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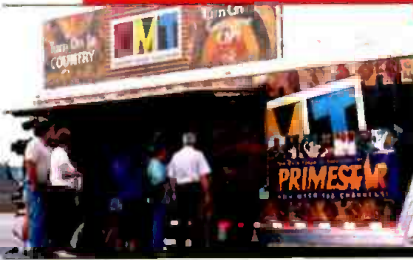


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Broadcasting & Cable

April 20, 1998

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Top of the Week

Court KO's EEO

In case involving Missouri radio stations, court says FCC's rules are unconstitutional

By Chris McConnell

FCC officials at week's end were mulling their legal options and the future of broadcast equal employment opportunity regulation after suffering a devastating defeat in their efforts to defend the 27-year-old program.

Reviewing sanctions imposed on Clayton, Mo.'s KFUD-AM-FM for violations of the commission's EEO rules, a three-judge panel of the U.S. Court of Appeals in Washington found the rules unconstitutional and overturned requirements that stations actively recruit minorities.

"Even assuming that the commission's interests were compelling, its EEO regulations are quite obviously not narrowly tailored," Judge Laurence Silberman wrote.

The ruling, if it survives an expected appeal, would eliminate rules that require TV and radio stations to establish and maintain programs aimed at recruiting minorities. Stations are required to document those efforts and to file annual employment reports with regulators.

Reviewing the rules, the judges rejected FCC efforts to defend the recruiting requirements on the basis of promoting diversity in programming. "The commission never defines exactly what it means by 'diverse programming,'" Silberman wrote. "The government's formulation of the interest seems too abstract to be meaningful."

The current rules also require stations to undertake the same efforts to recruit women. Although last week's ruling did not address that portion of the EEO program, judges indicated the same rationale would apply to a review of those requirements.

Broadcasters have long complained that the EEO rules impose paperwork headaches. Smaller stations serving communities with a small minority population have also argued they have trouble offering salaries high enough to attract and retain minorities. Broadcasters

If the court's ruling stands, FCC EEO paperwork will be a thing of the past.

argued both points when the FCC conducted a 1994 inquiry into its EEO rules.

Last week, however, industry leaders were avoiding a show of public applause. They said stations will still seek minority employees, despite the court ruling. "We are confident that broadcasting executives will continue to diversify their work force," National Association of Broadcasters President Eddie Fritts said.

"Broadcasters are in the business of trying to reach as many people as possible," added James Hedlund, president of the Association of Local Television Stations. Capstar Broadcasting Partners was quick to issue a statement pledging to maintain its existing EEO program.

But other broadcasters say that they will not miss the EEO rules and the threat of sanctions. "I regard it as helpful," Larry Fuss, president/general manager of WDTL-FM Cleveland, Miss., says of the court's decision. Fuss maintains that the recruiting requirements make it difficult for stations in small markets to

fill vacancies quickly.

"It's the federal government telling you how to run your business," adds Udel Richardson, president of WCTG(AM) Columbia, S.C. Richardson says he has encountered no problem meeting the requirements, but adds that the rules have posed problems for stations in other markets.

Other broadcasters are looking forward to reduced paperwork. WATB(AM) Cumming, Ga., General Manager Barry Holt says that his station has hired additional staff just to document its recruiting efforts. Hubbard Broadcasting's Robert Hubbard agrees that the EEO paperwork "feels good to be gone."

But both Holt and Hubbard add that they plan to maintain their minority recruiting efforts. "We're going to be very aggressive in maintaining a diverse work force," adds Cosmos Broadcasting President James Keelor.

Such assurances did not appease civil rights activists and other supporters of the rule. Two days after the decision, Rainbow Coalition founder Jesse Jackson met with Assistant Attorney General for Civil Rights Bill Lan Lee to discuss the decision.

"We urged the attorney general and the president to appeal this decision," Jackson said after the meeting. He added that he hopes this week to discuss the case with Attorney General Janet Reno as well as President Clinton.

