and-drop interface, uses a "briefing button" to retrieve information: A journalist types in or highlights a word and instantly accesses a catalogue of related material, including wire stories, pictures, sound clips and maps.

playback and machine control for robotic cameras, still stores, prompters, character generators and captioning systems.

AP's contract with the BBC calls for it to install ENPS on 5,000 desktops that will support 12,000 users in 100 locations. Currently, the BBC has 1,200 ENPS desktops online, which Perryman says is right on schedule.

"The BBC installation has gone according to plan," he says. "We were expecting more training issues, because their people are so used to being trained. But it's been surprisingly simple."

Perryman says that the BBC used to give employees three-week training courses on new computer systems; now they get an hour's introduction to ENPS and are off and running.

ENPS will be used to help launch the new BBC 24 Hour News channel in October. The system will interface with Omnibus automation software to do "heavy machine control and automation," Perryman says.

In New Orleans, AP also will be showing several software add-ons to its established AP NewsCenter product. One of them is AP Stats Wizard, a Web publishing tool that complements AP Stats, AP's election reporting system for TV newsrooms. AP Stats Wizard, a free add-on, creates up-to-the-minute HTML results tables that can be posted

Associated Press

RTNDA will mark the official U.S. debut of AP's Electronic News Production System (ENPS), the next-generation newsroom system that AP has developed for the British Broadcasting Corp. (BBC, Sept. 9, 1996). With ENPS's installation at the BBC progressing smoothly, AP now wants to pitch the drag-and-drop system to other customers.

"This is ENPS's coming-out party in the U.S.," says Lee Perryman, AP Broadcast Services deputy director and director of broadcast technology. AP already has made test installations of ENPS at CBS and National Public Radio, both of which are evaluating the system.

"We expect major contracts with some of the major U.S. TV organizations by the end of October," Perryman adds. "We already have a lot of heavy negotiations under way."

ENPS is a platform-independent newsroom system that combines text, audio and video in one desktop unit. The system, which has an intuitive drag-and-drop interface, uses a "briefing button" to retrieve information: A journalist types in or highlights a word and instantly accesses a catalogue of related material, including wire stories, pictures, sound clips and maps. The AP system also can retrieve thumbnail video images, stored at low resolution on a 100 gigabyte Compaq server.

ENPS also features rundown links to

Special Report: Newsroom Systems

to a station's Website, where logos, pictures or promotional banners can be added to the data.

Another free add-on to AP NewsCenter is AP Closings, a software package that manages the on-air reporting of school closings, including collecting, verifying and filling character generator templates with updated

information. AP Closings also will take the same information and publish it on the Web.

Perryman says that AP has installed AP NewsCenter on 6,000 desktops at 160 sites: "We've done one TV newsroom every nine days for the last three and a half years." The biggest customer is ABC, which has more than 500

workstations at its Washington, New York and London operations. AP's pricing structure for AP NewsCenter is unique: It charges a yearly fee for the system based on the station's market size. The smallest markets might pay \$8,000 or \$9,000 a year, while big-market operations pay \$40,000-\$50,000. —GD

Avid Technology

Although Avid is still making Digital News Gathering (DNG) system sales that include nonlinear editing, newsroom automation and server playback (see "Cutting Edge," page 106), the Tewksbury, Mass.-based company will be pitching its long-awaited AvidNews newsroom computer system as a stand-alone entity at RTNDA. Open systems, not total systems, will be the message in New Orleans for AvidNews, which is designed to handle text composition, audio and video browsing, and Web publishing.

"We understand that lots of customers want a newsroom computer as well as DNG video gear, and some may not want the DNG stuff," says Blair Wheeler, Avid's head of product marketing for newsroom systems. "Companies like Sony and Tektronix have made a big push to be 'from lens to transmitter' providers. But people don't want to be tied to one vendor. We've tried to structure our product as a best-of-breed newsroom computing system. If a customer has an orientation to another vendor's video devices, we're not averse to making those things work together."

Whether AvidNews itself works yet is open to discussion. The company has one beta site, at Chronicle Broadcasting station and NBC affiliate KRON-TV San Francisco, and one customer who has verbally committed to use it next year, TVA in Canada. Avid doesn't plan to end beta testing until late fall.

"This is the sink-or-swim period," admits Dave Schleifer, Avid's product marketing manager for newsroom computer systems. "We've had people look at the late beta product itself, and we've got some announcements coming. We have fairly solid commitments from cus-



An AvidNews workstation.

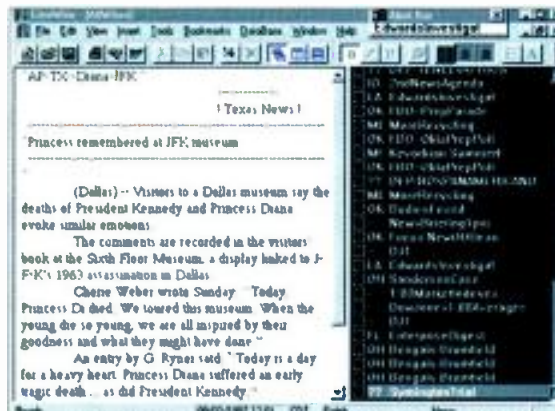
tomers buying or upgrading."

AvidNews uses an interesting scheme to provide low-resolution video browsing to its users: As news feeds come in, they are stored in low resolution on an AvidNews server and in full resolution on tape or nonlinear storage, such as an Avid NewsCutter nonlinear editor. An AvidNews workstation user then can

browse the low-res video and compose an edit decision list (EDL), which then can be used in a tape-to-tape suite or ported directly to a NewsCutter.

Avid has settled on some prices for AvidNews: an AvidNews workstation client is listed at \$1,500, while the Windows NT servers are scalable according to the size of the facility, but will cost \$7,000-\$20,000 for the software. Low-resolution video workstation clients list for \$2,500, and the browse server's price is flexible depending on the number of clients and hours of storage.

"Windows NT can stress that box," says Avid's Wheeler. "You could find a \$25,000 solution to do 100 hours of stuff, or you could get the same 100 hours on an \$80,000 or \$90,000 solution. The customer has the ability to pick and choose." —GD



The user interface for Comprompter's ENR NT newsroom computer system.

Comprompter

Comprompter of La Crosse, Wis., is unveiling a new version of its Electronic Newsroom for Windows system, ENR NT, at RTNDA. As its name suggests, the new system is based on the Windows NT platform. It employs an SQL database to track scripts, e-mail, wires and archive data. It uses an Active

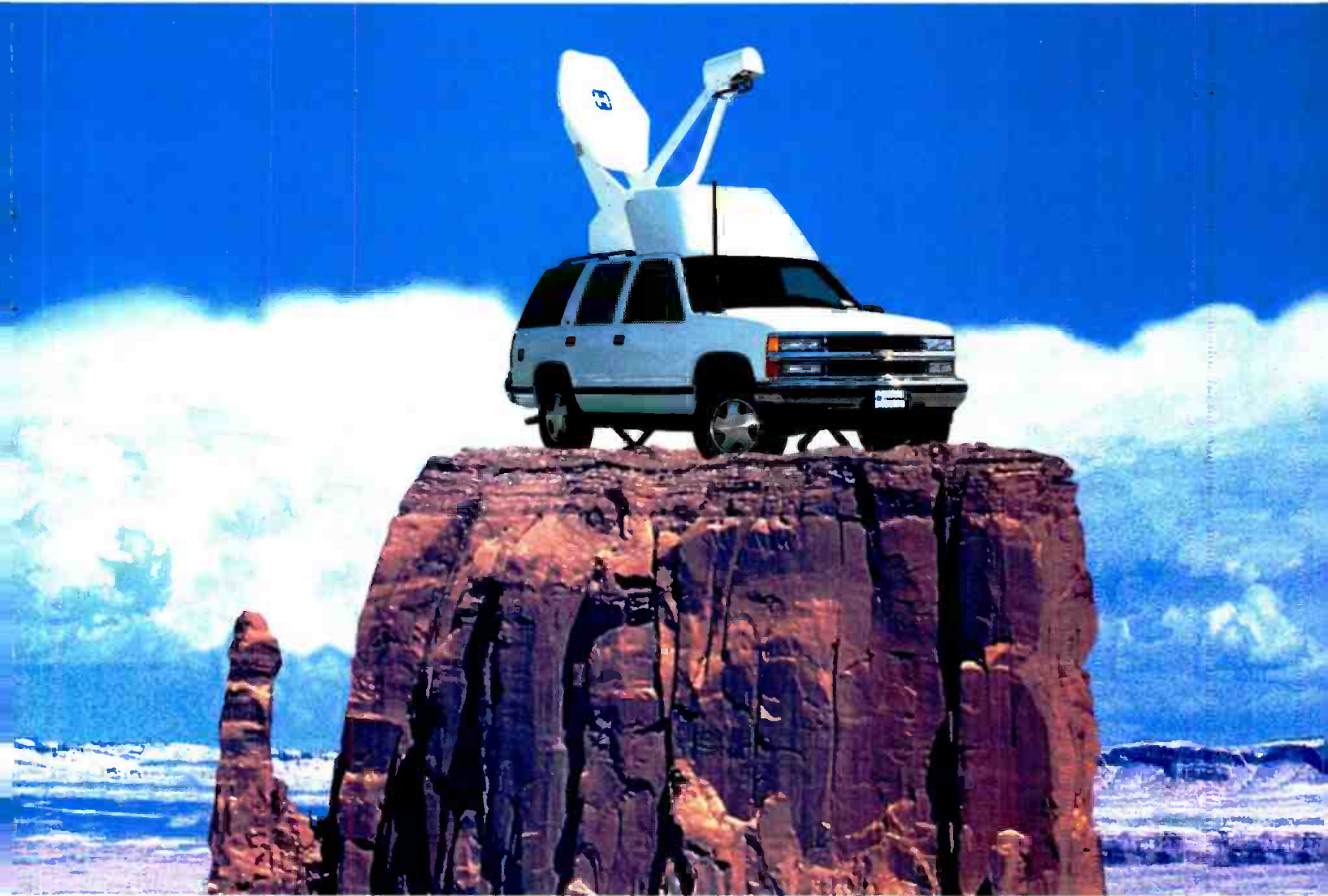
X grid for producer rundowns and can use ASCII, HTML or Rich Text files to allow direct access to Internet file exchange.

ENR NT is a significant upgrade from ENR for Windows 95, which Comprompter first showed at NAB '96. "After NAB this year we regenerated the system on an NT base," says Comprompter President Ralph

King. "It's much more powerful."

The new client/server system uses a Windows NT server and either Windows NT or Windows 95 workstations. With the NT workstation, an ENR NT user can pass video at high speed from a Tektronix Profile or ASC Audio Video VR video server. Comprompter's RTNDA booth will demonstrate a four-channel Profile recording CBS off-air on one channel, with any of the three other

SATELLITE NEWS GATHERING SYSTEMS



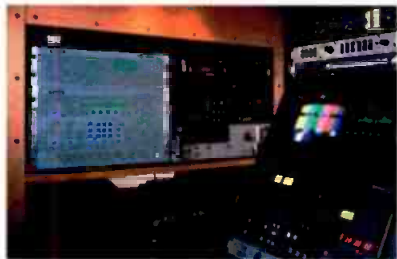
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channels targeted for playback to a workstation.

While the ENR NT software won't do video editing, it does allow a workstation user to view video stored on the video server and adjust the start and end points of a segment for playback, which can come in handy for quick cuts.

"With the design of the new Windows-based systems there can finally be that long-heralded video workstation," says King. "The technology used to require so many heavy-duty video cards and a high-level computer. Now all you need is a Pentium 166 with 32 megabytes of RAM and a \$1,000 Matrox card."

Nonetheless, Comprompter has no plans to develop its own full-featured editing system. "We'd need to get a whole different kind of engineer on staff," King says. "And there are a number of good edit suites out there. We want to allow our clients to choose dif-

ferent vendors. Our goal is to make us interface with any system our client chooses, whether that be editors, switchers, routers, graphics, etcetera—we run them. And it's actually easier to run them in the digital age than [in] the analog age with these Windows interfaces."

When a station picks a nonlinear system to complement ENR NT, King thinks Editing Technologies Corp.'s nonlinear system would be a good choice for small to medium-size stations, while higher-end customers might pick Tektronix's Lightworks systems. But he doesn't expect nonlinear systems in general to explode anytime soon.

"I'd guess that out of [all the] stations in the U.S. that do news, the percentage that use nonlinear for hard news has to be seven or eight percent," says King. "And it's probably much lower than that for newsrooms that trigger playback—maybe three percent. Everybody wants newsroom systems to do it, but nobody

does it, because it's an art."

In keeping with King's practical thinking, Comprompter will show an updated version of its DOS-based ENR system in New Orleans. "Our DOS system is going to continue for a number of years," he says.

Currently, Comprompter's DOS system costs about \$10,500 for the core software, with the first five seats costing \$1,000 apiece. The price scales down from there: for 20 additional users, it's \$850 a seat. Although pricing for ENR NT isn't final, King expects the price bump to be about \$150 a seat for the Windows NT servers and \$400 a seat for the SQL server (the core SQL software costs \$4,000). So King expects the overall price to be 20%-30% higher to cover Comprompter's software costs; for example, NT seats might cost \$1,200-\$1,500 a seat for the first 10 or 15 users.

ENR NT should be commercially available January 1998. —GD

Tektronix

Tektronix NewStar will be showing Version 1.8 of its EditStar journalist workstation system at RTNDA.

The latest version of EditStar, which links with the Tektronix Profile server to allow journalists to perform cuts-only editing, features an under-monitor display from Tally Display Corp. The display shows the slug of the story and the running time of the piece that is cued.

NewStar also hopes to show a hot-backup server application using Microsoft's Wolfpack software, its new hot-backup solution for Windows NT that is now in beta testing. "It's a clustering software," says Gail Jordan, NewStar director of news business development. "NewStar arranges its processes on a number of file servers, and if there's a processor failure, it goes to another. Wolfpack should make it a seamless hot backup."

NewStar will have its Web Publisher application fully integrated with the NewStar for Windows newsroom system in New Orleans. "Web publishing is very important," says Jordan. "Almost every TV station has a Web page, either



KGO-TV will use Tektronix Profile PDR200 video servers to record and play feeds as well as to provide random access storage for nonlinear editors.

themselves or within the station group. They want to elaborate on the newscast."

NewStar will also be demonstrating its LAN Browser software. LAN Browser allows the NewStar/EditStar system to convert finished video clips on the Profile video server to low-resolution AVI files and make them available to any NewStar station on the LAN. "Now a producer or news director can click on a story in the lineup and view a piece of video without being at EditStar station," Jordan says.

LAN Browser should extend the functionality of the EditStar system without additional EditStar workstations, which cost about \$20,000 per seat, becoming necessary. The Profile starts at about \$70,000, and a four-channel model costs about \$100,000. A basic NewStar for Windows system, sans EditStar, costs about \$75,000 for a 25-workstation system.

NewStar will also be showing the Tektronix Lightworks V.I.P. 4500 and NewsWorks nonlinear editors working with the EditStar system. "The point is, you could do a cuts-only edit for news on the EditStar and send it over the network," says Jordan. "The piece then resides on the Profile, so you could also edit that piece of video on a V.I.P., play it via EditStar on the Profile and play that piece in the NewStar rundown."

Since being acquired by Tektronix at the last RTNDA, NewStar is maintaining steady growth with its EditStar product, which is now installed at 13 sites worldwide. Jordan says the biggest selling point for Tektronix today is that it can sell an integrated system with EditStar, NewStar for Windows and Profile video servers.

A good example of that kind of complete sale is the one Tektronix made last June to KGO-TV, the ABC O&O in San Francisco. Under a deal worth

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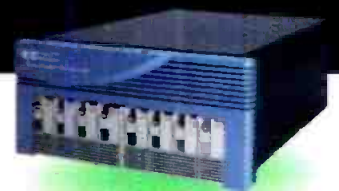
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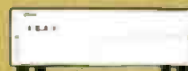
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Special Report: Newsroom Systems

almost \$5 million, the station picked Tektronix to replace its entire news production system with a disk-based architecture. Tektronix will provide KGO-TV with a complete networked digital production system including Profile and Silicon Graphics video servers, Tektronix NewStar newsroom automation, Tektronix Lightworks nonlinear editors, and StorageTek archive storage.

Tektronix also is handling systems integration for the KGO-TV project,

which should be fully operational by early 1998. According to Jim Casabella, KGO-TV director of engineering, the station also looked at news system proposals from Avid and Philips before choosing Tektronix (KGO-TV already uses a Philips BTS Media Pool server to play back spots in master control). KGO-TV is already a NewStar 1.0 user, and liked the functionality of NewStar's next-generation newsroom automation system and its EditStar news editing stations. —GD

Bailey leaves NCTA



Wendell Bailey

After a 16-and-a-half-year run as the National Cable Television Association's chief technologist, Wendell Bailey is calling its quits.

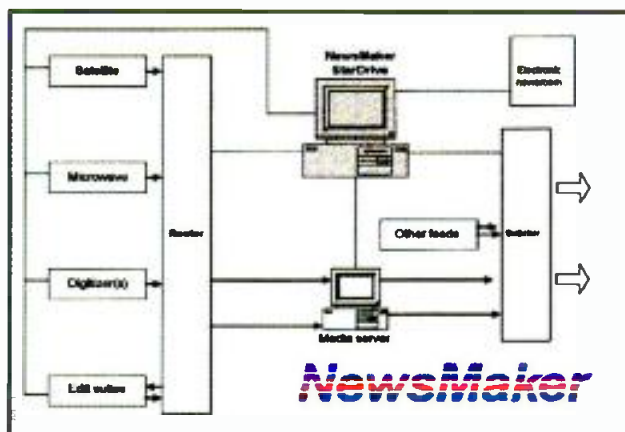
Bailey says he will leave the association Sept. 23 to finish up a master's degree in technology management at the University of Maryland and to look for a new job. But his first priority, he quips, is to "take off the month of October and do nothing anybody could mistake as work."

A spokesperson says NCTA plans to maintain its science and technology department, which has two other professionals: Andy Scott, director, and Katherine Rutkowski, director of technical services.

As vice president, science and technology, Bailey's job was to make sure technical issues in Washington were turned to cable's advantage. As his principal contributions, he cites his negotiation of federal standards for cable systems and signal leakage. The standards preempted what could have been a patchwork of more restrictive local standards.

Since its founding in May 1988, Boulder, Colo.-based CableLabs has usurped NCTA's role as the industry's main technology center. CableLabs has been responsible for developing key technologies, including digital set-tops and cable modems.

But that's as it should be, according to Bailey, who says he was among those who argued for the Labs. He also served on the committees that determined the direction of the organization and that found its first and only president, Richard Green. —HAJ



An outline of how NewsMaker's StarDrive automation system fits into a disk-based playback architecture. (Pic: nov 4, 1996, p.74)

structure for NewsMaker98. Weems points out that the system is still a work in progress, with the development cycle scheduled for completion in March or April 1998. "We want to show it to

customers, let them see what we've developed so far and get their reactions and suggestions and ideas," he says.

Another product NewsMaker will be pitching in New Orleans is StarDrive, its open-platform server delivery system that integrates with its existing NewsMaker Electronic Newsroom (NEN) system or other newsroom computer systems. StarDrive, which manages the delivery of newscasts from servers according to NEN playlists, is used by Time Warner's New York 1 News in a 24-hour automation application.