Commerce Department Assistant Secretary Larry Irving said the administration will be working with the FCC to determine its next course of action.

"If it stands, it could have a devastating effect," Irving said of the ruling. Of broadcast industry pledges to maintain recruiting efforts, Irving added, "Rules aren't in place for the good actors. There are some broadcasters who will slide backwards."

FCC Chairman William Kennard

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2. Oprah Winfrey	8.4
3. Montel Williams	5.0
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5. Jerry Jones	4.7

Source: NSS: Explorer 2/5/98 3/4/98 (GAA - where applicable)

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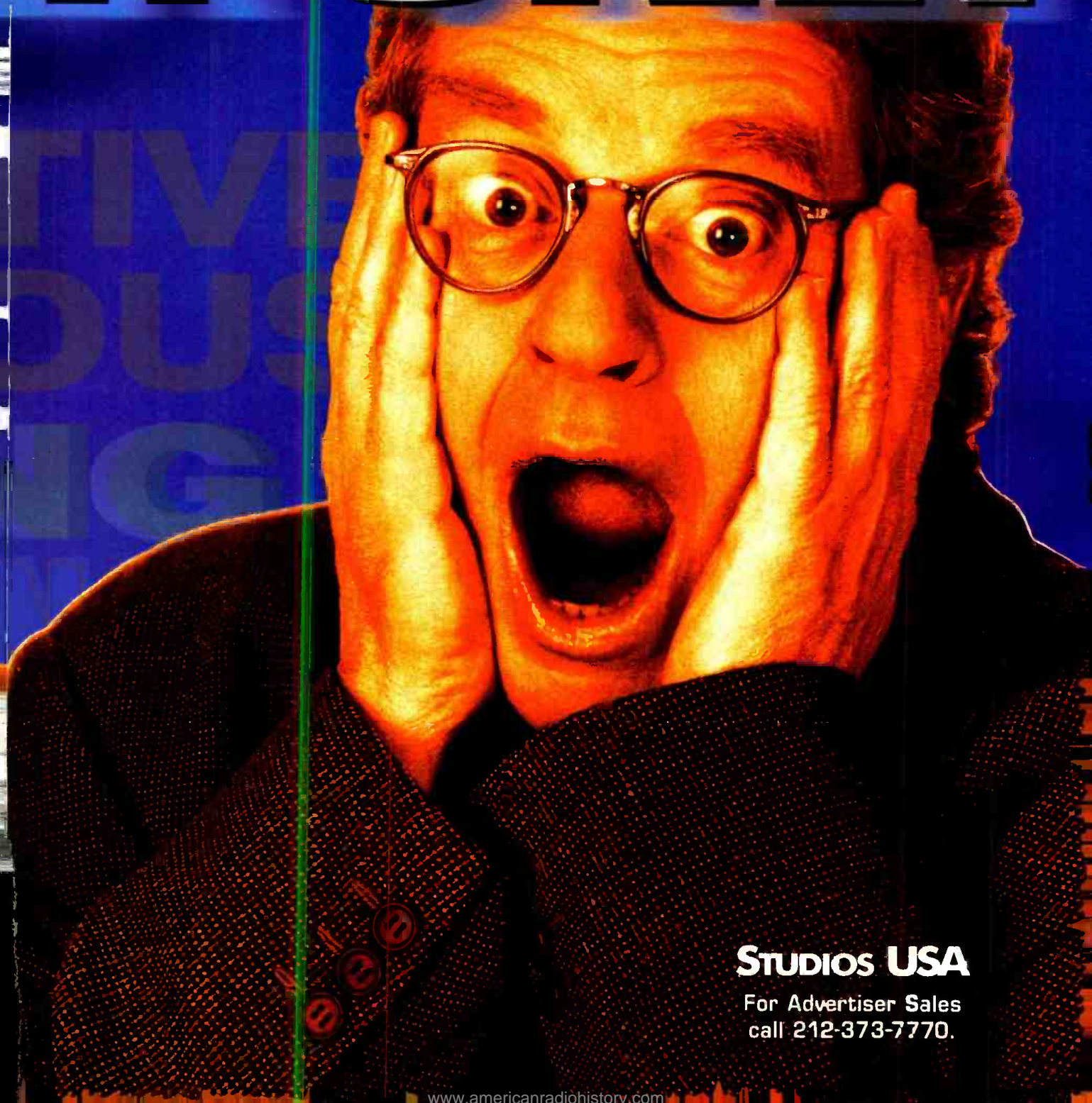
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cited increases in women and minority participation in broadcasting that have occurred since the EEO rules took effect. In 1971, women constituted 23.3% of full-time broadcast employees and minorities 9.1%. Last year, women constituted 40.8% of broadcast employees and minorities 19.9%.