Weems expects interest in 24-hour news automation to increase as broadcasters consider broadcasting multiple channels of programming with their new DTV spectrum, including 24-hour local news channels. "If they're going to do multiple digital streams, what are they going to use to fill the time?" he says. "They're trying to look at their current assets and how they can leverage them. Our 24-hour model allows us to set up a different cue for different shows. Once news material is stored in the servers, you can call it up for output A as opposed to output B with a different set of show cues." —GD

NewsMaker Systems

NewsMaker Systems of Agoura Hills, Calif., is rolling out a new newsroom system with a Java-developed graphical user interface at RTNDA.

The system, NewsMaker98, will work with both Windows and Apple operating systems, including Windows 98 and the new Mac-OS8 operating system.

According to NewsMaker Vice President of Sales Tom Weems, NewsMaker decided to use Java for NewsMaker98 to remain platform-independent. "We could have done a Windows-based interface, but you're locking yourself down with one platform by doing it that way," Weems says. "We have very strong feelings about platform independence and the robustness we've had working in DOS with NewsMaker Systems."

He adds that the rapid growth of the Internet and Web browsers also pointed toward Java: "Who knows where the information in tomorrow's newsroom is going to come from?"

NewsMaker has yet to set a pricing

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A new ball game with HDTV

Experimental WRAL-HD broadcasts Duke football in third test of system

By Harry A. Jessell

Throughout the Duke–North Carolina State football game two Saturdays ago (Sept. 6), small crowds gathered on the concourse of Duke's Wallace Stadium in Durham, N.C., to watch the game in a different way.

WRAL-HD Raleigh, N.C., which broadcast the game in high-definition television, installed a 26-inch HDTV receiver where fans on their way to the hot dog and beer vendors couldn't miss it.

"It was very exciting," says WRAL-HD Chief Engineer Tom Beauchamp. "At any given moment, you had 15 or 20 people watching the picture and then going over and looking at the game and saying 'That's what we're going to get?'"

The broadcast was the third in a series intended to test and promote HDTV. WRAL-HD is the digital counterpart of WRAL-TV. Capitol Broadcasting Co., which owns the two stations (as well as WJZY[TV] Charlotte, N.C.) has been an early and vigorous advocate of the widescreen, high-resolution pictures of HDTV. Under an experimental license, WRAL-HD was first to broadcast an ATSC-standard DTV signal, in July 1996.

On Aug. 29, WRAL-HD broadcast a minor-league baseball game between the Winston-Salem Warthogs and the Durham Bulls from the Bulls' new stadium in Durham. Two days later, it broadcast a concert from Meredith College in Raleigh.

The reaction of people who watch the broadcasts is always the same, Beauchamp says. "The more they see HDTV, the more they see the difference. HDTV is what people want: the best possible picture."

Uncertain about the financial prospects for HDTV, some broadcasters now are looking at using their digital TV channel to broadcast several channels of so-called standard-definition television—pictures comparable to today's NTSC pictures—rather than HDTV. "Forget about multicasting," advises Beauchamp. "Multicast-

ing is not going to be an option."

WRAL's small Duke–North Carolina State demonstration took a big effort. Capitol leased an HDTV production truck from HD Vision of Dallas. For the coverage, it used six cameras, two recorders and two slow-motion systems.

Before being sent to General Electric's Satcom K-2 Ku-band, the wide-band HDTV feed from the stadium



With HDTV, the director can stick with one wide shot of the action and allow the viewer to decide what he wants to watch.

was compressed into a 19.3 Mb/s data stream by an ATSC-compliant Mitsubishi encoder and modulated for the satellite by an E.F. Data modem.

The signal was downlinked at WRAL-HD and broadcast with a Harris transmitter over its experimental channel 32. WRAL-TV is awaiting FCC action on its permanent digital TV application for channel 53.

WRAL-HD has no more HDTV events planned. However, according to Beauchamp, it plans to experiment with a circularly polarized transmission antenna to see if it improves indoor reception of the digital signals.

The results from the CP antenna will be compared with results from last May's tests with a horizontal antenna. That antenna proved 90% reliable 65 miles from the transmitters and 94% reliable at 55 miles, Beauchamp says.

Veteran sports producer/director Ken Fouts, who produces the baseball and football games for WRAL-HD, says HDTV will change the way sports are

handled on TV and will challenge all producers and directors. Fouts believes that watching HDTV will give the home viewer an experience that is closer than previously possible to a fan's stadium or ballpark experience.

Because of the wide screen and the added detail, the director can stick with one wide shot of the action and allow the viewer to decide what he wants to watch. "The director is not going to have to cut as much as he used to to keep up with the action," Fouts says. "The viewer has a better seat."

During the football broadcast, Fouts became particularly enamored with the end-zone camera, which in conventional broadcasts is used mostly for replays. With HDTV, the camera can capture the entire line and at least one wide receiver with enough detail for the viewer to follow

the action. "It became an easy shot to watch," he says.

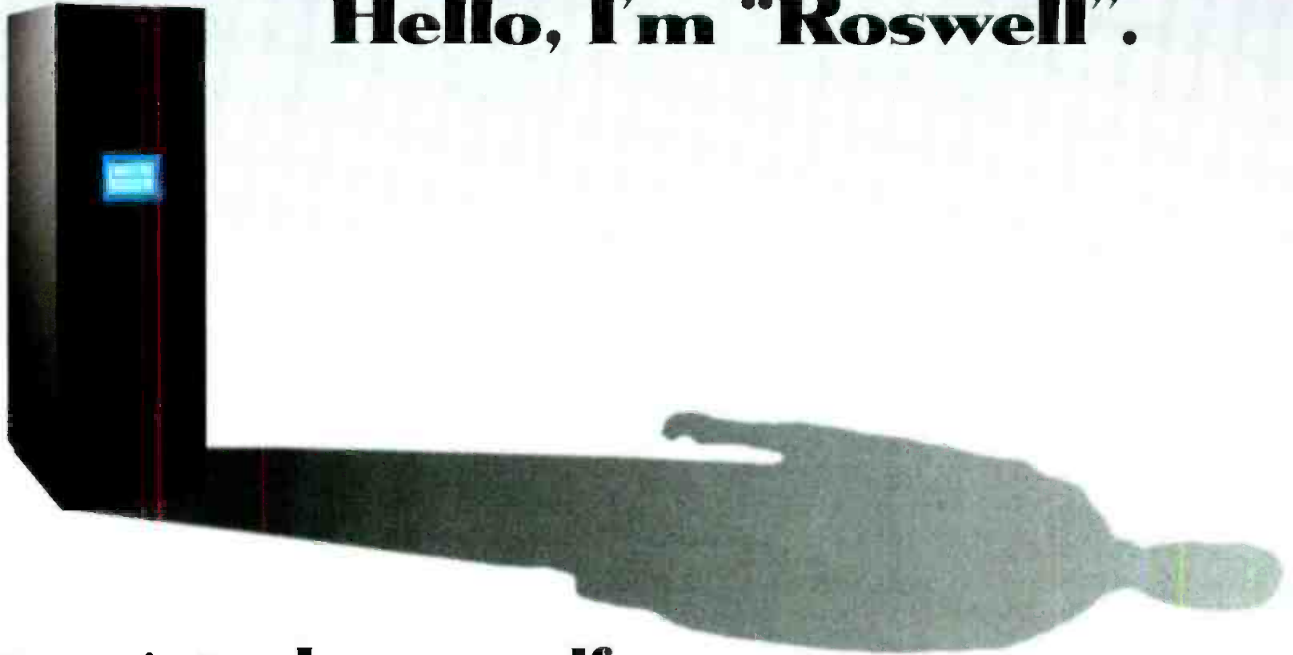
For baseball, Fouts says he likes the shot from a camera posted above the left-center field wall. Like the end-zone camera, he says, the outfield camera has a good view of the field and all the action.

HDTV has its shortcomings too, Beauchamp says. Because the HDTV cameras are less sensitive than conventional NTSC cameras to light, the area in which objects are in focus—the depth of field—is not as deep for any given lighting level. This caused problems for WRAL-HD in broadcasting the football game, which was played under lights that did not adequately illuminate the sidelines or the stands.

Fast HDTV pans and zooms also are a problem, Beauchamp says. "There's too much information to process. It kind of overloads the viewer."

On the other hand, HDTV may reduce the need for panning because of the panoramic view and the extra detail it provides. An HDTV camera can capture a lot of action without moving, Beauchamp explains. ■

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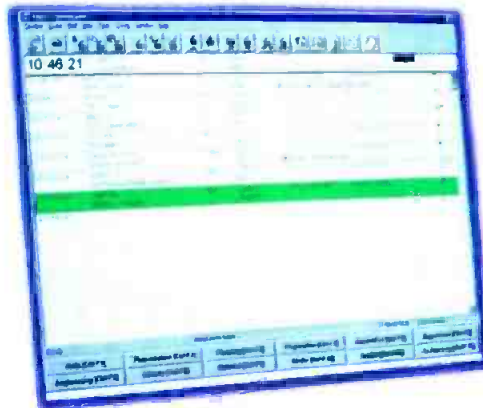


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HDTV doubleheader for Harris

Company will demonstrate dual transmission methods in producing Orioles game

By Harry A. Jessell

The broadcast networks are looking at two ways to deliver HDTV to affiliates: as an uncompressed component video signal or as a precompressed signal ready for local broadcast.

With the help of the national pastime, Harris plans to demonstrate tomorrow (Sept. 16) that both methods are technically feasible.

That evening, Harris plans to produce a baseball game at Baltimore's Oriole Park at Camden Yards in HDTV and to broadcast it over Washington's two experimental digital TV stations—WETA-HD (ch. 34) and WHD-HD (ch. 27). The former is owned by noncommercial WETA-TV; the latter is backed by a coalition of commercial broadcasters.

According to Jay Adrick, vice president, broadcast systems, Harris will



To uplink the game from Baltimore, Harris will use satellite truck it built for WJLA-TV Washington

send two HDTV feeds from Baltimore to Washington. It will transmit an uncompressed component video HDTV signal at 45 Mb/s over a fiber-optic line to WHD-HD. MCI and Bell

Atlantic will supply the line.

At the same time, Adrick says, Harris will beam a compressed 19.3 Mb/s HDTV signal via General Electric's Satcom K-2 satellite to WETA-HD. WHD-HD also will be equipped to receive the satellite signal as backup, he says.

The distribution medium has nothing to do with the type of signal, Adrick says. Harris could send the uncompressed signal over satellite or the compressed signal over fiber.

Each method has its pluses and minuses. The uncompressed signal consumes a lot of satellite or fiber bandwidth, and it puts the burden of compressing for broadcast on the affiliates, Adrick explains. On the other hand, sending the uncompressed signals makes it easy for affiliates to insert commercials, promos, crawls and other local material before it is compressed for broadcast, he says.

The compressed signal consumes less bandwidth for distribution, and affiliates can broadcast simply by passing it through their plants. However, Adrick says, inserting local elements into the compressed feed is difficult. "And it's not inexpensive."

The Sept. 16 broadcast is more than a technical demonstration. Harris hopes also to promote digital TV and its line of Harris transmitters. Both Washington stations use Harris Sigma CD units.

Harris has invited broadcasters, Washington policymakers and reporters to watch the Orioles HDTV broadcast at the National Press Club on Tuesday evening. It also has invited a smaller group to a luncheon that same day at the Smithsonian Institution and to a tour of WHD-HD.

Hosting the events are Phil Farmer, chairman, Harris Corp.; Van Cullen, president, Harris Communications Sector, and Bruce Allan, vice president/general manager, Harris Broadcast.

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Cutting Edge

By Glen Dickson

Avid Technology has sold networked disk-based news production systems to three stations: NBC affiliate **WSYM-TV** Lansing, Mich.; ABC affiliate **KVIA-TV** El Paso, and NBC affiliate **WLBT(TV)** Jackson, Miss. For its new newsroom, **WSYM-TV** has purchased two **NewsCutter** nonlinear editors, two **AirPlay MP** playback systems, an **Avid NewsView** newsroom computer system and an **AvidNet ATM** peer-to-peer network. **KVIA-TV** has bought seven **NewsCutter** systems, two **AirPlay MP**s and an **AvidNet ATM** network. To complement its existing **NewsView** system, **WLBT** has purchased five **NewsCutter**s, two **AirPlay MP**s and an **AvidNet ATM** network, as well as a **Media Composer** editor for production work. **Curtis McKnight**, **WLBT** chief engineer, says the station spent a little over \$300,000 for the **Avid** gear, which will replace tape-to-tape editing in five of the station's six news edit bays. **McKnight** says he looked at **Media 100**, **BTS** and **Sony** nonlinear editors before going with **Avid**: "We didn't

want a stand-alone editor; we wanted a system tied together so we can share information and share files."

Technical services provider **Crawford Communications** has opened **Crawford Digital**, a high-end imaging, animation and editorial studio in Atlanta. The new facility, which will also be the new home of editorial boutique **Vuja de**, has five 3-D computer animation workstations; three online component digital edit suites, and three digital compositing suites. **Crawford Digital** is supported by a high-speed data network, large data storage capacity and the international teleport of **Crawford Satellite Services**.

Susquehanna Radio Corp. has installed three new **Yamaha 03D** Digital Recording Consoles in its production facility in Dallas to complement an existing **Yamaha 02R** digital audio mixer. The digital consoles are being used in conjunction with **Spectral Synthesis** digital workstations, along with **DAT** recorders and **CD** burners. "The advantage to having a digital console is being able to keep a fully digital signal path defined," says **Norman Philips**, **Susquehanna** technical operations manager. "We are using



Susquehanna Radio Corp. is using Yamaha digital mixers in Dallas.

these desks in situations where the final product is either being pressed to disk, put into a digital storage medium or broadcast with a digital transmitter. We need **AES/EBU**... and both the **02R** and the **03D** have it." **Susquehanna** owns four radio stations in the **Dallas/Fort Worth** market: **KLIF(AM)**, **KPLX(FM)**, **KTCK(AM)** and **KKZN(FM)**.

Lifetime has gone online with the **Gabriel** automation system from **Management Science Associates**. **Gabriel**, which was launched in **March 1996**, is an integrated sales, traffic and billing software application for the cable industry. The system is also used by **A&E**, **The History Channel**, **Discovery Channel**, **Animal Planet** and **Adlink**. **Lifetime** first installed **Gabriel** modules, including commercial scheduling and episode scheduling, over a year ago. "Gabriel gives us better integration with our inventory systems and gives us the ability to look ahead in master control," says **Gwynne McConkey**, **Lifetime** VP of network operations engineering.

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Ratings

RelevantKnowledge debuts 'Net ratings system

Household use now measured as well as office

By Richard Tedesco

The Internet ratings game gets more competitive this week with the introduction of a system from Atlanta-based RelevantKnowledge that mirrors aspects of TV ratings.

RelevantKnowledge's audience-measurement technology records "unique" visits to Websites—the number of different individuals visiting a site as opposed to the total number of visits—and measures activity in both households and the workplace. It also delivers overnight ratings on specific sites to its clients, which initially include CNN, The Weather Channel, CNet, Microsoft Corp., Netscape Communications, Yahoo! and Starwave, the Disney Company unit that produces ESPN SportsZone and ABCNews.com.

So RelevantKnowledge arrives on the scene as a formidable competitor to NPD's Media Matrix (formerly PC Meter) and Nielsen I/Pro. Media Matrix is revising its format of publishing monthly Web listings, and plans to introduce a monthly top 10 for most sites sometime this month. Nielsen has been issuing monthly reports, grouping Websites into categories and comparing the performance of

sites within those categories. It also offers overnight results on specific sites for clients.

RelevantKnowledge will offer a la carte reports on daily Website activity to clients; project monthly activity; compare site use to total Web traffic, and record average page views per visitor. Its projections will initially be based on a random sample of 5,000 Web users. The company's proprietary software will be downloaded on their PCs to monitor their 'Net surfing.

"It really does allow you for the first time to put the Web in perspective, and to put it in the same context as TV and print," says Tim Cobb, RelevantKnowledge president. "The magic ingredient here is our methodology, which enables us to provide information that no one else can provide to the marketplace."

Media Matrix has had a 1,000-user sample base in place with its software installed on household and workplace PCs for the past few months, according to Douglas McFarland, Media Matrix senior vice president and general manager. Its 10,000-user sample, used to generate its monthly ratings, has software installed for household use only. "It may

mean a complete redefinition of things," McFarland says of the change in sampling.

In addition to overnight numbers, Nielsen's monthly report, I Audit, provides its clients with unfiltered numbers of visits per site, time spent per visit, pages visited and origin of visitors for

approximately 100 Websites.

Along with detailing overall Website activity, RelevantKnowledge's site reports will break down user demographics according to age, gender, income, education, location and origin of use. And it will measure usage within "baskets," or areas of related information, within a site, to enable advertisers to target specific audiences within sites.

Clients will pay a set monthly charge for the overall Web activity reports from RelevantKnowledge and more for specific site reports, depending on frequency. **TW**

Start your browsing with a commercial

WebTV is attempting to further integrate its Internet TV service into the traditional tube environment with short video ads that hit subscribers when they sign on.

The 15-second, full-motion video spots, produced by 15 national advertisers, will appear each time a WebTV user connects to the service. WebTV eventually plans to use the video technology when users are online, according to Joe Poletto, WebTV vice president of advertising sales. "The service is really moving the online experience toward television," says Poletto. "TV functionality and online functionality are going to be married together."

General Motors is the only advertiser WebTV would confirm as a participant in the pilot program. Pricing will be based on the number of people who log on and see the spots. WebTV will reveal the full list of advertisers this week, as it also unveils plans for interactive ad initiatives.

The WebTV video spots employ a proprietary technology called VideoFlash. The video content, which Poletto claims will stream at 30 frames per second, will be downloaded to users from WebTV servers when users turn it on.

WebTV currently claims a universe of 130,000 subscribers who use its \$19.95 monthly service to reach the Internet via TV.—RT



Interactive

AOL plays to its strength

Online leader gains subs and cash with CompuServe deal; can focus more on content

By Richard Tedesco

America Online streamlined and redefined itself last week with a deal that secures its position atop the online services heap for the foreseeable future.

Since most of CompuServe's 2.6 million customers likely will migrate to AOL when its deal to acquire the rival service is consummated next year, AOL will stand far ahead of its nearest competitor. Microsoft Network currently boasts about 2 million subscribers; AOL recently passed the million mark.

Aside from the boost in subscribers, AOL will clear a cool \$175 million in cash from WorldCom. AOL also will receive \$75 million from Bertelsmann AG to expand their joint European Internet venture. Analysts figure AOL will plow most of the money back into programming development as it clarifies its overall strategy. "This really cleans up AOL's business model, getting out of the management of the network and into the creation of media," says Gregory Wester, research director for Internet Market

Strategies at The Yankee Group.

WorldCom enhances its status as an Internet network service provider in acquiring AOL's ANS unit in trade for CompuServe. It will now manage the network for AOL, which is intently developing several new content networks under the Greenhouse Networks banner of its AOL Studios unit. It is seeking co-development deals to increase streamed multimedia and to make the service more attractive to subscribers.

"We are a packager, an aggregator of content," says Barry Schuler, president of creative development for AOL Networks. "We've always felt that this is a fledgling industry that's going to become [a] mass market, and it's going to look like a lot of other media that have come along."