"The unfortunate reality in our nation today is that race and gender still matter," Kennard said. "We all benefit when broadcasting, our nation's most influential medium, reflects the rich cultural diversity of our country."

For Kennard, last week's court ruling was a severe setback on an issue he has placed at the top of his broadcast agenda. Only a week earlier, he had focused on

minority and female ownership of stations in his address to the NAB convention in Las Vegas. During the address, he challenged broadcasters to produce suggestions in the next two months for boosting minority and female ownership.

Last week, FCC staffers were preparing a statement on the short-term implications of the court's decision. Lawyers say the rules remain in effect while the commission decides whether to seek an appeal. Kennard said the FCC in the next few weeks will release a statement explaining the status of the EEO rules.

"I want to avoid confusion among broadcasters," Kennard said. He added that the ruling, if it stands, could have an impact on pending sanctions against

broadcasters for EEO violations.

Kennard last week did not commit to pursuing an appeal, although he voiced confidence that the EEO rules are constitutional and added that FCC lawyers are reviewing their judicial options. Those options are seeking a review by the full appeals court or asking the Supreme Court to review the case.

Before last week's ruling, FCC lawyers sensed trouble and tried to settle the case. The maneuvers succeeded only in drawing a rebuke from the court.

"The commission has on occasion employed some rather unusual legal tactics when it wished to avoid judicial review, but this ploy may well take the prize," Silberman wrote. ■

'Brooklyn' going south?

CBS show's future in doubt; it may join growing list of failed freshman dramas

By Michael Stroud

CBS's *Brooklyn South* could be the next network drama to get the ax.

The latest cop show from producer Steven Bochco has turned in mixed performances in its 10 p.m. Monday slot and may not be given a shot at another season, according to Dana Flanagan, president of Steven Bochco Productions.

The show would be the latest casualty of a drama season that has seen few breakouts and many cancellations as networks struggle to find winning combinations in a glutted market.

"The bad news for *Brooklyn South* in this atmosphere is that it did not get the ratings it should need," Flanagan says. "The networks may not have reached the point where they realize they need patience. *Brooklyn South* may become a victim of everyone's scrambles."

The show has scored a season-to-date 7.1 rating/12 share, making it 90th of 168 programs, according to Nielsen Media Research. In contrast, ABC's Bochco cop show *NYPD Blue* has a season-to-date average of 11.0/19.

Its performance puts *Brooklyn South* a notch below Fox's 74th-ranked *Ally McBeal*, the season's only Big Four breakout drama. And *McBeal* is arguably a special case, since it recently



won a Golden Globe for best comedy.

CBS needs a strong 10 p.m. show on Monday as it seeks to build on the strength of *Everybody Loves Raymond* earlier in the evening. And Flanagan thinks *Brooklyn South*, which includes *Hill Street Blues* and *Doogie Howser, M.D.* star James Sikking, deserves more of a chance: "If CBS replaces *Brooklyn South*, it will in all likelihood be replaced by a show that doesn't perform as well. What I'm hoping is that the network looks at the long-term future. It's good, and it's only getting better."

Eighty-eighth-ranked *Michael Hayes*, starring former *NYPD Blue* star David Caruso, is another CBS drama in danger, with season-to-date Nielsen numbers of 7.3/11. CBS officials



Drama/comedy *'Ally McBeal'* (above) is doing well for Fox, but CBS's *'Brooklyn South'* will probably disappear.

declined to comment. CBS Entertainment President Leslie Moonves will make his final decision about the shows before network presentations to advertisers begin on May 20.

If *Brooklyn South* is canceled, it will join a growing list of dramas that didn't make it. Last week, NBC pulled its struggling *Players* off the schedule, effectively canceling the show after it averaged a 5.4/10 for the season.

Also canceled this season: CBS's *Dellaventura* and *Four Corners*; ABC's *Timecop*, *Cracker*, *C-16* and *Total Security*; Fox's *413 Hope Street* and *The Visitor*; and NBC's *Sleepwalkers*.

In addition, ABC's *Nothing Sacred* and Fox's *Significant Others* have been pulled; their return is uncertain at best. ■

UPN, Disney together again

Four-year deal brings two-hour block of Disney product to UPN in fall 1999

By Joe Schlosser

Talks began last December between UPN chief Dean Valentine and Buena Vista Television President Mort Marcus about a deal that would bring a two-hour syndicated block of Disney animation to the start-up network.

A "handshake" agreement between the two sides was in place entering NATPE in January, but a week later the deal was off. Valentine got cold feet and tried to take his business to co-owned cable channel Nickelodeon in search of a similar deal. Nothing was doing with Nickelodeon, so Valentine, former head of Disney's TV and TV animation divisions, reopened talks with Marcus a month ago.

Last week the lawyers put the final touches on a four-year deal that brings the two-hour block of Disney product to UPN in fall 1999. Formerly known as the Disney/Kellogg Alliance, the two-hour block will be spearheaded by Disney's *Recess*, which premiered to good ratings this season on ABC's One Saturday Morning block. *Recess* will

continue to air original episodes on Saturday mornings on ABC.

The other hour and half of the deal has yet to be nailed down, Valentine says, but programs likely to be on UPN next fall include Disney's *Doug*, *Pepper Ann* and *Hercules*. UPN will receive 52 original episodes of programming each year (the equivalent of one original series per season), and the remainder will be reruns. UPN will air the block Monday-Friday afternoons and Sunday mornings.

"Everything is great now," says Valentine, who helped to develop a number of the programs in the deal when he was at Disney. "Clearly, there were some hurt feelings after the breakup the first time around, but I'm responsible to my company for making the best deal possible and for maximizing our revenue. I have to look around and make sure that I do that.

"I believe that is what we ultimately have done, that we have wound up in the right place, as difficult and tortuous a journey as it was."

Marcus, who was forced to start signing potential stations in syndication for

the Disney/Kellogg Alliance, also was relieved to have the UPN deal in place.

"It has been a frustrating, up-and-down couple of months," Marcus says. "I think it has been a few years since Disney animation has been cleared in such a solid pattern on a Monday-through-Friday basis. We are excited to get an opportunity to get back and compete on a fairer basis with the Fox Kids Network and the Warner [Bros.] animation. We think we have a real chance to succeed."

Although the two hours will no longer be called the Disney/Kellogg Alliance, Marcus says that cereal giant Kellogg will remain an integral part of the block.

As for what happened with Nickelodeon, which like UPN is a subsidiary of Viacom, Valentine says it was a matter of timing.

"Nickelodeon looked at what they had available and what they had up and going, and they didn't feel they could put their best stuff on before the year 2000," Valentine says. "We wanted to go on earlier, and we felt comfortable with the quality of the Disney product." ■

Fox buys into Lakers

Fox has taken the battle in Southern California for television sports rights to another level.