As the deal closes, Wester figures that content will begin to blur across both services. And he expects AOL to keep striking the sort of savvy content partnerships it has put together with such companies as Time Warner and Disney. "AOL has probably done a better job than anyone in determining what is profitable in online content," Wester says.

With what Wester estimates will be a potential for 7 million daily usage hours on the combined services, the potential also will exist for more mega-marketing deals of the sort AOL made with Tele-Save Holdings, Amazon.com and 1-800-Flowers earlier this year.

For the moment, AOL is keeping mum about plans to meld the businesses. But Schuler says AOL will seek to develop the AOL and CompuServe brands "more crisply," and agrees there are prospects for migrating some content—particularly sports content—from AOL to CompuServe's business audience. And he says AOL could build a combined subscriber base: "If all goes well and we're able to develop the CompuServe brand into a different segment, you would have people who are members of both."

Kate Delhagen, analyst for Forrester Research, foresees AOL finding content partners to create new Web-based services in addition to growing more content in its own Greenhouse. And the deal leaves MSN "in the dust," according to Delhagen, who says, "In my opinion, they need to fight back now." TM

Asylum nears AOL premiere

America Online's Entertainment Asylum is set to debut late next month with an eclectic mix of celebrity-based entertainment.

Entertainment Asylum will present itself to AOL subscribers as a network about the entertainment industry, taking cues from *Entertainment Tonight*, *E!* and talk shows and covering movie premieres as a staple. "The entire network is the episodic treatment of the real goings-on in Hollywood on a day-to-day basis," says Scott Zakarin, president of programming for Entertainment Asylum.

A video-streamed news show, *Hollywood Wired*, will update the scene in Tinseltown several times daily, and another regular feature, *On The Biz*, will cover TV, music and film. Entertainment Asylum also intends to function as an "interactive broadcasting station," according to Zakarin, doing live celebrity interviews with AOL users able to interact in different ways, depending on their level of PC sophistication. "We're going to have

bandwidth for everybody," says Zakarin.

What the Asylum won't have when it bows is *Beggars and Choosers*, the cyber-serial brainchild of the late Brandon Tartikoff, who was chairman of the board of Greenhouse Networks, Entertainment Asylum's AOL parent unit. *Beggars and Choosers*, the behind-the-scenes story of a third-rate TV station, was to be the Asylum's centerpiece, but AOL is awaiting word on whether Showtime Networks is picking it up for cable serialization before it proceeds, according to Zakarin.

But the Asylum will have *Mogul of the Week*, with top Hollywood executives in chat sessions, giving their favorite movie lists and interacting in other ways with Asylum correspondents and users each week. One aspect of the live celebrity interaction will entail fantasy role-playing, similar to something Zakarin attempted in the ill-fated *GrapeJam* serial he

produced as founder and CEO of *LightSpeed Media*, where he also produced *The Spot*.

Migrating content to TV will be a continuing objective, and AOL recently brought in Monica Dodi from Warner Brothers International TV as Asylum president and CEO. A veteran of MTV Europe, Dodi says, "The thing with MTV is that we were always pushing the limits. In that way, it's similar here.

We're essentially doing something very historic."

However historic it may prove to be, the Asylum will also present the familiar: movie premiere coverage with a "screen team" of four correspondents.

along with customized TV listings and movie reviews.

Other cyber-serial material will be spawned, whether or not *Beggars and Choosers* goes ahead. Two members of the screen team will be portray the *Gross Brothers* in a running cyber-shtick argument about what's best on the big screen this week. —RT



Classifieds

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Growing radio network offering unique management opportunities. Proven leaders needed to attract and develop strong sales teams. Ability to maximize revenue for spot and block programming. Each position requires deep experience in retail/concept selling, the ability to teach, computer proficiency and a willingness to lead by example. Positions available in top ten markets.

ACCOUNT EXECUTIVES

Conceptual, creative, client focused marketing strategists needed for multi-ethnic radio stations. Must be computer proficient. Immediate openings in Boston, Seattle, Houston, San Francisco, New York, Chicago.

PROGRAM DIRECTOR

Rare opportunity to program the Personal Achievement Radio Network. Live in California and use your talents to help build an exciting new radio talk format that's already on the air in six major markets. You must be deeply into computers, understand research and have a passion for promotion.

Fax resumes to: **Steven Schoppa, SR VP/COO**
Douglas Broadcasting, Inc.
Fax: 713-349-9365
Equal Opportunity Employer

Account Executive. Odyssey Communications, Rockland County, NY. News-Talk AM 910 WRKL Radio has immediate opening for experienced, goal-oriented AE. Base salary, commission, benefits package, auto allowance, and 401k. Fax resume to Ed Abels, GSM, 914-354-4796.

Local Sales Manager for new 50,000 watt FM. New Jersey's largest broadcast group is looking for someone special to lead the sales staff of this new Philadelphia/New Jersey powerhouse. Send resumes to John Ford, General Manager, c/o Nassau Broadcasting, 619 Alexander Road, Princeton, NJ 08540. Fax: 609-924-1584. EOE.

HELP WANTED TECHNICAL

Radio Network. Launching October, 1997
Wanted: Production Engineer: 3-5 years experience. All around abilities to include: Analog & Digital audio editing, live talk show board operation, computer skill, on-air voice work a plus. *Knowledge of the thoughts and philosophies of Wayne Dyer, Deepok Chopra, Louise Hay, Marianne Williamson, and others helpful. Flexible hours, a positive attitude, and ability to work with others a must. Company benefits include insurance and 401K package. Positions to be filled immediately. Send resume, demo tape, and salary requirements to: Employee Relations, Wisdom Channel, Southview Mall, Bluefield, WV 24701

Novell/NT System Administrator for radio stations, to manage daily network operation, user accounts and provide user tech support. Min 2 yrs exp as LAN administrator, with Netware 3.12 and Windows NT exp. Fax resume to 305-999-6100

Christian Radio KCBI Dallas/Fort Worth has an opening for an assistant engineer. Resume to Mike Middleton, PO Box 619000, Dallas, TX 75261-9000. EOE.

HELP WANTED MANAGEMENT

Manager Sales/Mgr. Seeking radio station manager with experience in sales, announcing, production, copy and news. Salary plus commission for right person. Excellent working conditions in new studio office building. Ask for Kent or Stu 618-943-3354. Southern Illinois. EOE.

HELP WANTED NEWS

Immediate Opening Entry Level News Personality. Excellent place to be noticed. Near Phoenix. KOSS 520-425-4378. 6 to 9pm PDT Only. EOE

HELP WANTED PRODUCTION

Producer: The Alaska Public Radio Network seeks an experienced, versatile and creative individual to produce award-winning nightly news magazine. Applicants must have excellent writing, editing and producing skills. Strong on-air and reporting skills are also necessary. At least 3 years broadcast experience required. Digital editing skills and knowledge of Alaska issues a plus. Send resume & tape to: APRN, Attn: L. Taylor, 810 E. 9th, Anchorage, AK 99501.

TELEVISION

HELP WANTED MANAGEMENT

Tri-State Christian TV is seeking qualified candidates for the position of General Manager for its Buffalo market station. Applicants must demonstrate proven leadership/management skills, preferably in a ministry environment. Must have above average verbal and written skills. Must work well with volunteers. Previous management experience in a broadcast setting a plus. Successful applicants should share our vision for reaching the Buffalo/Toronto, Rochester area with the Gospel of Christ. Resumes should be submitted to TCT, Attn: Personnel, PO Box 1010, Marion, IL 62959. TCT is an Equal Opportunity Employer.

Your Next Job Could Be Just A Click Away! Visit "The Marketplace" at www.talentedynamics.com for free broadcast openings.

Max Media, Syracuse, New York, seeking a General Manager for FOX WSYT-TV and UPN WNYS-TV. Candidate must have a proven record at the General Manager's level. Strong sales, news, people skills, and community involvement is necessary. Equal Opportunity Employer. Send resumes to Debbi Haddaway, Executive Assistant, Max Media, 900 Laskin Road, Virginia Beach, VA 23451.

General Manager needed for national rep firm (radio, television, cable, satellite). Looking for proven leader to take company to the next level. Seeking experienced individual to expand representation, recruit new sales talent and guide sales team. Candidates should be well organized, computer proficient and have strong negotiation and presentation skills. Some travel required. Send letter of introduction, resume and salary requirements to Box 01239 Equal Opportunity Employer.

HELP WANTED SALES

SALES MARKETING EXECUTIVE

CBS O&O Spot Sales has an opening for a highly motivated Creative Sales Executive with strong presentation skills. Assist the National and Local sales staff in the pursuit and execution of incremental revenue billing prospects. Experience in spot television selling and/or buying is a plus. Responsibilities to include the development, coordination and execution of multi-dimensional television sales marketing venues; custom designed corporate sponsorships; and direct-to-client presentations. Strong marketing and sales experience a must. **Requisite Skills:** College degree. Thorough understanding of the advertising and sales promotion planning process at major consumer companies. Knowledge of television research, station production, sales promotion, radio, internet and print. Send cover letter and resume with salary history/requirements to:

CBS SPOT SALES

**Sales Development
Department Manager
CBS Spot TV Sales
565 Fifth Avenue
NY NY 10017
EOE/M/F**

WDAY WDAZ-TV has an immediate opening for the position of General Sales Manager. Candidate must have extensive broadcast sales background with the ability to manage and train local sales staff, coordinate sales effort with satellite station, direct national sales effort with rep firm and enhance revenues with creative sales ideas and programs. Send complete resume to: WDAY-TV 6, Attn: Mark Prather, P.O. Box 2466, 301 South Eighth Street, Fargo, North Dakota 58103. EOE

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

National Sales Manager. KFOR-TV, Oklahoma City's market leader and one of the top NBC affiliates in the country, has an immediate opening for a NSM. The candidate should be highly motivated, well-organized with strong negotiation and presentation skills. Previous successful TV sales or Rep experience required. Send resume to Personnel, KFOR-TV, 444 E. Britton Road, Oklahoma City, OK 73114. EOE.

Local Sales Manager. UPN Affiliate in the Fort Myers/Naples, Florida market is seeking a dynamic local sales manager. The successful candidate will motivate, train and lead by example, i.e. making sales calls with the staff on a regular basis. Live in one of the nation's fastest growing and most beautiful areas. Send resume and salary requirements to Victor Brust, WTVK-TV6, 3451 Bonita Bay Blvd., Bonita Springs, FL 34134. E.O.E.

Traffic Manager. 3-5 years experience (Columbine preferred). Must have strong PC, team building, and training skills. Send resume to: KWHY-TV Channel 22, Human Resources Dept., 5545 Sunset Boulevard, Los Angeles, CA 90028. Fax: 213-466-3613. EOE.

General Sales Manager. WTOK-TV, the market leader in Meridian, MS and a part of Benedek Broadcasting, is looking for an experienced professional in local and national sales. Must be versed in inventory management and be an "outside the box" thinker. Excellent people skills and success with innovative promotional add-on sales are essential qualities. Resume to Ray J. Chumley, WTOK-TV, P.O. Box 2988, Meridian, MS 39302. Fax# 601-483-3266. EOE.

New Business Account Executive: Terrific company (ABC, Inc.) hot location (Raleigh/Durham) exciting growth market (#29 and growing) = an opportunity of a lifetime for a creative *New Business Specialist!* Successful candidate will be responsible for generating new business at client direct level. Minimum 3 years experience in TV sales *required*, computer proficiency, good negotiation skills and strong written and verbal skills a must. This position will work closely with our research director, so a knowledge of pure and applied research is necessary. Send resume to Donna Sorensen, Local Sales Manager, WTVD, PO Box 1950, Raleigh, NC 27602. No phone calls. EOE.

Sales Rep. Growing East Coast creative services company seeks seasoned Sales Rep with contacts in Cable Broadcasting and entertainment. All responses will remain confidential. Fax resume to: 212-643-1977.

Account Executive Needed. If you are an experienced Television Salesperson with the ability to handle established accounts as well as develop new business, then KMSS FOX 33 wants you! An established account list and upward mobility with a fast growing Broadcast group awaits the right candidate! Send resume to: Local Sales Manager, KMSS TV, PO Box 30033, Shreveport, Louisiana 71130.

General Sales Manager: KODE, Joplin's ABC affiliate is seeking a highly motivated GSM to lead our dynamic sales team. 3-5 years management experience. Excellent people skills a must. Knowledge of all sales tools. Knowledge of Columbine a plus. This is an opportunity for growth with a new and expanding group owner. Resume and letter to Harvey Libow, KODE-TV, PO Box 46, Joplin, MO 64801. Fax 417-623-3736.

Senior Sales Account Executive: Looking for seasoned Account Executive to handle Regional and Local Agencies/Advertisers. Develop new direct business a must! Five years of television and/or media sales experience, TVScan, Marshall Marketing, computer literacy, and negotiating skills essential. College degree preferred. Resumes: Shelley Gregory, Local Sales Manager, KOAT-TV, PO Box 25982, Albuquerque, NM 87125. KOAT-TV is an Equal Opportunity Employer. Drug free workplace.

HELP WANTED TECHNICAL

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Interaction is constant. Work is dynamic. Training is continuous. We are Bloomberg L.P., the leading financial information provider that spans the globe. Unparalleled service and unsurpassed products have made us the fastest-growing company in the information industry. Through our combination of news, programming data collection service and sales, we have implemented technology to deliver instantaneous, comprehensive financial information worldwide.

Bloomberg Multimedia, the on-line interactive information service from Bloomberg News, is seeking experienced Engineers to organize and take in feeds from reporters in the field, manage the Multimedia feeds desk, train reporters on the Multimedia field equipment, maintain the Multimedia work stations and develop new methods of receiving material.

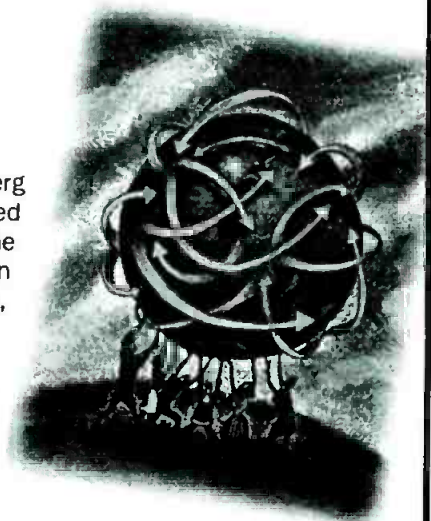
CHIEF ENGINEER – Princeton, NJ-Based

We seek an accomplished, creative engineer to develop the Multimedia newsroom of the future. Candidate should have a minimum of 5 years engineering experience in broadcasting. Excellent computer and communication skills are essential. College or professional degree is required.

ENGINEER/COORDINATOR – Princeton, NJ-Based

Responsibilities will include managing live feeds, training reporters on audio equipment and maintaining computer network. We require 2-3 years engineering experience and excellent computer/communication skills. College or professional degree is essential.

Please send resume to Howard Horder, Human Resources Dept BRCB, Bloomberg L.P., 499 Park Avenue, New York, NY 10022; e-mail: careers@bloomberg.com. No phone calls, please. EOE m/f/d/v.



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We offer an excellent compensation and benefits package. For confidential consideration, send your resume to: **CHYRON Corp., HR Dept.- BC-CSE, 5 Hub Drive, Melville, New York 11747; FAX #: (516) 845-2090; e-mail: cmz@chyron.com.** We are an equal opportunity employer m/f/h/v. To learn more about CHYRON and our employment opportunities, visit our website: <http://www.chyron.com>.



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Working closely with engineering, sales and customers, you will be responsible for MPEG-2 encoder product line requirements and pricing. You will create and execute marketing plans (promotion, positioning.) You will also represent encoder products in system solutions for multiple market segments to support pre-sales activities. Requires BSEE (MBA and/or MSEE preferred) or equivalent and MPEG-2 broadcast technology experience. International travel required.

DiviCom is the market leader in video networking and video compression for broadcast. Send resume to hwhite@divi.com, fax 408/490-6500 or mail to Professional Staffing, 1708 McCarthy Blvd., Milpitas, CA 95035. For more information on DiviCom, visit us at www.divi.com.



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Resume/Fax (717) 654-5765

7/97

CENTURY COMMUNICATIONS

OCN, A 24-hour regional cable network located in Orange County, California currently has an On-Line Editor position available in the Creative Services Post Production department. This is a full-time position, PM shift.

Experience with SONY 9100 edit controller, GVG 200 switcher, Abekas A53-D DVE, Digital Betacam SP, 1", and Dubner Graphics Factory paint system preferred. Seeking a fast working, creative candidate with personal initiative and strong client skills.

We offer a competitive salary and benefits package. If you would like to be considered for this position, please forward your demo reel and resume in confidence, complete with salary history and expectations to:

Century Communications

Attention: Human Resources
P.O. Box 11945
Santa Ana, CA 92711

No Phone calls please
We are an Equal Opportunity Employer.

WAFF TV Huntsville, NBC UHF station is looking for supervisor of engineering maintenance and master control staffs. FCC General Class License a must. experience with UHF transmitters a plus. Must have ability to do component level troubleshooting. Individual must possess five years experience in TV, leadership skills, and ability to manage people, and projects. Great opportunity to join growing Raycom Media group in booming southern market. Send resume to: WAFF TV, PO Box 2116, Huntsville, AL 35804. Absolutely No Phone Calls WAFF is an Equal Opportunity Employer and encourages applications from women and minorities.

Engineer. WITI-Fox Six - Milwaukee has opportunities on our television engineering staff which operates and maintains equipment such as studio cameras, audio systems, video switcher, video tape equipment, radar, microwave equipment and transmitters as assigned. Duties are performed not only in the studio but in remote locations, so outdoor work and occasional travel are required. Qualified candidates must have an FCC General Radiotelephone Operators's license SBE Certification, or 2 yrs in an accredited tech. school in television electronics. 3-5 years in television broadcasting with experience in production of live and taped programs. Must have basic maintenance skills and a thorough knowledge of television production techniques. Please send or fax resume to attention Human Resources, Fox Six-WITI, 9001 N. Green Bay Road, Milwaukee, WI 53209. AA/EEO Employer.

Maintenance Engineer. WHNS-TV FOX 21 is currently accepting applications for Maintenance Engineer. Minimum two years experience with troubleshooting and repair of broadcast electronic equipment. Knowledge of UHF transmitters and computer systems a plus. Send resume to WHNS-TV, Attn: Personnel-ENG, 21 Interstate Court, Greenville, SC 29615 or Fax to 864-297-0728. EOE M/F/H.

Hal Express Artist. Humongous opportunity for a humongous talent with Dallas' Video Post & Transfer and its design group, Hothaus Design. If you know Hal and have the mother/father/sister/brother of all reels give us a call. Contact Steve Ference, 214-350-2676 now.

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

Chief Engineer. Small-market midwest network affiliate needs a chief engineer. Should be thoroughly familiar with transmitter operations and maintenance, studio operations, FCC regulations. Computer literacy a must. This is a hands-on job for someone who want to be part of a growing operation in a nice place to live. Send resume and cover letter detailing your experience and training to Box 01231. We are an Equal Opportunity Employer.