After watching rival Walt Disney acquire the Anaheim Angels and Mighty Ducks sports franchises, Fox has bought its way into the Los Angeles Lakers basketball and Kings hockey teams, and sources say it will likely take a stake in the Clippers as well.

Fox's latest moves come on the heels of its \$311 million purchase of the Los Angeles Dodgers.

The reason that Fox and Disney are so interested in acquiring professional teams is simple—programming on their Los Angeles-based cable sports networks.

Fox currently has two regional channels in the area, Fox Sports West and Fox Sports West2, which carry the majority of professional and top college sporting events in the region. Disney-owned ESPN is launching ESPN-WEST this fall to go head-to-head with Fox in the competitive and advertising-rich Los Angeles region. ESPN-WEST will launch with exclusive rights to the Ducks next season, but will share the cable rights to the Angels with Fox Sports for one season.

"ESPN made their offensive move by launching ESPNWEST and taking the Ducks and Angels off the Fox channels," says one Fox executive. "We didn't just want to sit back and carry on like nothing was happen-

ing. We had to fire back with an offense of our own, and I think the one we got is a lot bigger than the one they did." An ESPN executive's reply: "We will aggressively look at any and all programming opportunities that provide value to our customers."

Fox is acquiring a 40% stake in the new Staples Center, an arena that will house the Lakers, Kings and Clippers two years from now. Along with that stake, Fox has acquired an option that will eventually give it a reported 10% stake in the Lakers. The terms of its stake in the Kings have not been determined. Fox TV chief Chase Carey would not comment on a possible Clippers investment, but did say that it is critically important for both of us to have a relationship," referring to the Clippers and Fox Sports. Fox is also a minority owner in the New York Knicks through its 50% ownership stake in Rainbow Sports.

Sources say that Disney/ESPN executives have been and still may be trying to get the Clippers to move to the Pond of Anaheim—Disney's stronghold—where the Mighty Ducks play. The Clippers committed last week to move from the Los Angeles Sports Arena to the Staples Center in two years. The move is contingent on NBA approval; sources say that the NBA has long wanted the Clippers to move out of the crowded L.A. marketplace to Anaheim in Orange County, Calif. —Joe Schlosser

Country dust-up in Columbus

CBS Cable, upset over MSO's dropping of its CMT, offers to buy DBS dishes for subs

By Donna Petrozello

CBS Cable is retaliating against Coaxial Communications in Columbus, Ohio, for dropping CBS's Country Music Television in favor of Jones Network Service's Great American Country channel earlier this month.

CBS is underwriting subscriptions to Primestar satellite services for consumers in Columbus to encourage them to sign up for Primestar. CBS also has purchased newspaper ads slamming Coaxial for doing "a bait and switch" and has launched a radio campaign urging consumers to get back their CMT on Primestar.

CBS Cable spokeswoman Cheryl Daly says that CBS is prepared to "give away hundreds or thousands of Primestar dish packages," a \$145 value. The package covers the cost of installation and one month of free service. The offer will run "for several weeks," Daly says. Primestar is offering CMT on its expanded variety tier package, which costs an additional \$7.99 per month on top of Primestar's basic prime value package,

a monthly charge of close to \$37.

Coaxial charges about \$30 a month for its basic service, which included CMT.

Columbus-based Coaxial says that Great American Country (GAC) offers a "better product" to the MSO's 92,000 Columbus subscribers, citing GAC's lower commercial load—eight minutes per hour, on average, as opposed to CMT's 12. Coaxial contends that GAC plays more country music videos than CMT as well.

CBS argues that CMT's video library is larger and that GAC relies more heavily on current videos. In addition to playing a wider variety of videos, CMT airs more video premieres, interviews with artists, live concerts and country music news, says Steve Soule, CMT's senior vice president of affiliate relations.