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**(212) 337-7073
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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 Of Engineering. WISN-TV, the Hearst Broadcasting ABC affiliate in Milwaukee, is looking for a seasoned professional who can lead our technical department into the next century. Candidate should have five or more years experience as a Chief Engineer or as a proven Assistant Chief. Experience in managing collective bargaining employees and supervision of labor contracts is required. In addition, significant computer hardware and software expertise, thorough RF experience, and a solid understanding of digital broadcast technologies are all requisite qualities. An EE degree or SBE certification is preferred. EOE. Send resume to Rick Henry, VP & General Manager, WISN-TV, P.O. Box 402, Milwaukee, WI 53201.

Broadcast Maintenance Engineer. Major NYC News facility has an opening for a Broadcast Maintenance Engineer. The right candidate will have a minimum of 3 years hands on maintenance experience with Broadcast ENG / EFP & Studio equipment down to component level. Must be able to work independently as well as part of a team in a high pressure, deadline oriented atmosphere. Ability to work all shifts is an absolute must. No Calls. Attn. Steven Soep, Potomac Television, c/o CNN, 5 Penn Plaza, New York, NY 10001. Fax: (212) 714-7920

Broadcast Maintenance Tech (Com. Tech. Senior). Experienced repairing broadcast color cameras, 3/4" U-MATIC, HI-8 and SP-BETA VTRS, and camcorders and other studio and field equipment. DOS/Windows and Macintosh PC experience. Proven ability trouble-shooting analog, digital and RF circuits a must. Verbal and written proficiency in English required. 2 years technical school; 2 years work experience after graduation. Excellent benefits including tuition remission for self and family. Please mail or fax your resume to: University of Miami, Human Resources, 1507 Levante Ave., Coral Gables, FL 33124. Fax: (305) 284-2854. Equal Opportunity/Affirmative Action Employer.

Assistant Chief Engineer. Group-owned television station, offering the best of all worlds for a hard-working person interested in opportunity and career development. Must possess excellent systems planning knowledge, management ability, foresight and a practical approach, VHF transmitter experience, ability to drive satellite truck and uplink, and strong computer skills. Hands on required. An FCC General Class License or SBE Certificate preferred. Location, climate and benefits are a plus. To apply, send resume and letter of introduction to Chief Engineer, WIS Television, PO Box 367, Columbia, SC 29202 (No Phone Calls Please.) EOE.

HELP WANTED NEWS

Your Next Job Could Be Just A Click Away! Visit "The Marketplace" at www.talentedynamics.com for free broadcast openings.

Weekend Weather/Reporter: We're looking for someone who can do it all. Weekend weather and general assignment reporter. AMS seal or degree in meteorology preferred. Two years experience with weather/reporting. Please send your tape, any format, resume and letter of interest to: Box 01236 EOE.

Weekend Weather Anchor: Anchor our weekend newscast and be ready to do "pinch-hitting" for our weekday positions. The more credentialed you are, the happier we are. Send resume and non-returnable tape (VHS or Beta) to Box 01233 EOE.

Weekend Anchor/Reporter. KLAS-TV, Las Vegas. Anchor and produce half-hour newscast Saturday and Sunday mornings. Report three days a week. Must have previous anchor experience and minimum 3 years reporting experience. Send non-returnable tape to KLAS, 3228 Channel 8 Drive, Las Vegas, NV 89109. EOE.

Weekend AM News Anchor and Reporter. We are looking for someone to anchor our Sunday AM shows and then report four other days of the week. If you can bring a sparkle to the AM show, we want you. Send resume with cover letter and non-returnable tape (VHS or Beta) to Box 01234 EOE.

WHOI-TV, the ABC affiliate in Peoria, Illinois is looking for a Weekend Anchor/Reporter. Prefer one year weather experience. Ideal candidate is a news junkie, aggressive, uncovers the lead story every night, great writer, self motivator. This is a great opportunity for someone who has the versatility to anchor and deliver stories on the street. Rush resume and tape to Pat Livingston, 500 N. Stewart Street, Creve Coeur, IL 61610. EOE.

Two Photographers/Editors. News 4 San Antonio is looking for two Morning & Midday Show Photographer/Editors. Qualifications: One year of photography/editing experience; PC/Windows '95 knowledge is very helpful to be able to edit on our new EditStar digital system. Resumes and tapes to KMOL-TV, c/o Jim Myers, Chief Photographer, PO Box 2641, San Antonio, Texas 78299. Fax: 210-224-9898. E-mail: www.kmol.com. News 4 San Antonio/KMOL-TV is an Equal Opportunity Employer.

Co-Author/Producer. If you're a grouch in the morning, don't apply! Co-anchor opening expected in the 4th Quarter for someone who loves the dawn of each new day, and can share that enthusiasm with a just-waking-up audience. Must have some producing experience as this position will likely require producing, as well as anchoring, a midday broadcast as well. Other requirements are a minimum 2-3 years reporting experience, with some anchoring. The station is #1 in a 100-125 size market. Send tape (VHS accepted) and resume to Box 01238. EOE.

Senior Graphic Artist. NBC 6 / WCNC-TV, a subsidiary of A.H. Belo, is recruiting for a Senior Graphic Artist to join our growing staff. This creative individual will be responsible for providing a leadership role for the artistic support of our news product. Must be able to work flexible hours as needed, including weekends and holidays. Proven experience in Quantel, Picturebox and news graphics is required. Experience in animation (After Effects, Adobe Premiere) as well as in print (Macintosh platform and the following programs: PageMaker, Illustrator, & PhotoShop) is a definite plus. Weather graphics experience, photography and set design / construction is beneficial. Qualified applicants need to send your tape, resume and salary history to: NBC 6, Human Resources Department, Attn.: position 97-31, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. Or fax: (704) 357-4984, or call: (704) 329-3705. EOE/M/F/V/H

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

Photographer/Editor: Full time News Photographer/Editor wanted in growing, competitive market. Must have experience shooting/editing on beta format. Avid newscutter a plus. Must have Microwave Live Truck experience. Must be able to work quickly under multiple deadline pressure. Send Tape (Beta preferred) and resume to Box 01237, by September 22, 1997. EOE.

News Producer: We are looking for a take charge producer for our late news. If you're the candidate, make sure you can write, take charge for two or three live shots per show, and enterprise stories on those days when the DMA is quiet. Send resume, non-returnable tape (VHS or Beta) and news philosophy to Box 01232 EOE.

News Producer. ABC O&O, Houston's #1 station, is looking for a strong show producer that can handle breaking news, maintain aggressive coverage and tell stories graphically. Send tape and resume to Dave Gwizdowski, Assistant News Director, KTRK-TV, 3310 Bissonett, Houston, TX 77005. Equal Opportunity Employer M/F/D/V.

News Operations Manager: KLAS-TV, Las Vegas. Coordinate all technical aspects of news gathering. Directly supervises photojournalist staff. Must have extensive experience in photojournalism and previous management experience. Send non-returnable tape to KLAS, 3228 Channel 8 Drive, Las Vegas, NV 89109. EOE.

News Director. Salt Lake City's ABC affiliate is seeking a highly motivated leader to take charge of strong #2 news operation. Successful candidate will have news management experience in medium to large metered markets. Send resume/VHS tape to Peter Mathes, General Manager, KTVX-TV, 1760 Fremont Drive, Salt Lake City, UT 84104. No phone calls please. EOE.

Increase your exposure with Mediacasting's audio/video classifieds. Your tape will be heard/seen by thousands of broadcast professionals via the Internet. Affordably priced! Call 920-926-9620 or www.mediacasting.com.

News Director with a vision to create excellence is sought to lead our small market team to a new level. Ability to coach, motivate and deliver exciting relevant newscasts a must. Resumes to Kathleen McLain, GM, WMDT-TV, PO Box 4009, Salisbury, MD 21803-4009. Equal Opportunity Employer.

News Bureau Reporter Position: Develop, report, write & present news stories as required. Live reporting as assigned. Some travel required. One year experience with shooting, editing & reporting for television news. Resume, cover letter & Non-Returnable Tape: Dot Kent, News Managing Editor, KOAT-TV 3801 Carlisle Blvd NE Albuquerque, NM 87107. Drug Free Workplace. *KOAT-TV is an Equal Opportunity Employer*

Media General's NBC station in beautiful Charleston, SC seeks an Executive Producer to oversee daily newscast quality control and a talented producer team. The ideal candidate is a creative line or special projects producer who has strong story telling, leadership, and special project skills. Send tape of your news product, resume, and philosophy to HR Dept., WCBF-TV, 210 West Coleman Blvd., Mount Pleasant, SC 29464. M/F EOE. Final applicants drug screened.

Lead Reporter. KLAS-TV, Las Vegas. Are you the best in town? Do you dig out stories others completely missed? If you're an experienced reporter who doesn't give up, doesn't rely on the desk and doesn't want to be an anchor, send us your tape. Send non-returnable tape to KLAS, 3228 Channel 8 Drive, Las Vegas, NV 89109. EOE.

KODE-TV, the ABC affiliate in Joplin, Missouri, is searching for a co-anchor to join our established male anchor. Successful applicant will have 3 to 5 years experience as reporter/anchor, and a warm, energetic style. Send tape and resume to Larry Young, KODE-TV, P.O. Box 46, Joplin, MO 64801. EOE.

Bureau Reporter who can shoot and report for our Dover, DE, location. Degree plus live experience, the ability to build community contacts, write crisp copy and deliver it in an interesting manner could land you the opportunity to work in this small market beach community. Tape and resume to Chris Cifatte, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21803. Equal Opportunity Employer.

Assignment Editor. WTVH-5, the CBS television affiliate in Syracuse, New York, is looking for a news assignment editor in a 45 person shop. Must have ability to generate story ideas for daily news coverage. Must have 3 years of TV experience, excellent people skills, be a quick thinker, clear communicator, and be an exceptional organizer. College degree required. If you would like to be a part of this exciting news organization, please send resume with salary requirements to Human Resources Dept., WTVH, 980 James Street, Syracuse, New York 13203. EOE.

6 and 11pm Co-Anchor to compliment our male anchor. Previous anchoring experience, strong writing skills, live reporting and 2 year contract required. Tape and resume to Chris Cifatte, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21803. Equal Opportunity Employer.

6 & 10 News Cast Producer. Number one rated CBS affiliate has immediate opening. Must have excellent writing skills, good news judgement. Candidate must have clear understanding of show pacing, transitions and importance of graphics. Producer expected to manage multiple tasks and effectively handle breaking news and last minute changes. Individual also responsible for managing staff including producing assistants. Send tape and resume to Shirley Beer, News Director, KOAM-TV, 2950 NE Highway 69 or PO Box 659, Pittsburg, KS 66762. KOAM-TV is an Equal Opportunity Employer.

HELP WANTED FINANCIAL & ACCOUNTING

KSTU, a FOX O&O in Salt Lake City, has an immediate opening for a VICE PRESIDENT OF FINANCE.
Full benefits package available.

Essential functions of the position include management of all station accounting personnel and operations including cash flow, profit and loss, forecasting, A/P, A/R, credit, payroll, financial analysis, and tax packages; preparation of annual financial plan; execution of company policies and procedures; supervising station information systems personnel; management of the station's facility; participating as a member of the KSTU management team.

Requirements include a bachelors degree in accounting/finance, business, related field or equivalent, plus 5-7 years accounting experience in broadcasting or related field (experience must relate to the above-mentioned essential functions); excellent computer skills; proficiency with Enterprise film and traffic systems, Lotus 1-2-3 and mainframe input; strong leadership skills. Prefer applicants possessing "Big Six" accounting firm experience; a C.P.A. and/or Master Degree; familiarity with J.D. Edwards software systems. Please send resume with salary history to **KSTU Fox 13 Personnel, 5020 W. Amelia Earhart Drive, Salt Lake City, UT 84116, or FAX: (801) 536-1315. Equal Opportunity Employer.**



**To place your classified ad in *Broadcasting & Cable*,
call Antoinette Pellegrino (212) 337-7073
or Sandra Frey (212) 337-6941**

HELP WANTED PROMOTION

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If you're looking for just a 'writer/producer' job, move on. We're looking for someone exceptional, and exceptionally different. Tape speaks louder than anything. (2) openings for marketing-promotion writer/producer/geniuses. No boot-licking, paranoid, demagogues need apply. Hands-off, workers' paradise, with lots of new gear for the right people.

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DEPARTMENT
WJLA-TV**



3007 Tilden St., NW
Washington, DC 20008

E.O.E.

Public Service/Special Projects Director:

KXAN-TV, Austin, Texas seeks experienced Writer/Producer who can also oversee and execute all public service, station promotions and events. Responsibilities include writing and producing promos and PSA's for station sponsored events; programming, and community service campaigns. Must have at least two years experience, strong writing and people skills; hands-on beta editing (Avid experience a plus), and computer literate. Send resume and 1/2" tape by September 24, 1997 to: KXAN Attention: Special Projects Director, 908 MLK Blvd., Austin, Texas 78701. KXAN-TV36/EOE

Promotion Writer/Producer: KNVA-TV, in Austin, Texas seeks creative, organized Writer/Producer for WB affiliate. Responsibilities include writing and producing promos and PSA's for programming, community service, station sponsored events, and contests. Must have 1-2 years experience, strong writing and people skills, hands-on beta editing (Avid experience a plus), and computer literate. Send resume and 1/2" tape by September 24, 1997 to KNVA Attention: Promotion Writer/Producer, 908 West MLK Blvd., Austin, Texas 78701. KNVA-TV54/EOE.

**Fax your classified ad to:
212-206-8327**

Promotion Director: WHSV-TV, Harrisonburg, VA has an outstanding opportunity for top notch creative talent. Must be hands-on manager in this two person dept. Ideal candidate can do both the planning and execution of promos that work. Send resume and cover letter to: General Manager: Tracey Jones, WHSV-TV, P.O. Box TV3, Harrisonburg, VA 22801

Your Next Job Could Be Just A Click Away! Visit "The Marketplace" at www.talentedynamics.com for free broadcast openings.

HELP WANTED CREATIVE SERVICES

Graphic Artist/Designer for southeast CBS affiliate station owned by Gannett Broadcasting. High technical skills and artistic creativity needed for primary newscasts. Requires 1-2 years of experience with broadcast and print graphics. Must be proficient in Photoshop, Illustrator, QuarkExpress, and After Effects. Experience with News, Commercial Production, Promotion and Community Affairs graphics. Must be detail oriented and able to work under pressure within the newsroom environment. No phone calls please. Send resume and non-returnable tape demo to Elena Peterman, 13 WMAZ, PO Box 5008, Macon, GA 31208. EOE.

Creative Services Director. Live in the beautiful intermountain West and enjoy a great lifestyle. KTVX-TV/ABC, (a United Television Inc. station), is looking for a dynamic individual to develop and execute overall marketing strategy. If you are a person who has a keen understanding of strategic planning and brand management and understand how to create tactical plays for an affiliated television station, this is a tremendous opportunity for you. We are looking for someone to coordinate not only on-air promotion, advertising, graphics, publicity and media planning but also long term product development. Send non-returnable tape and resume to: Peter Mathes, General Manager, KTVX-TV, 1760 Fremont Drive, Salt Lake City, UT 84104. No phone calls please. EOE.

Art Director. Talented self-starter needed to manage the creation of on-air graphics, print projects and set design for the area's #1 television station. Heavy emphasis on preparation of electronic graphics for news shows and station promotion. Needs design experience using Photoshop, PageMaker, FreeHand, After Effects and Liberty Paint software. 3 years experience and related degree required. Send resume and demo tape to Personnel Administrator-77, WTOL-TV, PO Box 1111, Toledo, Ohio 43699-1111. No phone calls, please. WTOL-TV is an Equal Opportunity Employer.

Creative Services Director. Denver ABC affiliate seeks experienced individual to assist the Director of Promotion in helping conceive, plan and execute (write, produce, direct, edit) promotional strategies for KMGH-TV news, programming and community affairs products. This person will also provide budget, planning and supervisory support in helping oversee the daily creative services process of the department. College degree and television promotion experience required. Send resume and salary requirements to HR, KMGH-TV, 183 Speer Blvd., Denver, CO 80203 or Fax 303-832-0138. No phone calls, please. EOE.

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FAX: 212-206-8327

or

Sandra Frey
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FAX: 212-337-6957

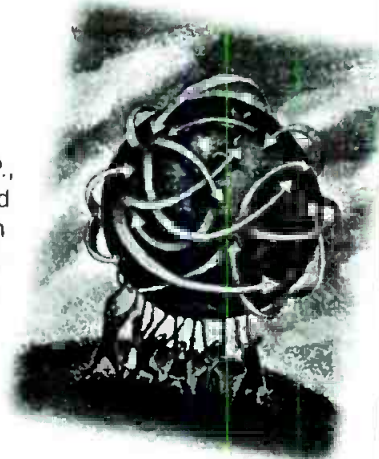
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Bloomberg Multimedia, the on-line interactive information service from Bloomberg News, is seeking experienced Producers and Editors to become involved in all phases of production of Bloomberg Multimedia Reports.



PRODUCERS

We seek hard-working self starters with 3-5 years journalism/media experience; excellent writing and computer skills, knowledge of the economy, markets and companies as well as a college degree. Fluency in a foreign language (Japanese, German or French) is a plus.

EDITORS

We seek accomplished journalists with excellent writing/editing skills to edit reports and set the news agenda. We require 5-10 years journalism experience with a focus on financial news. College degree or higher degree is a must.

Please send resume, indicating salary requirements and position of interest, to: Human Resources Dept NK-PE-BRCB, Bloomberg L.P., 100 Business Park Drive, P.O. Box 888, Princeton, NJ 08542-0888. website: www.bloomberg.com. No phone calls, please. EOE m/f/d/v.

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COMMODITIES
NEWS

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Wanted: Serious producer/editor to create fantastic video for the number one Fox affiliate in the U.S. Duties include creating *Cool* on air-station promos and *Hot* commercial spots for local and regional ad agencies. Our new editor will have good people skills and be a team player. Must have analog and non-linear (very important) editing experience and provide non-returnable demo reel. Serious Inquiries only respond by mail to WFXG-TV Fox 54, 3933 Washington Road, Augusta, GA 30917. Attention: Keith Avery, Production Manager. EEO

WTVM, The Newsleader in Columbus, GA, seeks an experienced Director/Editor. Successful candidate will direct multi-camera, fast-paced, market leading newscasts. Television production background required. Demonstrated experience as television director/technical director or related experience is required. Editing knowledge and college degree preferred. Must have creative eye, supervisory skills, and can-do attitude. Drug test and motor vehicle report required. Send resumes and videotapes to: Lowell Stollenberger, Operations Manager, WTVM, 1909 Wynnton Road, Columbus, GA 31906. WTVM is an equal opportunity employer.

Top 10 O&O News Department seeking the best Investigative Executive Producer and Producers in the country to build an elite new unit. Send tape, cover letter, and resume ASAP!! Equal Opportunity Employer. Reply to Box 01228 EOE.

WICD-TV is seeking a Switcher/Director for fast-paced, live shot, and graphic oriented newscast. Candidate has 1-2 years experience in switching/directing newscasts as well as other aspects of production. Send resume and non returnable tape to Ray Giberson, WICD-TV, 250 South Country Fair Drive, Champaign, Illinois 61821. No phone calls please. EOE M/F

WFXG-Fox 54 currently has an opening for the position of Master Control Operator. The ideal candidate will have 2-3 years experience in control room operations, will be computer literate and work with little or no supervision. WFXG Fox 54 offers a competitive salary and complete benefit package. Applications and resumes will be accepted at WFXG-Fox 54, 3933 Washington Road, Augusta, GA 30907. No phone calls. EOE

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

Post Production Tape Editor (Commercial Director). Enchanting opportunity - sunshine and blue skies in Albuquerque, NM! Qualified Editor sought for broadcast production/post production facility. Strong working knowledge of EFP with emphasis on related post editing equipment: GVG Editor, ADO, Chyron Infiini/Maxine and Audio Production. Additional experience in special events and project coordination helpful. Professional attitude and good human relation skills are required. Position requires a flexible schedule. Resume, cover letter w/salary requirements and *non-returnable* tape to Brian Bouloy, KOAT-TV, 3801 Carlisle Blvd., NE, Albuquerque, NM 87107. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

National Television Network. Wanted: Production Assistant: 3-5 years experience. All around abilities include: Script Writing, Videography, Post Production, Computer Graphics & Animation. Flexible hours, a positive attitude and ability to work with others a must. Company benefits include insurance and 401K package. Position to be filled immediately. Send resume, demo tape, and salary requirements to: Employee Relations, Wisdom Channel, Southview Mall, Bluefield, WV 24701

Successful national talk show looking for experienced east coast based producers. Please fax resume to 212-262-3731.

HELP WANTED MISCELLANEOUS

Former Network TV News Producer in NYC, SanFran, LA or DC sought for lucrative (\$75K+) position as a consultant to an expanding, high-powered publicity firm with with national clients and contacts. We do publicity to high journalistic standards. We require the same commitment plus a good working relationship with influential contacts at the network TV news level. Must be computer/Internet savvy. Work from your home year-round, on easy schedule. Send resume plus general outline of areas of media influence to: Primetime Publicity, Two Embarcadero Center, Suite 200, San Francisco, CA 94111.

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.

Producer: Midwest NBC affiliate is in need of a news producer with internet skills. This person will be responsible for producing daily newscasts, and updating our news web page. Must have excellent writing and leadership skills, and be familiar with Windows NT and Photoshop. EOE. Please send resume to Marie Williams, News Director, WREX-TV, P.O. Box 530, Rockford, IL 61105

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.

Bilingual Production Ass't Wanted. WUNI-TV, Boston's Univision affiliate, is looking for an energetic, bilingual team player to join a busy production team. Main responsibilities will be to write for/produce/coordinate New England's #1 Latin variety show. Send resume to M. Godin, WUNI-TV, 33 Fourth Ave., Needham, MA 02194 or fax to (781)433-2750. No phone calls please. EOE.

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

Art Director & Producers - FL

WESH-TV, the NBC affiliate in Orlando, is looking for: **Art Director** to supervise designers, create, execute and manage design projects including print and on-air. Familiar with Chyron Liberty Paint, Photo Shop, QuarkXpress, Illustrator and After Effects.

Promotion Writer/Producers to create well written, well-crafted, honest promotion, including news image, series and topical.

Send reel and resumes to:

Paul Greeley, Marketing Director
 1021 N. Wymore Rd
 Winter Park, FL 32789



Pulitzer Broadcasting Company
 An Equal Opportunity Employer

HELP WANTED PROGRAMMING

ASSOCIATE DIRECTOR, CHILDREN'S PROGRAMMING

PBS needs someone with 5+ years experience in media production, educational media, or programming to review, evaluate, and assist in the development and oversight of children's programming proposals and productions for the National Program Service. A BA in liberal or fine arts with coursework in human/child development, psychology, and/or education preferred. A strong background in children's programming is essential. Familiarity with child development, script and proposal evaluation, the on-line environment, and the public television station system is desirable. Also important are management and negotiation skills, mature judgment, the ability to work under pressure and a sense of humor. PBS offers an exciting, fast-paced work environment, a competitive salary, and an excellent benefits package. Please send resume with salary requirement to:



1320 Braddock Place
 Alexandria, VA 22314

National TV & Radio Network. Wanted: Traffic and Program Scheduling Manager. Responsibilities include Assisting in creating daily and weekly Program Schedules for Air, Schedule Commercial Spots and PSA's, Track Spot inventory, work closely with Accounting Dept. Must be organized and detail oriented. Company benefits include insurance and 401K package. Position to be filled immediately. Send resume and salary requirements to: Employee Relations, Wisdom Channel, Southview Mall, Bluefield, WV 24701

HELP WANTED RESEARCH

Research Director: WJWB-TV, Jacksonville's WB affiliate needs a research pro to support the sales, programming and promotion departments. We're looking for someone with broadcast experience who is familiar with Nielsen, Monitor Plus, microsoft office as well as graphic presentation. Strong writing skills are an absolute must. Jacksonville will be a metered market in 1998. Send resume and examples of your work to: General Manager, WJWB-TV, 9117 Hogan Road, Jacksonville, FL 32216. Pre-employment drug screening required. WJWB is an Equal Opportunity Employer and encourages applications from women and minorities.

SITUATIONS WANTED MANAGEMENT

TELEVISION EXECUTIVE

Television executive with 15 years experience in broadcasting, program development, brand advertising, production, strategic planning and new media seeks senior level position with startup or aggressive, brand driven company in need of creative executive with outstanding management and business skills. Reply to Box 01207 or leave confidential message at:

(973) 701-0119

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MARS!! Remember all the Pathfinder excitement? Great science, technology, and medical stories always capture your viewers attention. Let me help you capture even more. Three Emmy Awards...Network background...15 years-plus experience...All in Science, Technology, and Medicine...Ready to relocate.

Reply to Box 01235

Commentary with Credibility. College Dean and Professor, Ph.D. in Political Science, M.S. journalism, with substantial television commentary experience. seeks major market commentary or editorial opportunity. Call Dr. Steve at 607-735-1703.

SITUATIONS WANTED SHOW PITCH

Looking for agent, producer, syndicator or network to develop concept for television show called *Reach For The Stars*, which appeared in Daily Variety on page 16, August 29th. Major media outlets have shown tremendous interest and this show will be watched by everyone who likes celebrities. Call Blake at (516) 694-1576

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HELP WANTED MARKETING

EXECUTIVE MARKETING POSITIONS

Time Warner Cable (Eastern Pennsylvania Division) is seeking two talented executives for the positions of Vice-President, Marketing and Director, Marketing. These are the leadership positions for a division of seven systems and 150,000 subscribers.

Vice President of Marketing

The ideal candidate must have a college degree in business/marketing or preferably, an MBA plus five to seven years marketing and sales management experience. This position is responsible for the overall development, monitoring and assessment of marketing plans, budgets promotions and competitive activity as well as subscriber acquisition and retention programs for a 150,000 subscriber division. Additional responsibilities include establishing pricing strategies and interfacing with technical and customer service staff.

Director, Marketing

This position requires an individual with a college degree in business/marketing plus three to five years of related management experience. Key responsibilities include planning, research, development, coordination and implementation of the marketing strategies offered by the division. Additionally, sound and diverse computer experience is necessary.

Both positions offer excellent benefits and compensation packages. Qualified individuals should send resumes to:



**TIME WARNER
CABLE**

Human Resources Department
400 Riverfront Drive
Reading, PA 19602
EEO/AA Employer
M/F/H/V

HELP WANTED PRODUCTION

MANAGER OF FIELD PRODUCTION



**ENTERTAINMENT
TELEVISION**

E! Entertainment Television is seeking a Manager of Field Production who will oversee the day-to-day operations of the ENG department. The qualified candidate will have a minimum of three years field-based production experience with at least one year in a supervisory capacity. Must have a thorough knowledge of field equipment including SONY BVP-750 and 70-IS cameras and Clearscan technology. Ability to work flexible hours essential. Prior experience as a producer is a plus. Must have good interpersonal skills and the ability to build relationships with a variety of people.

Excellent benefits package and 401(k) Savings Plan. Please send resume with salary history to:

E! Entertainment TV
Attn: Human Resources - MGR
5670 Wilshire Boulevard
Los Angeles CA 90036
E-mail: hr@eentertainment.com

*(please send all documents in MS Word for Mac 5.0)
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Send resume/tape to:
Box -----, 245 West 17th St.,
NY, NY 10011



Managing Producer. Encore Media Group, the nation's largest provider of cable and satellite delivered television channels, has an opening for a Managing Producer. We're looking for a creative individual to oversee planning, production and scheduling of on-air promotional and interstitial programming. You will use your 3-5 years experience in television management to direct the entire production process. If you have extensive and varied production and post-production experience, excellent writing skills and the ability to work under strict deadlines send resume, salary history, and non-returnable VHS demo reel to: Managing Producer, #324, 4100 E. Dry Creek Rd, Littleton, CO 80122. Drug test required for successful candidate. EOE

HELP WANTED TECHNICAL

DIRECTOR OF ENGINEERING


The Golf Channel has an opportunity for a highly motivated, experienced manager for its digital network operations facility in Orlando, FL.

We are seeking an individual with strong communication, interpersonal, and project management skills. You will supervise all technical operations including: Engineering, Master Control and Satellite Transmission in addition to managing personnel and technology for the premier television facility in the South.

To qualify, you must have a BSEE or equivalent with extensive experience in management, engineering and technical operations. (No calls accepted) EOE

For consideration, please send your resume with salary history to:

**The Golf Channel
Human Resources
(Director of Engineering)
7580 Commerce Center Dr
Orlando, FL 32819**



THE GOLF CHANNEL

Video Engineering. Group W Network Services, a division of CBS Cable, is seeking top-level Engineering Technicians for our Engineering Department. We have a large facility on the Connecticut coast and have been in business for over a decade. Currently, we need your skills to help support our master control areas, production studios, edit suites and graphics systems. You will cover everything from system engineering and design to live broadcasts and tape machine repair. You will need at least five years' experience repairing and maintaining broadcast equipment. Knowledge of analog and digital equipment, video servers and computers is necessary. We are offering very attractive salaries for qualified individuals. For immediate consideration, please forward your confidential resume, including salary history to: Human Resources Department KR-VE, CBS Cable/Group W Network Services, 250 Harbor Drive, Stamford, CT 06904. Fax: 203-965-6117. Equal Opportunity Employer.

Broadcast Microwave Engineer. American Telecasting, Inc., a wireless cable company and a growing Internet Service Provider, seeks a Broadcast Microwave Engineer for its Colorado Springs, CO office. Successful candidate will perform field engineering, data gathering, analysis and verification; assemble key data for designing point-to-point, point-to-multipoint analog and digital microwave systems; participate in approval of applications of new or modified MDS/MMDS/ITFS stations; create microwave propagation maps. Qualified candidate will have a minimum of 3 yrs technical exp. in related communications industry; knowledge of video, transmitter and microwave system construction, theory and operations, and FCC rules; knowledge of use of baseband and RF test equipment; and knowledge of design, construction, operation and maintenance of TVRO and RF distribution systems. Position requires about 25% travel. Send resume and salary history to: Human Resources Manager, American Telecasting, Inc., 5575 Tech Center Drive, Suite 300, Colorado Springs, CO 80919. EOE/Drug Free Work Place

HELP WANTED RESEARCH



FOX News Channel seeks two Market Research Analysts to provide analysis to Ad Sales and Affiliate Relations. Will work with Nielsen, MRI, Claritas and other research providers to evaluate data for the creation of presentations and one sheets communicating FNC's competitive advantage. A bachelor's degree, 2+ years experience and proficiency in Microsoft Word, Excel, and Powerpoint are required. FOX News Channel offers a competitive salary and an excellent benefits package. For immediate consideration, fax resume and salary requirements to 212-301-8583

ALLIED FIELDS

HELP WANTED INSTRUCTION

**ROY H. PARK SCHOOL OF COMMUNICATIONS
ITHACA COLLEGE**

The Television-Radio Department in the Roy H. Park School of Communications at Ithaca College has three openings for assistant/associate professor to teach a combination of courses in the areas of beginning through advanced field and studio production, including digital non-linear post production, directing audio for media, lighting, set design and production management. Secondary areas include video journalism, multi-media and emerging technologies, scriptwriting, directing performers for the camera, and other core courses depending on the expertise of the candidates. The successful candidate will also advise students and may serve on department, school and college committees.

Ph.D., M.F.A. or Master's in video/film or related discipline is required. Significant video production work, including national and/or international, digital professional experience required. Successful teaching experience also required. Commitment to a liberal arts education within a professional program is expected. Applicants must send a current vita, statement of interest, including professional specialization with areas of teaching, and the names, addresses and phone/fax numbers of at least three references to Dr. Barbara Morgenstern, Chair, Search Committee, Department of Television-Radio, 328 Roy H. Park Hall, Ithaca College, Ithaca, New York 14850-7253. Phone: 607-274-3260. Fax: 607-274-1664.

Screening begins October 15, 1997, however, applicants will be accepted until the positions are filled. Ithaca College is an Equal Opportunity/Affirmative action Employer.



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Broadcasting & Cable
call Antoinette Pellegrino
(212) 337-7073
or Sandra Frey
(212) 337-6941**

Mass Communication: tenure track, assistant professor. Starting date January 1998 (preferred) or August 1998. To teach basic and advanced audio production, broadcast station management, programming, broadcast journalism, and media writing courses; serve as adviser to the department's award-winning commercial cable radio outlet. Familiarity with multimedia applications desirable. Requires Ph.D. or ABD in Broadcasting or equivalent. Radio experience required. Send letter of application addressing the position, current resume, names, addresses and telephone numbers of three references, current transcript (copy acceptable), and three letters of recommendation to: Dr John Jasinski, Chair, Department of Mass communication, Wells Hall 238, Northwest Missouri State University, Maryville, MO 64468. Application deadline: October 17, or until filled. AA/EOE. Northwest encourages women and minorities to apply.

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Just For Starters: Entry-level jobs and "hands-on" internships in TV and radio news. National listings. For a sample lead sheet call: 800-680-7513.

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

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

AM and FM transmitters, used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454. 215-884-0888. Fax 215-884-0738.

FOR SALE STATIONS

BRAND NEW FULLTIME 50 KW PHOENIX AM FOR SALE

KCCF, 1100 on the dial, with 50 KW day and 1 KW night, licensed to Cave Creek. Clear channel facility with great coverage of the Phoenix metro. Nothing else like it available in the market. Deadline for offers October 15, 1997.

FULL TIME ST. LOUIS AM FOR SALE

WIBV, 1260 on the dial, with 5 KW day and night, licensed to Belleville, Illinois. Full coverage of the St. Louis metro. Owners have purchased another property in the market. Ideal for specialized operator. Deadline for offers October 15, 1997.

For more information contact:
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203-966-6522 FAX

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**NOTICE OF RECEIVER'S SALE OF
UNION CATV, INC. CABLE SYSTEM**

William R. Rice, Receiver for Union CATV, Inc. in Civil Action No. 96CV-81-M, U.S. District Court for the Western District of Kentucky, Owensboro Division has accepted an offer for the assets of the above from Paxton Cable, Inc. The system serves Union County, Kentucky and cities located therein. It has approximately 2,400 subscribers. The sale is subject to Court approval and will be heard Friday, September 26, 1997 at 10 o'clock a.m. in the Federal Court House, Owensboro, KY, Judge McKinley presiding. Contract price is \$2,325,000. Interested parties are encouraged to make offers above the contracted selling price. Interested parties may appear at the hearing and bid but should contact the Receiver beforehand. Minimum overbid is \$2,425,000. For complete information contact: William R. Rice, Receiver, (317) 843-5515, or P.O. Box 281, Carmel, IN 46032-0281



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(212) 337-6941

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FM Radio Station. Amarillo, Texas. KPQZ FM at 100.9 is being liquidated. This Class C1 100,000 watt station has recently been constructed, but is not on the air. Robert R. Sanders, the Receiver, is accepting bid proposals until 5 p.m. October 7, 1997. The minimum bid price is \$350,000. A deposit of \$10,000 is required with each bid. For bid information and details about this court ordered sale contact: Robert R. Sanders, Esq. Sanders, Baker & Jesko 806-353-7463. Fax 806-353-7591. P.O. Box 2667, Amarillo, TX 79105.

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

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

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

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

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

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For the Record

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

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; TOC—transfer of control; w—watts. One meter equals 3.28 feet.

NEW STATIONS:

Filed

Glenwood Springs, Colo. (970821MF)—Roaring Fork Broadcasting Co. for FM at 95.5 mhz. *Sept. 4*

Cordele, Ga. (970822MD)—American Family Assoc. for noncommercial FM at 90.3 mhz. *Sept. 8*

Driggs, Idaho (970807M5)—Roy E. Henderson/Driggs Broadcasting Co. for FM at 102.1 mhz. *Aug. 29*

Driggs, Idaho (970807MO)—Idaho Broadcasting Consortium Inc. for FM at 102.1 mhz. *Aug. 29*

Driggs, Idaho (970807M3)—Michael Radio Group for FM at 102.1 mhz. *Aug. 29*

Franklin, Idaho (970814MT)—Franklin Broadcasting Inc. for FM at 97.7 mhz. *Aug. 29*

Homedale, Idaho (970807M4)—Roy E. Henderson/Homedale Broadcasting Co. for FM at 106.3 mhz. *Aug. 29*

Idaho Falls, Idaho (970807M8)—Harry Media for FM at 107.1 mhz. *Aug. 29*

Idaho Falls, Idaho (970807M2)—Roy E. Henderson for FM at 107.1 mhz. *Aug. 29*

Idaho Falls, Idaho (970807M1)—Intermart Broadcasting Idaho Falls for FM at 107.1 mhz. *Aug. 29*

Idaho Falls, Idaho (970807M9)—Western Communications Inc. for FM at 107.1 mhz. *Aug. 29*

Victor, Idaho (970814ME)—Victor Broadcasting of Idaho for FM at 104.3 mhz. *Aug. 29*

Chicago (BPED-970801IH)—Moody Bible Institute of Chicago for WMBI-FM: new auxilliary station at 90.1 mhz. *Sept. 2*

East St. Louis, Ill. (BPH-970828MB)—Country Side Broadcasting Inc. (Henry J. Voss, president, P.O. Box 456, Ramsey, Ill. 62080) for FM at 89.7 mhz, .275 kw, ant. 30 m. *Aug. 28*

Council Bluffs, Iowa (BPED-970827MA)—American Family Assoc. (P.O. Drawer 2440, Tupelo, Miss. 38803) for noncommercial FM at 88.1 mhz, 6 kw, ant. 61 m., 17263 Sumac Road, Honeycreek, Iowa. *Aug. 27*

Benton, Ky. (970822ME)—Hartland Ministries Inc. for noncommercial FM at 88.1 mhz. *Sept. 8*

Burton, Mich. (970825MB)—Superior Communications for noncommercial FM at 89.7 mhz. *Aug. 29*

Rose Township, Mich. (970825MO)—Bible

Baptist Church for noncommercial FM at 89.7 mhz. *Sept. 8*

Minneapolis, Minn. (970821IC)—Chancellor Broadcasting Licensee Co. for KTCZ-FM: new auxiliary station at 97.1 mhz. *Sept. 8*

Alamogordo, N.M. (BPH-970821MD)—Harry Media (Robert A. Askin, 35% owner, 505 Turtle Creek Drive, Brentwood, Tenn. 37027) for FM at 107.9 mhz, 6 kw, ant. 100 m., 3 km E of Tularosa, N.M. *Aug. 21*

Pinehurst, N.C. (970825MA)—American Family Assoc. for noncommercial FM at 90.3 mhz. *Aug. 29*