CBS says that it's taking aim at Coaxial because the MSO did not notify the City of Columbus or its subscribers that it would switch to GAC 30 days before the change. Columbus city law states that notification has to be made when an operator makes a change in "channel assignment or in video programming



CMT and Primestar offered special DBS packages to subscribers of Coaxial Cable of Columbus, which dropped CMT on March 31.

services."

Coaxial contends that because it airs GAC on the same channel it used for CMT and because the services are similar, the law does not apply. Says Bob Lau, Coaxial vice president of corporate affairs: "We didn't change the product." GAC offered Coaxial \$1 per sub and five years of free carriage as an incentive to take the service. Coaxial says.

Columbus city officials are expected to consult with a lawyer to determine whether Coaxial's claim is valid.

Meanwhile, Coaxial objects to CBS's ads, saying that they are "misleading" because they "attempt to make people believe that country music is gone, and that's not true," says Gregg Graff, Coaxial senior vice president of marketing, programming and advertising.

"Obviously, CBS is doing this either to punish Coaxial or to scare other operators from making a similar change," he says. "But it's not working. Our customers like Great American Country, and we're aggressively working to keep our subscriber base."

Daly says that a thousand people have inquired about the Primestar package within the past week and have signed a petition asking Coaxial to reinstate CMT. ■

Fine of the Century

Century Communications will pay roughly \$12.3 million in refunds and rate rollbacks to settle a dispute with the City of Los Angeles about three Century franchises.

The settlement is one of the largest on record, second only to Time Warner Cable's \$16 million rate settlement with New York City in 1996.

On a refund- and rate rollback-per sub basis, however, the Century settlement is considerably larger.

Under terms of the settlement negotiated with the MSO by the Los Angeles city attorney's office and the city's information and technology agency, Century will refund roughly \$8.2 million, including interest, to 130,000 subscribers; cut existing rates by \$3.3 million over the next year, and pay the city another \$800,000 to settle other franchise issues.

The refunds, which will be paid in 12 monthly installments beginning May 1, translate into about \$60 per subscriber. The rate rollback works out to about \$20 per customer. Subscribers in the three franchise areas included in the settlement will see rate reduc-

tions of \$1.21 to \$2.87 a month. The settlement is related to an FCC ruling that Century had raised rates excessively for essentially all of its Los Angeles-area systems.

Century is far from alone in getting hit with rate cases that result in multimillion-dollar refunds and/or rate reductions. TCI in the past year has been ordered to repay roughly \$10 million to subscribers in Baltimore and Washington because courts in those two cities have ruled that TCI had charged excessive late fees.

Century's settlement with Los Angeles encompasses three systems within the city and covers November 1995–April 1998. The settlement is related to an FCC ruling last fall that Century had overcharged many of its 450,000 Southern California subscribers. The FCC ordered some \$4.5 million in refunds to settle rate complaints dating back to September 1993—but some cities, including Los Angeles, considered the FCC-ordered refunds too low and opted to negotiate separate settlements with Century. —Price Colman

Ginsburg out as Hicks plots media growth

Company weighs merger of separately run media properties

By Steve McClellan

The sudden departure last week of Chancellor Media Corp. President Scott Ginsburg signals an aggressive expansion for the major-market radio group operator in the coming months. Chancellor is one of several media companies controlled by Dallas-based investment firm Hicks, Muse, Tate & Furst.

Sources say Hicks Muse is seriously considering folding all of those operations—which include small-market radio group Capstar Broadcasting, LIN Television, Sunrise Television and Katz Media Corp.—into Chancellor.

Hicks has also indicated its intention to aggressively expand its TV holdings and its Latin American radio holdings—and perhaps make a big play in the outdoor advertising business as well. It also wants to buy more U.S. radio stations, and sources say it has its sights on Jacor. The current value of Hicks Muse's media portfolio is about \$3.5 billion.

In a tip of the hat to CBS and Clear Channel Communications, Hicks Muse partner Tom Hicks told analysts last week that he believes growth can be accelerated by pursuing a "cross-media strategy," in which advertising is sold in packages across television, radio and outdoor properties.