Dickson, Okla. (970820MF)—Contours Inc. for FM at 103.5 mhz. *Aug. 29*

Dickson, Okla. (970819MB)—Chuckie Broadcasting Co. for FM at 103.5 mhz. *Aug. 29*

Dickson, Okla. (970819MA)—OARA Inc. for FM at 103.5 mhz. *Aug. 29*

Florence, Ore. (970825MN)—Lane Community College for noncommercial FM at 88.1 mhz. *Sept. 8*

Savannah, Tenn. (970827MC)—American Family Association (Donald E. Wildmon, president, P.O. Drawer 2440, Tupelo, Miss. 38803) for noncommercial FM at 88.1 mhz, 2.8 kw, ant. 39 m, 515 Florence Road. *Sept. 4*

College Station, Tex. (970828MA)—Hymn Time Inc. (William G. Emert, president, P.O. Box 106, Roaring Springs, Pa. 16673) for noncommercial FM at 89.9 mhz, 8.5 kw, ant. 103 m, 2.5 mi. S on Farm Road 2155, Snook, Tex. *Sept. 4*

Doss, Tex. (970825MN)—Positive Programming Foundation (Barton Irby, president/33% owner, 5521 Greenville Ave., Suites 104-532, Dallas, Tex. 75206) for noncommercial FM at 88.1 mhz, 6 kw, ant. 100 m, 8.18 km from the intersection of Hwy. 290 and Reeh Road in Gillespie Co. *Sept. 8*

Naches, Wash. (970814MG)—Sela Valley Broadcasting for FM at 99.3 mhz. *Aug. 29*

Mokwonago, Wis. (970822MB)—Raymond I. Cal (6161 N Santa Monica Blvd., Whitetish Bay, Wis. 53217) for FM at 105.3 mhz, 6 kw, ant. 100 m, .8 km WSW of intersection of Kettle Moraine Dr. and Wilton Road in Waukesha Co. *Sept. 4*

Mokwonago, Wis. (BPH-970821MH)—Faith Congregation (Roy E. Henderson, principal, P.O. Box 590209, Houston, Tex. 77259-0209) for FM at 105.3 mhz, 6 kw, ant. 100 m, 5 mi. NW of Mukwonago. *Sept. 4*

Mokwonago, Wis. (970821MJ)—Anthony J. Gazzana and Gregory S. Marcus (234 N. Broadway, #107, Milwaukee, Wis. 53202) for FM at 105.3 mhz, 6 kw, ant. 100 m, 60 m N of Hwy GN, .46 km W of Hwy 67 in Eagle Township. *Sept. 4*

Mokwonago, Wis. (BPH-970821MI)—Frederick W. Kinlow (W238-56825 Highway 164, Waukesha, Wis. 53186) for FM at 105.3 mhz, 6 kw, ant. 98 m. *Sept. 4*

Mokwonago, Wis. (970819MD)—Charles P. Mills for FM at 105.3 mhz. *Sept. 8*

Mokwonago, Wis. (970821MB)—Outlook Communications Inc. (William L. Yde III, president/25% owner, 11840 N Dragoon Springs Drive, Tucson, Ariz. 85737) for FM at 105.3 mhz, 6 kw, ant. 100 m, 3.09 km from Eagle, Wis. *Sept. 4*

Mokwonago, Wis. (970821MC)—The Patten Corp. (Thomas J. Beauvais, president/50% owner, 2134 Fox Ridge Drive, Howell, Mich. 48843) for FM at 105.3 mhz, 6 kw, ant. 100 m, N side of Wilton Road, W of Rt. 67, 3.8 km N of Eagle, Wis. *Sept. 4*

FACILITIES CHANGES:

Dismissed

Patton, Pa. (BPH-970520IB)—Sherlock Broadcasting Inc. for WBRX-FM: change channel from 234A to 232A. *Sept. 2*

Returned

Oklahoma City (BPED-970418IA)—Okla-

BY THE NUMBERS

BROADCAST STATIONS		Service	
Service	Total		Total
Commercial AM	4,812	Commercial VHF TV	558
Commercial FM	5,488	Commercial UHF TV	638
Educational FM	1,899	Educational VHF TV	124
Total Radio	12,199	Educational UHF TV	241
VHF LPTV	558	Total TV	1,511
UHF LPTV	1,456	CABLE	
Total LPTV	2,014	Total systems	11,600
FM translators & boosters	2,815	Basic subscribers	64,800,000
VHF translators	2,273	Homes passed	93,790,000
UHF translators	2,725	Basic penetration*	66.1%
Total Translators	7,813		

*Based on TV household universe of 98 million
Sources: FCC, Nielsen, Paul Kagan Associates
GRAPHIC BY BROADCASTING & CABLE

homa Christian College for KOCC-FM: change ERP. *Aug. 27*

Filed/Accepted for filing

Gosnell, Ark. (9708211A)—Phoenix Broadcasting Group Inc. for KAMJ-FM: change TL, ERP, ant. *Sept. 5*

Modesto, Calif. (BMPH-9708111B)—Modesto Communications Corp. for KEJC-FM: change TL, ERP, ant. *Sept. 2*

Greensboro, Ga. (BPH-9708181E)—Briarpatch Radio Inc. for WDDK-FM: change ERP. *Sept. 2*

Irwin, Ga. (9708181C)—Wilkinson Broadcasting for WVKZ-FM: change ERP.

Peru, Ind. (BPH-9708181D)—Miami County Broadcasting Inc. for WARU-FM: change frequency. *Sept. 2*

Wilmore, Ky. (BPH-9708191A)—Vernon R. Baldwin for WVRB-FM: change frequency. *Sept. 2*

Great Barrington, Mass. (BMPED-9708271B)—WAMC for WAMQ-FM: change supporting structure height. *Sept. 8*

Flint, Mich. (BPED-9708081A)—Flint Board of Education for WFBE-FM: change TL, ant. *Sept. 2*

Minneapolis, Minn. (BPED-9708281A)—Board of Education S.S.D. No. 1 for KBEM-FM: change TL, ERP, ant. *Sept. 8*

Aberdeen, Miss. (BPH-9708151B)—Buffington Broadcasting Corp. for WwzQ-FM: change TL, ERP, ant. *Sept. 2*

Pleasant Hope, Mo. (9708211B)—Radio 2000 Mo. Inc. for KTOZ-FM: change TL, ERP, ant. *Sept. 5*

Nags Head, N.C. (BPH-9708131F)—Coastal Broadcasting Co. Inc. for WNHV-FM: change channel. *Sept. 2*

Rocky Mount, N.C. (BMPH-9708071B)—Northstar Broadcasting Corp. for WRSV-FM: change ERP, ant. *Sept. 2*

Cottage Grove, Ore. (9708221B)—Signal Communications Inc. for KEUG-FM: change ERP, TL, ant. *Sept. 8*

San Juan, P.R. (9708221A)—Cadena Estereotempo Inc. for WIOA-FM: change ERP, ant. *Sept. 8*

Jackson, Tenn. (9708251A)—Gerald W. Hunt for Wmxx-FM: change ERP, ant. *Sept. 5*

Fort Worth, Tex. (BMPH-9708061C)—Infinity KOAI-FM Inc. for KOAI-FM: change ERP, TL, ant. *Sept. 8*

Luray, Va. (BPH-9708131E)—E Z Radio Inc. for WLCC-FM: change ERP, TL, ant. *Sept. 2*

Madison, Wis. (BMPCT-9708261G)—Shockley Communications Corp. for WKOW-TV: change TL. *Sept. 8*

CALL-SIGN ACTIONS

Dadeville, Ala.—Tallapoosa County Christian Broadcasting Inc. for Wdvi-FM: change to WELL. *Aug. 22*

North Pole, Alaska—Alaska Native & Minority Radio & TV Ministry for new FM: change to KHWS. *Aug. 29*

Lake Havasu City, Ariz.—Steven M. Greeley for KJCC-FM: change to KJJ. *Sept. 2*

Tempe, Ariz.—Tempe Radio Inc. for KUKO

(AM): change to KDUS. *Aug. 21*

Tuba City, Ariz.—Skynet Communications Inc. for new FM: change to KAXB. *Sept. 2*

Delano, Calif.—Hemisphere Broadcasting LLC for KDNO-FM: change to KKDJ. *Aug. 22*

Indio, Calif.—Gulf-California Broadcast Co. for KUNA(AM): change to KESQ. *Aug. 22*

Morro Bay, Calif.—Sarape Communications, Inc. for KAGR-FM: change to KBZK. *Aug. 22*

Palm Springs, Calif.—KDES Radio Corp. for KDES(AM): change to KPSI. *Sept. 1*

Palm Springs, Calif.—KPSI Radio Corp. for KPSI(AM): change to KGAM. *Sept. 1*

Palo Alto, Calif.—Oia License LLC for KDFC(AM): change to KBPA. *Aug. 29*

Paso Robles, Calif.—Sarape Communications Inc. for KNCR-FM: change to KBZx. *Aug. 22*

East Lyme, Conn.—Hall Communications for WxZR(FM): change to WNLC-FM. *Aug. 26*

Fort Walton Beach, Fla.—F.W.B. Radio Inc. for WJUS-FM: change to WZNS. *Aug. 22*

Melbourne, Fla.—Gem Broadcasting for WTAI(AM): change to WTMS. *Sept. 2*

Crawfordsville, Ind.—Wabash College Radio Inc. for WAQN-FM: change to WNDY. *Aug. 22*

Hudson, Iowa—Fife Communications Co. LC for KZME-FM: change to KCVm. *Aug. 22*

Pittsburgh, Kan.—Innovative Broadcasting Corp. for KNHN(AM): change to KSEK. *Aug. 22*

Pippa Passes, Ky.—Alice Lloyd College for WOAL-FM: change to WWJD. *Aug. 29*

Denham Springs, La.—Gulfstar Communications for WBU(AM): change to WSKR. *Aug. 22*

Indian Head, Md.—Mortenson Broadcasting Co. of Canton LLC for WNTL(AM): change to WWGB. *Aug. 22*

Boston—Greater Boston Radio Inc. for WKLB-FM: change to WSJZ. *Sept. 2*

Baraga, Mich.—Keweenaw Bay Broadcasting Inc. for WAUH-FM: change to WBUM. *Sept. 2*

Reed City, Mich.—Steven V. Beilfuss for new FM: change to WDEE-FM. *Aug. 29*

Belzoni, Miss.—Team Broadcasting Co. Inc. for new FM: change to WNGG. *Aug. 29*

Laurel, Miss.—American Family Assoc. for new FM: change to WATP. *Sept. 2*

Port Gibson, Miss.—American Family Assoc. for new FM: change to WATU. *Sept. 2*

Great Falls, Mont.—Sunbrook Communications Inc. for KMSL(AM): change to KQDI. *Sept. 2*

North Las Vegas, Nev.—American Radio Systems LC for KXNO(AM): change to KSFN. *Aug. 23*

Reno, Nev.—Citadel License Inc. for KZSR-FM: change to KNHK. *Aug. 29*

Sun Valley, Nev.—George S. Flinn Jr. for new FM: change to KANG. *Sept. 2*

Taos, N.M.—EBT Broadcasting Inc. for KAPF-FM: change to KHYF. *Aug. 22*

Hertford, N.C.—Maranatha Broadcasting Co. Inc. for WKJE-FM: change to WFMZ. *Sept. 2*

Raleigh, N.C.—Mortenson Broadcasting Co. of Canton LLC for WLLE(AM): change to WRDT. *Aug. 22*

Statesville, N.C.—SFX Broadcasting for

WTDR-FM: change to WKKT. *Aug. 29*

Winston Salem, N.C.—Pulitzer Broadcasting Co. for WETR-TV: change to wxii. *Aug. 28*

Sweet Home, Ore.—Educational Media Foundation for KSKD-FM: change to KLVU. *Sept. 1*

Winchester, Ore.—Educational Media Foundation for KXLV(FM): change to KLOV-FM. *Sept. 2*

Allentown, Pa.—Maranatha Broadcasting Co. Inc. for WFMZ-FM: change to WLEV. *Sept. 2*

Holidaysburg, Pa.—Forever of Pa. LLC for WHPA-FM: change to Wmxv. *Aug. 25*

Johnstown, Pa.—Venture Technologies Group Inc. for WTWB-TV: change to WNPA. *Sept. 2*

Bowman, S.C.—Boswell Broadcasting LLC for WACJ-FM: change to WSPX. *Aug. 21*

Redfield, S.D.—Paula Broadcasting South Dakota for KAWO-FM: change to KNBZ. *Sept. 2*

Hohenwald, Tenn.—American Family Assoc. for new noncommercial FM: change to WAUO. *Aug. 1*

Knoxville, Tenn.—Dick Broadcasting Co. of Tennessee Inc. for WIVK(AM): change to WNOX. *Aug. 25*

Knoxville, Tenn.—Dick Broadcasting Co. of Tennessee Inc. for WNOX(FM): change to WNOX-FM. *Aug. 25*

Amarillo, Tex.—American Family Association for KAPU-FM: change to KAVW. *June 30*

Amarillo, Tex.—Champion of Amarillo Inc. for KOAC-FM: change to KNSY. *Sept. 2*

Daingerfield, Tex.—OARA Inc. for KWSK-FM: change to KKLK. *Aug. 15*

Denton, Tex.—KICI-AM License Corp. for KINF(AM): change to KTNO. *July 11*

Denver City, Tex.—Jon D. Bertolet for new FM: change to KAWY. *Aug. 1*

Hemphill, Tex.—Phillip W. Burr for KAWS(AM): change to KPBL. *Aug. 15*

Laredo, Tex.—Miguel A. Villarreal Jr. for KZTO-FM: change to KNEX. *Aug. 22*

Palestine, Tex.—Bible Broadcasting Network Inc. for new noncommercial FM: change to KYFP. *Aug. 1*

Stamford, Tex.—M & M Broadcasting Co. for new FM: change to KTFW. *Aug. 1*

Murray, Utah—Venture Broadcasting Inc. for KMGR(AM): change to KWUN. *July 11*

Roosevelt, Utah—Duane T. Lund for new FM: change to KXRQ. *July 7*

Tooele, Utah—Simmons Family Ind. for KTKL-FM: change to KMGR. *Aug. 22*

Arlington, Va.—Oia License LLC for WZHF(AM): change to WVPA. *Aug. 29*

Ashland, Va.—TC: TV 65 Broadcasting LC for WAWB-TV: change to WUPV. *Aug. 15*

Chesapeake, Va.—4M of Chesapeake Inc. for WFOG(AM): change to WVBV. *Aug. 25*

Bennington, Vt.—Catamount Broadcasters Inc. for WHGC-FM: change to WBTN. *June 30*

Stowe, Vt.—Radio Vermont Classics LLC for WVMX-FM: change to WCVT. *July 2*

Norfolk, Va.—Commonwealth Radio LLC for WTAR(AM): change to WNIS. *July 15*

—Compiled by Sara A. Brown

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Datebook

THIS WEEK

Through Sept. 16—1997 *International Broadcasting Convention*. Amsterdam, Holland. Contact: 011 44 171 240 3839.

Through Sept. 16—"Electronic Retailing Worldwide: Marketplace of the Next Millennium," *NIMA International '97* meeting and trade expo. Marriott Hotel and Marina, San Diego. Contact: Jennifer Harding, (202) 289-6462.

Sept. 15—Deadline for overseas entries to the 40th *New York Festivals* International TV Programming & Promotion Awards competition. Contact: (914) 238-4481.

Sept. 15-16—*National Association of Minorities in Communications* 11th annual Urban Markets Conference. Grand Hyatt Hotel, New York City. Contact: (212) 838-2660.

Sept. 16—SkyFORUM VIII, presented by the *Satellite Broadcasting & Communications Association of America*. Marriott World Trade Center, New York City. Contact: (800) 654-9276.

Sept. 16—"The Image of the President in Entertainment and Media," *International Radio & Television Society* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Sept. 16—Deadline for entries to the 40th *New York Festivals* International TV & Cinema Advertising Awards competition. Contact: (914) 238-4481.

Sept. 17—"Is There Any News in Local TV News?," 15th annual Everett C. Parker Ethics in Telecommunications Lecture presented by the *Office of Communication of the United Church of Christ* and the *Communication Commission of the National Council of Churches*. Interchurch Center, New York City. Contact: William Winslow, (212) 870-2137.

Sept. 17-19—19th annual Satellite Communications Expo and Conference, presented by *Intertec Trade Show*. Washington Convention Center, Washington. Contact: (303) 220-0600.

Sept. 17-20—*National Association of Broadcasters* Radio Show. New Orleans Convention Center, New Orleans. Contact: (202) 429-5419.

Sept. 17-20—*Radio-Television News Directors Association* international conference and exhibition. New Orleans Convention Center, New Orleans. Contact: Rick Osmanski, (202) 467-5200.

Sept. 20-22—*National Association of Broadcasters* Hundred Plus Exchange. Hotel Monteleone, New Orleans. Contact: Carolyn Wilkins, (202) 429-5366.

SEPTEMBER

Sept. 23—*BROADCASTING & CABLE* Interface XI conference. New York Grand Hyatt, New York City. Contact: Circles Special Events, (212) 213-5266.

Sept. 23-25—TV Link '97, official congress and trade show of *ABTA (Brazilian Association of Pay Television)*. International Trade Mart, Sao Paulo, Brazil. Contact: Stephen Orlick, (203) 840-5402.

Sept. 24—*Federal Communications Bar Association* luncheon featuring Eddie Fritts. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Sept. 24-25—MIPCOM Junior, youth programming market and screenings, presented by the *Reed Midem Organization*. Palais des Festivals, Cannes, France. Contact: 33 1 41 90 44 15.

Sept. 24-26—*IEEE Broadcast Technology Society* 47th annual Broadcast Symposium. Sheraton City Centre Hotel, Washington. Contact: Dr. Gerald Berman, (301) 881-4310.

Sept. 24-28—ANTENNES & Collectives-Réseaux, satellite, cable and digital TV exhibition presented by *Reed OIP*. Parc des Expositions Hall, Paris. Contact: Alain Cognard, (33) 01 41 90 47 56.

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

Sept. 25-27—*Oregon Association of Broadcast-*

ers 57th annual Fall Conference. Portland Airport Shilo Suites, Portland, Ore. Contact: Bill Johnstone, (541) 343-2101.

Sept. 25-27—*Variety ShowBiz Expo* New York exhibition and conference. Jacob K. Javits Convention Center, New York City. Contact: (800) 840-5688.

Sept. 25-27—Northeast Area Conference, hosted by the New York City chapter of *American Women in Radio and Television*. Contact: Rosemarie Sharpe, (212) 481-3038.

Sept. 25-27—*Qualitative Research Consultants Association* 12th annual conference. New York Hilton, New York City. Contact: (888) 674-7722.

Sept. 26-28—*Maine Association of Broadcasters* 50th annual convention. Sebasco Lodge, Phippsburg, Me. Contact: Suzanne Goucher, (207) 623-3870.

Sept. 26-29—*Audio Engineering Society* 103rd annual convention and Broadcast Forum on Digital Audio Broadcasting. Jacob K. Javits Convention Center, New York City. Contact: Howard Sherman, (212) 777-4711.

Sept. 26-30—MIPCOM '97, international film and program market for TV, video, cable and satellite, presented by the *Reed Midem Organization*. Palais des Festivals, Cannes, France. Contact: Steve Orlick, (203) 840-5402.

Sept. 27-29—*Tennessee Association of Broadcasters* 50th annual convention. Meadowview Inn and Conference Center, Kingsport, Tenn. Contact: (615) 399-3791

Sept. 28-30—Annual convention of the Eastern chapter of the *National Religious Broadcasters*. Sandy Cove Convention Center, North East, Md. Contact: (301) 582-0285.

Sept. 29-30—Annual general membership meeting of the *Kentucky Cable Telecommunications Association*. University Plaza Hotel, Bowling Green, Ky. Contact: Randa Wright, (502) 864-5352.

Sept. 29-Oct. 1—"East Coast Cable '97," 16th annual *Atlantic Cable Show*. Baltimore Convention Center, Baltimore. Contact: Heather Zahn, (410) 568-8801.

OCTOBER

Oct. 3-5—*Society of Professional Journalists* national convention. Marriott City Center, Denver. Contact: (317) 653-3333.

Oct. 5-9—*Electronic Industries Association* 73rd annual fall conference. The Fairmont Hotel, San Francisco. Contact: (703) 907-7674.

Oct. 8—*The Caucus for Producers, Writers & Directors* general membership meeting. Jimmy's Restaurant, Beverly Hills, Calif. Contact: David Levy, (818) 843-7572.

Oct. 8-10—15th Annual Private & Wireless Show, private and wireless cable conference presented by *National Satellite Publishing Inc.* Wyndham Anatole Hotel, Dallas. Contact: (713) 975-0030.

Oct. 9—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Oct. 14-16—*Mid-America Cable Telecommunications Association* 40th anniversary annual meeting and show. Overland Park International Trade Show, Overland Park, Kan. Contact: Patty O'Connor, (913) 841-9241.

Oct. 15-18—*National Broadcast Association for Community Affairs* 1997 annual convention. Disney Coronado Springs Resort, Orlando, Fla. Contact: (202) 857-1155.

Oct. 16-18—*National Religious Broadcasters* southeastern regional convention. Stone Mountain Inn, Stone Mountain, Ga. Contact: Dianne Williams, (423) 892-6814.

Oct. 16-20—ITBS '97, 10th annual Italian and European audio, video, broadcasting, motion picture and telecommunications show, presented by *Assoexpo*. Milan Trade Fair, Milan, Italy. Contact: +39 2 4980330.

Oct. 17-18—*National Religious Broadcasters* Hispanic-Caribbean regional convention. San

Juan, Puerto Rico. Contact: William Lebron, (787) 276-1630.

Oct. 17-21—*Association of National Advertisers* 88th annual meeting and business conference. Riiz Carlton Laguna Niguel, Laguna Niguel, Calif. Contact: (212) 697-5950.

Oct. 19—1997 Radio Hall of Fame Awards, presented by *The Museum of Broadcast Communications*. Chicago Cultural Center, Chicago. Contact: (312) 629-6005.

Oct. 19-21—71st annual *Canadian Association of Broadcasters* convention and National Broadcasting and Media Expo. Metro Toronto Convention Centre, Toronto. Contact: (613) 233-4035.

Oct. 21—"Howard Beale—Mad'r Than Hell," *Hollywood Radio & Television Society* newsmaker luncheon and panel discussion. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

Oct. 23—*Federal Communications Bar Association* Midwest chapter luncheon featuring Roy Stewart. Hotel Intercontinental, Chicago. Contact: Paula Friedman, (202) 736-8640.

Oct. 23—7th annual International Press Freedom Awards Dinner, a benefit for the *Committee to Protect Journalists*. Waldorf-Astoria, New York. Contact: (212) 465-9344.

Oct. 23-25—22nd annual *Friends of Old-time Radio Convention*. Holiday Inn—North, Newark, N.J. Contact: (203) 248-2887.

Oct. 27—*Women in Cable & Telecommunications* 13th annual gala, honoring John Hendricks. Sheraton Washington, Washington. Contact: (703) 821-2030.

Oct. 27-Nov. 7—*The Museum of Television & Radio* Third Annual Radio Festival. MT&R, New York City. Contact: Chris Catanese, (212) 621-6735.

Oct. 29—12th annual John Bayliss Media Roast honoring Scott Ginsburg, presented by *The John Bayliss Broadcast Foundation*. Waldorf-Astoria Hotel, New York City. Contact: Kit Hunter Franke, (408) 624-1536.

Oct. 29—11th annual Achievement in Media Awards recognizing excellence in Washington-area radio, presented by *The March of Dimes*. Renaissance Mayflower Hotel, Washington. Contact: Cynthia Byers, (703) 824-0111.

Oct. 29-31—*Texas Association of Broadcasters/Society of Broadcast Engineers* 44th annual convention and trade show. Camino Real Hotel, El Paso. Contact: (512) 322-9944.

Oct. 30-Nov. 2—First annual *International Teleproduction Society* financial institute for executives and operational managers. Sheraton Crescent Hotel, Phoenix. Contact: (703) 641-8776.

NOVEMBER

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

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

DECEMBER

Dec. 9-12—The Western Show, presented by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.

JANUARY 1998

Jan. 19-22—*National Association of Television Programming Executives* 34th annual program conference and exhibition. Ernest Morial Convention Center, New Orleans. Contact: (310) 453-4440.

APRIL 1998

April 6-9—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

Three decades of good vibes

David E. Salzman has been a producer, director, president, chairman and owner during his 32 years in the entertainment industry. At 52, he still wears most of those hats in one shape or another.

But Salzman, who has produced everything from the Academy Awards to syndicated talk show *The Jenny Jones Show*, might have been awaiting induction into the Baseball Hall of Fame rather than a star on the Hollywood Walk of Fame.

Salzman grew up in the Flatbush section of Brooklyn, N.Y., a few blocks from the baseball sandlot known as the Parade Grounds. Salzman was a pitcher in his day, and played with the likes of Joe Torre, Rico Petrozelli and others who made it to the big leagues. Salzman himself was offered minor-league contracts by the St. Louis Cardinals and Washington Senators. He also was a top basketball player, teaming with future NBA Hall of Famer Billy Cunningham during his senior year to lead Brooklyn's Erasmus Hall to a city championship.

"I realized at 15 that I couldn't hit the curve ball and that my pitches didn't have the same smoke others had," he says. "I also realized I wasn't growing like the other kids and that I couldn't slam dunk."

So Salzman decided to give up competitive sports to write about them. He became sports editor of his high school paper and worked as a summer stringer for the *New York Times* while attending Brooklyn College. But his career in sports ended when he graduated in 1965.

While attending Wayne State University, where he earned a master's degree in communications, he created a "local *Tonight Show*," titled *Scene '66*. Salzman's show won a local Detroit Emmy just weeks after hitting the air.

After producing a number of other local shows in Michigan, Salzman landed the programming director position at WKBD (TV) Detroit. He replaced Barry Thurston, the current president of Columbia TriStar Domestic Television, as the station's programming head. Salzman recently teamed with Thurston and Quincy Jones to launch the new late-night talk show *Vibe*.

After a stint in programming for KDKA (TV) in Pittsburgh, Salzman went to Philadelphia to help revamp CBS owned-and-operated station KYW-TV. In 1976, NBC CEO Herb Schlosser tried to hire him as president of NBC. Salzman turned him down.



"I've made more mistakes than anybody I've ever met, but maybe it's because I've taken more shots at the basket."

David E. Salzman

Co-CEO, Quincy Jones-David Salzman Entertainment; b. Dec. 1, 1943; BS, journalism, Brooklyn College, 1965; MS, communications, Wayne State Univ., Detroit, 1967; free-lance producer, Kaiser Broadcasting, 1967-71; program director, WQAB(TV), Detroit, 1971; program manager, KDKA(TV) Pittsburgh, 1971; program manager, KYW(TV) Philadelphia, 1972; general manager, KDKA, 1973; chairman/CEO, Group W, 1975-80; executive VP, Telepictures, 1980-83; vice chairman, Telepictures 1983-85; president, Lorimar Television, 1985-89; president, Lorimar-Telepictures, 1989-90; president, David Salzman Entertainment, 1991-93; current position since 1993; co-owner, *Vibe* and *Spin* magazines; owner, KCWB(TV) Kansas City; co-owner, Quest Broadcasting; m. Sonia Gon-salves, Oct. 19, 1968; children: Daniel 28, Andrea 24, Adam 21

Instead, Salzman returned to Pittsburgh as general manager of Westinghouse Electric-owned KDKA.

At 30, Salzman was named chairman of Group W Productions and was thrown into the syndication business. Group W was syndicating *The Mike Douglas Show*, *Hour Magazine* and *PM Magazine*. But Salzman realized the company had to move west or forget about being a major player in the television industry.

"In 1978 we moved over 100 people from Pittsburgh to Los Angeles and took over three of the four studios at CBS Television City," he says.

Two years later, Salzman left to start his own production company, United Software Associates. Later, Salzman was brought in as a partner in Telepictures Inc, which started in the syndication business with *The People's Court* and grew into a major player in the industry. In 1985, Telepictures merged with Lorimar, and in 1989 it was acquired by Warner Bros.

"When we sold the company in 1989... Steve Ross [then CEO of Warner Bros.' parent company Time Warner] was nice enough to ask me what I wanted to do. I told him I wanted to build another Lorimar and he said OK."

Under those premises, he started David Salzman Entertainment (DSE), creating and producing such shows as *Jenny Jones* and *Dark Justice*. Later Ross asked Salzman and Quincy Jones, who was also under contract with Warner Bros., to combine their efforts and produce television shows for Warner Bros.

Two years ago, Jones and Salzman produced the 68th Academy Awards: in 1993 they produced President Clinton's official inaugural event, *People's Celebration*. Jones and Salzman also co-own *Vibe* and *Spin* Magazines. In August, the two announced they were going their own ways.

"It has been like being in a marriage, where we had to ask permission whenever we were offered individual projects," Salzman says. "But I don't think the final David and Quincy chapter has been written."

Salzman says he is now weighing a number of offers with various entertainment companies. "I can still play full-court basketball, so I consider myself to be a very lucky guy," he says. "I think I've made more mistakes than anybody I've ever met, but maybe it's because I took more shots at the basket than anyone else." —JS

Fates & Fortunes

BROADCAST TV

Maurice Bresnahan, GM, WOPT-TV Moline, Ill., and KQCT(TV) Davenport, Iowa, joins WVPT(TV) Staunton, Va., as president/GM.



Williams

Sharon Williams, director, media and talent relations, UPN, joins ABC Television Network, Los Angeles, as director, broadcast services and artist relations.

Appointments at Katz American

Television, New York: **Swain Weiner**, VP/general sales manager, named VP/GM, Eagles and Stars teams; **Bruce Kallner**, VP/national sales manager, named VP/GM, Blue and White teams; **Bob Scutari**, VP/director, sales, transfers from Eagles team to White team; **Linda DeLaurentis**, team manager, Eagles, named VP/director, sales. Appointments at Katz Continental Television: **Tom Stemlar**, sales manager, Dallas, named VP/national sales manager, New York; **Shakuntala Bhagwandin**, sales assistant, named research analyst, New York.

Paul Silvestri, promotion director, WOLF-TV Scranton, Pa., joins WLNY(TV) Riverhead, N.Y., as director, marketing and promotion.

Mil Arcega, weekend anchor/reporter, CICT Calgary, Alberta, joins WRC-TV Washington as general assignment reporter.

Lorraine Snebold, director, marketing, KDKA-TV Pittsburgh, joins KYW-TV Philadelphia as creative services director.

Robert Salat, VP/GM, WOXX(TV) Ocala, Fla., joins WNCT-TV Greenville, N.C., as president/GM.

Elen K, co-host, *Rick Dees in the Morning*, KHS-FM Los Angeles, has signed a deal with KCAL(TV) Los Angeles to host a local series of music/entertainment specials, simulcast on both outlets, and to serve as special correspondent, KCAL prime time news programming.

Appointments at *Extra*, Glendale, Calif.: **Al Corral**, news director, KPX-TV San Francisco, joins as executive editor; **Todd Woolman**, executive producer, WGN-TV Chicago, joins as producer.

PROGRAMMING

Bob Woodruff, Midwest regional representative, ABC News, Chicago, joins NewsOne, Washington, as correspondent.



Blume

Steve Blume, executive VP/CFO, Solomon International, joins Brillstein-Grey Entertainment, Los Angeles, as CFO; **Kassie Evashevski**, literary scout, joins Brillstein-Grey Entertainment's literary

department as literary manager, Los Angeles.

Lance Taylor, VP, current programs, The Walt Disney Co., joins Fox Broadcasting Co., Beverly Hills, Calif., as VP, current comedy programming.

Jeryl Reitzel, VP, syndication sales, The Summit Media Group, joins ACI Pearson Television, Los Angeles, as VP, Northeast.

Matt Loze, VP, television, Trilogy Enter-

tainment Group, joins Pearson Television International, Los Angeles, as executive VP.



Wong

Andrea Wong, executive assistant to the president, ABC Inc., New York, named VP/executive assistant.

Anthony Spirito, group research manager, Petry Television, New York, joins Tri-

bune Entertainment Co., Los Angeles, as manager, research.

Brett Gannon joins Mainframe Entertainment Inc., Vancouver, British Columbia, as CFO.

Brooke Sectorsky, president/GM, WCPX-TV Orlando, Fla., joins WKYC-TV Cleveland in same capacity.

RADIO

Appointments at WXCD-FM Chicago: **Jennifer Stephens** joins as news director/morning anchor; **Scott Mackay** joins as image production director.

Steve Nicholl, program director, WIOD(AM) Miami, joins WSRR-FM Millington/Memphis, Tenn., in same capacity.

Bill Shearer, president, East-West Broadcasting Co., Los Angeles, joins American Urban Radio Networks as VP, West Coast operations.

Alice Winkler, associate producer/director, *Weekend Edition Saturday with Scott Simon*, and **Rolando Arrieta**, producer/writer/director, series and specials, National Public Radio, Washington, join *Anthem* as features producer and director/associate producer, respectively.

Ron Nahoum, director, affiliate sales, talk programming, CBS Radio Networks, joins WOR(AM) New York as director, affiliate relations.

Stephen Godofsky, VP/GM, WYUU(FM) and WISP(FM) Tampa Bay, Fla., joins Patterson Broadcasting Inc. as GM, six-station cluster, Savannah, Ga.

Appointments at KRUZ(FM) Santa Barbara, Calif.: **Sandy Lipowski**, general sales manager, named GM; **Duncan Payton**, program director/music director,

Associated Press expanding technology and radio departments

Bill Burke, news director, WPTV West Palm Beach, Fla., joins the technology development group as ENPS product manager; **Susan Spaulding**, manager, national radio sales, New York stations, named director, radio sales; **Corinne Baldassano**, senior VP, programming, Sony Worldwide Networks, joins as GM, radio division; **John Folger**, regional radio executive, named manager, radio syndication.



Spaulding



Baldassano



Folger

named senior director, programming and music.

Appointments at Citadel Communications Corp., Bigfork, Mont.: **Cal Arnold**, owner, Snider Broadcasting and CDB Broadcasting Corp., joins as VP/GM, Citadel in Little Rock, Ark.; **Gordon Heiges** named VP/station manager, KIPR(FM) and KESR(FM) Little Rock; **Neil Gladner** named VP/station manager, KARN-AM-FM, KRNN(AM) Little Rock, KKRN(FM) Cabot, Ark., and the Arkansas Radio Network.

CABLE

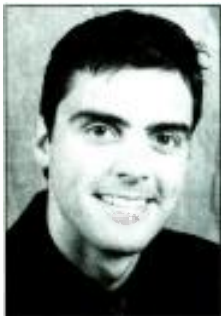


John Cucci, senior VP/controller, Comedy Central, New York, named senior VP/CFO.

Appointments at MTV Networks: **Christopher Daniels**, account director, advertising sales, MTV Latin America, Miami, named

director, global business, advertising sales; **Catherine Houser** joins MTV, West Coast, Santa Monica, Calif., as VP, human resources; **Elen Albert**, director, planning and design, MTV Networks, New York, named VP.

Appointments at The Golf Channel, Orlando, Fla.: **Bob James** named direc-



James



Cuda

tor, on-air promotions; **Lara Cuda** named manager, on-air promotions.

Trisha Robinson, co-founder, MEMGI, joins Showtime Networks Inc., New York, as VP, theatrical and video distribution.

Bobby Zachariah, VP, purchasing and materials management, TCI, joins MediaOne, Boston, as VP, supply management.

Ann Hughes, manager, communications, Nickelodeon International, joins A&E Television Networks, New York, as director, public affairs

and communications.

Appointments at ESPN, Bristol, Conn.: **Alex Kaminsky**, director, sports marketing and positioning, TBS SuperStation, joins as director, advertising and program marketing; **Lee Ann Daly**, senior VP/GM, global new communications, Ammirati Puris Lintas, joins as VP, advertising and program marketing.

Appointments at America's Health Network, Orlando, Fla.: **Brian Hansen**, VP, programming, named senior VP; **James Higgins**, VP, marketing, named senior VP; **Teresa Reichert**, VP, finance, named senior VP; **James MacGuire**, director, programming, and managing editor, named VP, corporate development.

TECHNOLOGY

Appointments at TV/COM, San Diego: **Mary Chimarusti**, consultant, joins as director, quality assurance; **Jeff Wallin**, VP, marketing and sales, named president/CEO; **Naresh Subherwal**, group sales director, Snell & Wilcox Ltd., joins as European managing director; **Norman Fugate**, director, quality assurance, named director, operations.



Wallin

Appointments at Harris Corp.'s broadcast division, Quincy, Ill.: **David Lai**, OEM product manager, Philips, Hong Kong, joins as regional marketing manager, Asia-Pacific, Kuala Lumpur; **Bruce Allan**, VP, technology and business development, Thomson Multimedia, Washington, joins as VP/GM; **Patrick Baumann**, VP, Sun Trust Bank, Orlando, Fla., joins as international finance manager.

Jack Bryant, senior VP/president, digital systems, ANTEC, Rolling Meadows, Ill., named executive VP, sales and marketing, ANTEC Network Technologies.

John Mulcair joins Alpha Technologies, Bellingham, Wash., as president/CEO.

Mark Eagle, VP/GM, Columbine, JDS, New York, joins the Golden, Colo., headquarters as senior VP/director.

TELEMEDIA

Chuck Copin, executive VP/GM, North

American division, Asatsu/BBDO, joins BoxTop Interactive, Los Angeles, as senior VP, sales and marketing.

Jan Smith, former VP/group publisher, Disney Publishing for Children, named senior VP, Disney Interactive, Burbank, Calif.

Jake Winebaum, president, Disney Online, Burbank, Calif., adds the duties of president, Buena Vista Internet Services, a newly formed division encompassing all of Disney's Internet business.

Stacy Jolna, former VP, CNN, joins WebTV Networks Inc., Palo Alto, Calif., as VP, programming.

Appointments at ICTV, Los Gatos, Calif.: **Judith Myers**, marketing manager, Comcast Cable Operations, Fort Lauderdale, Fla., joins as director, marketing communications; **Sheldon Safir**, senior director, hand-held products, NEC Computer Systems division, joins as VP, business and content development.

Ron Peele, chief financial officer, EZ Communications Inc., joins Greenhouse Networks, Vienna, Va., as senior VP/CFO.

DEATHS

Terry Caldwell, 50, anchor, WSIL-TV Harrisburg, Ill., died Sept. 5 of complications of cancer at Herrin Hospital in Southern Illinois. Before moving into television, Caldwell had worked at several radio stations, including WEBQ-FM Harrisburg and WJPF(AM) Herrin, both Illinois; KMOX(AM) St. Louis, and KAAV(AM) Little Rock, Ark. In 1980 Caldwell went to work at KTHV(TV) Little Rock, then to WDTN(TV) Dayton, Ohio, and eventually to WSIL-TV. He is survived by his wife, Sara, and three children.

Lionel Chapman, executive producer, ABC News, died Sept. 7. Chapman joined ABC in 1977 and three years later became a producer for *Nightline*. He also served as senior producer for *Viewpoint*. During the late 1980s Chapman also was senior producer and then executive producer of the *Koppel Report*. In 1992 he began development of *The Twentieth Century Project*, a documentary history of this century that is scheduled for broadcast in 1999. Chapman received many awards for his work, including five Emmys. He is survived by his wife, Mary.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

King World Partners has entered into a production deal with Barbra Streisand and Barwood Television to produce long-form television shows and films. Terms of the deal were not released and King World officials would not comment on any future projects Streisand will do for the syndication giant. Barwood Television is a division of Barwood Films, Streisand's film production company under which she has produced "Yentl," "Prince of Tides" and "The Mirror Has Two Faces." Streisand's company is also currently working on TV films for Showtime, CBS and NBC. Both King World and Streisand say the television projects they plan to tackle will address subjects not normally seen on the small screen.

Cable network ZDTV: Your Computer Channel has named Larry Wangberg CEO. Wangberg comes to the 24-hour

network from Starsight Telecast, where he was chairman and CEO. Before that, he was chairman and CEO of Times Mirror Cable Television. Wangberg says the channel is targeting a first quarter 1998 launch and that there will be a complementary Website.

The FCC has granted a waiver of its television duopoly rule to Univision Television Group. Univision is buying KUZZ-TV Bakersfield, Calif., from Buck Owens Production Co. (B&C, July 21). The buyer already owns KMEX-TV Los Angeles and KFTV(TV) Hanford, Calif.; both have Grade B contour overlaps with KUZZ-TV. Univision argued successfully that because the stations have no Grade A overlap, are in different DMAs and broadcast in different languages to different audiences (KMEX-TV and KFTV in Spanish as Univision affiliates; KUZZ-TV in English as a UPN affiliate), the commission should allow the multiple

ownership. The commission agreed, at least until its review of the duopoly and multiple ownership rules is resolved.

MTV scored big with its annual Video Music Awards, posting a Nielsen rating of 7.5 for the Sept. 4 airing. That's a 39% increase over 1996 and the third highest in its 14-year history. The show was the second-highest-rated cable program of the week.

Oprah Winfrey will decide this morning (Sept. 15) whether this is her final season. The talk show host "will tell her audience why and how she made her much-anticipated decision." Singer Mariah Carey will be Winfrey's guest for the show, which kicks off her 12th season.

NetChannel launches its Internet TV service this week. The \$350 RCA boxes needed to enable the service are expected to be available in 3,000 retail outlets around the country. The service costs \$19.95, comparable to what WebTV is charging for the only other service of its kind.

Fox Sports Net and the American Basketball League have agreed to a three-year national cable package. The ABL, one of two all-women's professional basketball leagues, will tip off its second season in October. Last season, the regional SportsChannel networks carried 20 ABL games and BET televised eight. This season, Fox Sports Net will carry 16 national Sunday night

ABL contests and the league's All-Star Game. Fox Sports Net will also broadcast as many as seven playoff games, including the ABL championship series in March. BET has signed on for another season with the ABL, carrying 12 Saturday night regular-season games. Sources say the eight regional Fox Sports Net outlets are all working on individual deals with local ABL franchises. Fox Sports West is reportedly in talks with the ABL's Long Beach, Calif., team.

The merger of Hearst Corp. and Argyle Television is complete. The new company, Hearst-Argyle Television Inc. (Nasdaq:HATV), owns 13 TVs and three satellite stations reaching nearly 11.6% of U.S. TV households. Hearst-Argyle will have to sell two of its stations because contour overlap, according to FCC multiple ownership and duopoly rules. **Also closed: the merger of radio giants Evergreen Media Corp. and Chancellor Broadcasting Co.** The new company, Chancellor Media Corp., began trading on Nasdaq last Monday. Chancellor Media will refinance Chancellor Broadcasting's debt totaling nearly \$812 million. Chancellor Media owns or is buying 71 FMs and 27 AMs. Chancellor Media has named three new senior vice presidents for regional operations to oversee the company: William Figenshu, overseeing Chicago, Philadelphia, Detroit, Washington, Miami and Atlanta; John Madison (New York, Los Angeles, San Francisco and Boston), and George

TV ad spending up 5.1%

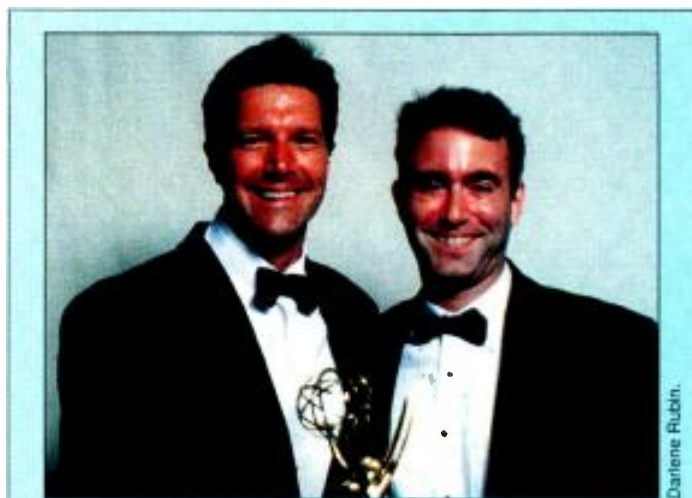
Helped by a 13% gain in spending by the automotive industry, broadcast TV advertising was up 5.1% for the first six months of 1997, to \$15.410 billion, compared with the same period the year before. Second-quarter ad spending was up 4.6%, to \$7.993 billion, according to figures compiled by Competitive Media Reports and released by the Television Bureau of Advertising. Car manufacturers spent \$1.35 billion, up 9%, on national spot advertising in the first half of the year and another \$1.15 billion, up 17%, on network television. For the first half, local TV advertising was up 4.8%, to \$3.483 billion; total spot spending was up 2.1%, to \$3.268 billion; barter syndication spending was up 3.7%, to \$1.186 billion, and network TV spending was up 6.8%, to \$7.473 billion, TVB said. Second-quarter results: local \$1.874 billion, up 4.7%; spot \$1.744 billion, up 2.5%; syndication \$604 million, up 7.9%, and network \$3.771 billion, up 5%. —SM

Toulas (Dallas, Houston, Minneapolis, Phoenix, Pittsburgh, Denver, Cincinnati, Sacramento and Orlando). Steve Rivers was named chief programming officer.

Traci Lords will join the regular cast of NBC's sophomore drama *Profiler*, which debuts Nov. 1. She plays Sharon Leshar, a parolee who becomes the lethal protégée of serial killer Jack of All Trades. Lords has appeared on Fox's *Melrose Place*, but this is her first series as a cast regular.

The RADAR 55 national listener survey results are in, and Westwood One tops the list with its two new networks: NEXT Network is rated number one among listeners 18-49 and NBC Radio Network is ranked number two among listeners 25-54. ABC's Advantage Network, a new network targeted to adults 18-49, increased its audience 162% in the spring survey. For individual programs, ABC's Paul Harvey took the top three spots with news at 8:30 a.m. and 12:06 p.m. and his morning *Rest of the Story*. All top-10 programs among listeners 12-plus are ABC programs.

Z-Spanish Radio Network Inc. has agreed to make its largest acquisition of Spanish-language radio stations. It is purchasing two California AM-FM combos, KLOC(AM)-KTDO(FM)



ABC and PBS each took home 10 News and Documentary Emmy Awards, sharing top honors in the 18th annual awards ceremony. Following in order were CBS, 9; NBC, 6; Discovery, 3; HBO, 2; MSNBC, 2; TBS, 2; Cinemax, 1; CNN, 1; Syndicated, 1, The Learning Channel, 1. The awards, administered by the National Academy of Television Arts & Sciences, were handed out last Wednesday at a black-tie dinner in New York. Pictured: Stone Phillips, *Dateline's* principal anchor, shares one of the show's three awards with producer Adam Gorfain.

Modesto and KCVR(AM)-KMIX(FM) Stockton, from Silverado Broadcasting Co. The price was not disclosed.

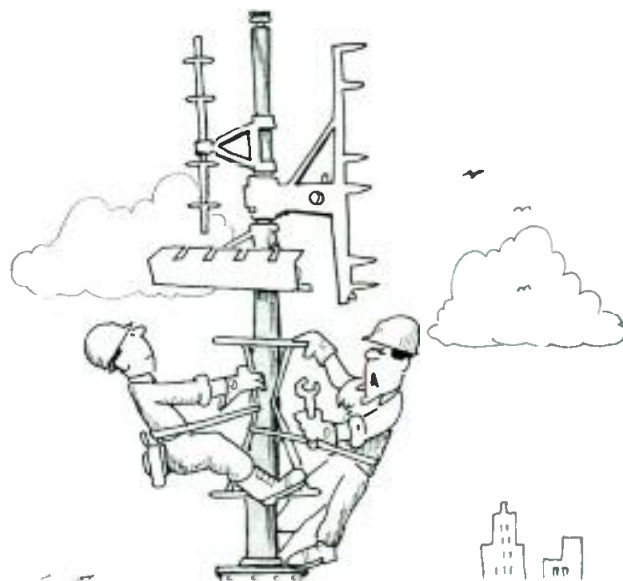
ABC News Radio is launching *Discovery Channel Minute*. The program is meant to complement ABC's *Discovery News*, a weekly science newscast aired on Discovery Channel. The new program will be hosted by Bill Blakemore, a finalist in NASA's search for the first journalist in space.

Ron Lundy, a 41-year radio veteran, will air his last broadcast Sept. 18 on New York's WCBS-FM, where he has hosted a morning program six days a week since 1984. Lundy's greeting "Hello, Luv" is famous not only because of his long

career—34 years of it with New York stations—but also through a cameo in the 1969 film "Midnight Cowboy" and the Starship 1985 musical hit "We Built

This City." Lundy began his career as a radio librarian in his hometown of Memphis. Lundy's time slot will be filled by Dan Daniel beginning Sept. 19.

Tele-Communications Inc. is expected to announce details of its continuing digital TV rollout as early as this week. Eight launch dates are slated between Sept. 25 and Dec. 15 for systems representing 90% of homes passed, according to Colleen Abdouh, TCI assistant to the COO. Speaking at a digital TV conference in New York, Abdouh said TCI is planning on \$10 base monthly pricing, with different levels of service contemplated. TCI is seeing a 1% churn rate on its limited introduction of digital service in 19 headends thus far.



Drawn for Broadcasting & Cable by Jack Schmidt

"They're not sure of what to do with their new spectrum so they ordered an HDTV-SDTV-multiplexing combination antenna..."

Printed in the U.S.A. Founded in 1931 as Broadcasting, the News Magazine of the Fifth Estate. Broadcasting-Telemastering* introduced in 1945. Television* acquired in 1961. Cablecasting* introduced in 1972. Broadcasting/Cable introduced in 1989. Broadcasting & Cable introduced in 1993. Broadcasting & Cable is a registered trademark of Reed Publishing (Nederland) B.V., used under license. Telemastering* is a registered trademark of Reed Elsevier Inc. *Reg. U.S. Patent Office.

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Incorporating The Fifth Estate TELEVISION Broadcasting

Our top story

TV news has never been as ubiquitous or as under the gun as it is today.

The TV news divisions—broadcast and cable—just had a chance to show off with their coverage of the funeral of Princess Diana, which united the world as witnesses to what was both a moving ceremony and a riveting spectacle with a cast of familiar royal characters. But the involvement of paparazzi in the accident that killed her had news departments everywhere taking a hard look at the line between reporting and exploiting and where it should be drawn.

Anyone who has checked out the Nielsen ratings lately knows that at least a third and sometimes as many as one-half of the top 10 network prime time shows are news magazines. CBS started it all 29 years and 60 *Minutes* ago, but NBC has turned it into a cottage industry. The network sometimes claims several of the top-10 spots—no fewer than six *Datelines*, three in the top 10, aired two weeks ago to keep up with the Princess Di story. ABC's *20/20* is going twice a week; Fox is looking to launch a magazine. Bryant Gumbel is trading morning for night. Can *120 Minutes* be far behind?

News executives who used to be harried, rushed and peripatetic just overseeing the collection of the day's news now have to deal with the proliferation and cross-promotion of network-owned cable news channels, competition from new regional news operations, the logistics of joint news ventures and the new news demands of Websites.

Who are the additional staffers tackling these challenges? They are often members of the Sam Finestaff family (a corruption of "the same fine staff" and BROADCASTING & CABLE's traditional in-house answer to the question, "Who is doing all this extra work?").

For all the increased pressures (including from these corporate parents interested in the bottom line as well as the top story), when TV news shines, as it did with the moving

coverage of Diana's funeral, we are reminded why so much is expected of it. Whenever this page gets fed up with puffy local news pieces tied to sweeps miniseries, we are given a taste of TV news at its best, a coordination of technical expertise and journalistic enterprise second to none.

The Battle of New Orleans

As the NAB's radio members gather in New Orleans this week, they should use the opportunity to rededicate themselves to the fight for First Amendment freedom. (Perhaps "rededicate" is somewhat optimistic. For some, we fear, the pledge may be a new one.) It was one of their own—Bill O'Shaughnessy—who two weeks ago argued for a "get tough" stance in the face of increasing content incursions. NAB has given assurances that battle plans would be drawn up, and Eddie Fritts and company are as good as their words. But every radio broadcaster should make it his or her personal business to defend free speech.

These days, radio may have a greater stake in First Amendment protections than TV. While government tends to place affirmative burdens on TV—more kids TV, free time for candidates, ratings—it tends to censor radio, fining DJs who offend the collective sense of propriety of whatever five people happen to be holding FCC seats.

The current crew, led by Chairman Hundt, has been fairly lenient. But four new commissioners, including a new chairman, are due this fall. For all we know, they may decide to bring back some of that old-time indecency enforcement prevalent during the Bush administration that wound up costing Howard Stern—purveyor Infinity Broadcasting \$1.7 million.

Radio is where the broadcasting business began. It would be fitting for the industry's first citizens to take the lead in the fight for the First.

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Broadcasting & Cable welcomes twelve media luminaries into our **Hall of Fame** in recognition of their substantial and lasting contributions to the medium.

The Seventh Annual Hall of Fame inductions will be celebrated with a black-tie dinner on November 10, at the Marriott Marquis in New York City. A special souvenir



program will be distributed at the event and will also be included in the November 10 issue of **Broadcasting & Cable**, reaching 37,000 readers across the country.

Take this opportunity to applaud these outstanding television and radio professionals with a message in this section. Call today to reserve your ad space. And, join us at the event!

ISSUE DATE: November 10 ~ AD CLOSE: October 31

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(pictured left to right, top
to bottom row)

Tom Brokaw

Dan Burke

Mary Hart

Bob Johnson

Peter Lund

Lowry Mays

Akio Morita

Marlo Thomas

POSTHUMOUSLY
HONORING

John Chancellor

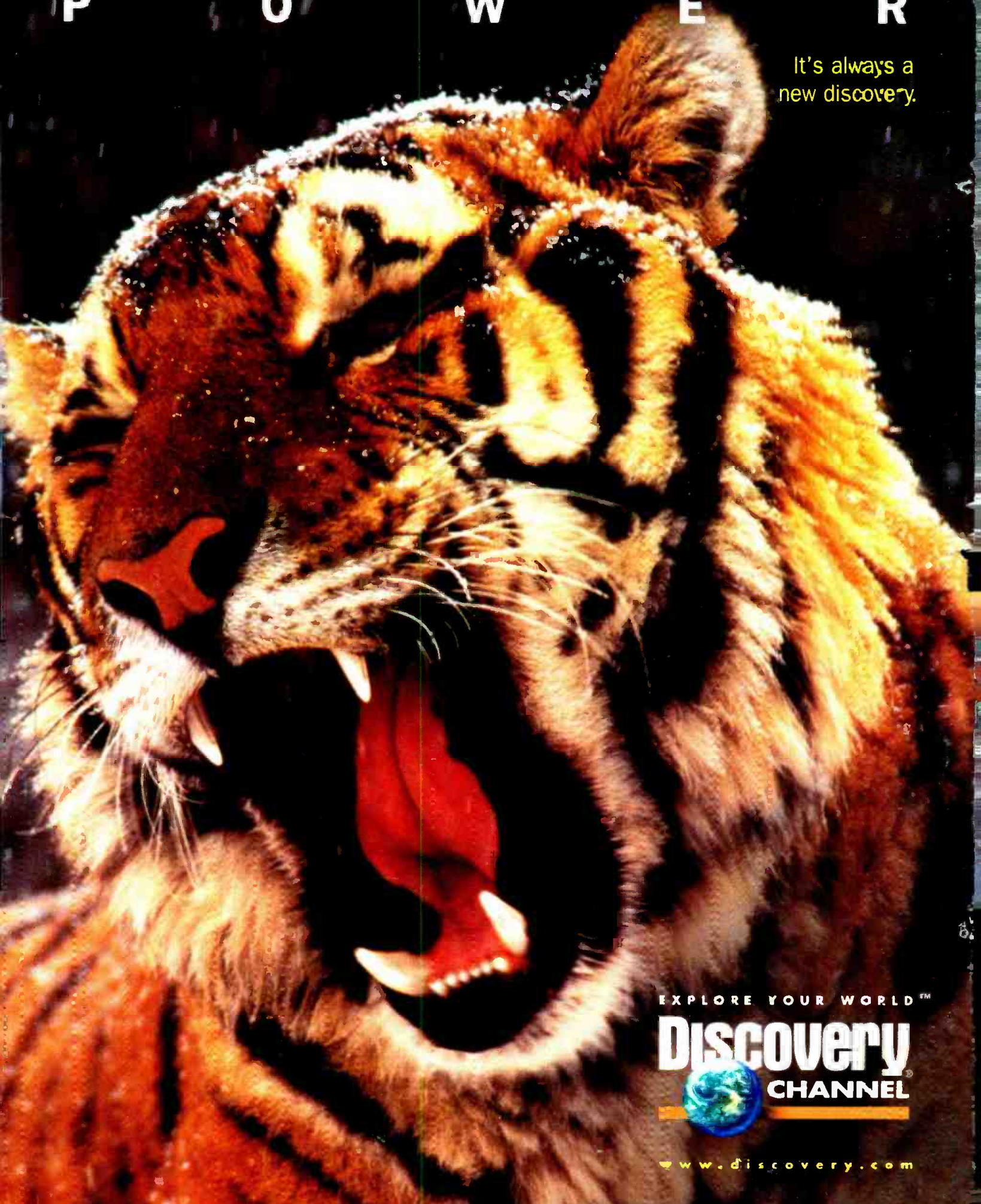
William Conrad

Sheldon Leonard

Danny Thomas

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