Ginsburg resigned last week after it became clear that Hicks Muse intended to hire someone from outside the company to run the expanded Chancellor Media Corp. Hicks partner Tom Hicks will oversee Chancellor until a replacement for Ginsburg is found, perhaps within 90 days.

Hicks was not available for an interview last week, but sources say he feels that Ginsburg is a talented radio operator but isn't the right person to oversee the firm's aggressive expansion plans for Chancellor. "Hicks felt Scott was the wrong person to do all that," says one source. "They want a media conglomerate guy."

Ginsburg walks away with about \$200 million in Chancellor stock. He will remain on the Chancellor board.

In a brief statement about Ginsburg's



Tom Hicks (l) has big plans for Chancellor Media Corp., but they don't include Scott Ginsburg, former president.

departure, Hicks said he would work with the Chancellor board to recruit a "world-class CEO [to] achieve the next plateau of growth in the rapidly consolidating media industry."

Hicks also told analysts it was very likely that the company's media assets "would be structured very differently" by this time next year, sources say. "It was a thinly disguised way of saying he wants to fold all those assets into Chancellor," one analyst said last week.

into a major-market radio force.

Ginsburg, who recently arranged for some \$1 billion in new equity for Chancellor, won't be around to spend it. Separately, co-controlled Capstar has been planning an initial public offering of its own. The road show for the Capstar IPO is set to begin in a few weeks. But analysts now wonder whether the IPO price will become the "take-out price," with Capstar going to Chancellor. ■

US West offers video in Phoenix

US West plans take on Cox Communications in Phoenix by pumping up to 120 channels of video over its existing copper phone network.

Sources say the telco plans to announce details of the competitive video system today (April 20). It could launch as early as May in the suburb of Gilbert, they say. The telco hopes to offer the service to as many as 400,000 homes by the end of the year.

US West also will offer high-speed Internet access that cable operators have just begun to sell. It employs Very High Speed Digital Subscriber Line technology, an improvement on the ADSL technology that flopped in telco trails earlier in this decade.

US West would compete with Cox, which owns virtually all the cable systems in the Phoenix market. Not coincidentally, Cox has started rolling out residential telephone products in addition to high-speed Internet access in the market.

The telco would not comment on the plan. Cox spokesman David Andersen called the video scheme "a knee-jerk reaction to what we're doing in the marketplace," dismissing it as a return to the old days in 1993 when telcos proclaimed ambitious war plans that crumbled two years later. "They're reacting to us in the marketplace with unproven technology."

US West's cable operation, US West Media Group Inc., is not involved in the video operation. US West plans to spin off its telephone operation from the cable unit in June, with the two companies supposedly going their separate ways and perhaps eventually competing against each other.

—John M. Higgins

TCI looks to the Rainbow

Will likely take majority interest in programming services company

By John M. Higgins

Tele-Communications Inc. is likely to wind up with a majority interest in Rainbow Programming Services as part of its plan to merge movie networks Starz! and Encore into Cablevision Systems Corp.'s entertainment network group, but Rainbow executives will manage the venture.

Sources familiar with the discussions say that TCI's Liberty Media Corp. and Cablevision are close to completing an agreement that will combine Liberty's Encore Media Corp. and Rainbow's non-sports network operation. That would combine operation of the pay-movie services with basic channels American Movie Classics, Bravo and the Independent Film Channel.

The sources say that the two sides have exchanged detailed proposals about the terms of the deal, agreeing that Liberty would get a majority of the venture's equity. While Rainbow's basic networks have far more distribution than Starz! and Encore, TCI Chairman John Malone is seeking a higher value for the movie networks because of their access to movie deals and guaranteed



Josh Sapan (l) will be president of the new venture, and John Sie will be chairman.

annual payments from TCI systems. The deal would value Encore Media at some \$1.5 billion, the Rainbow entertainment networks at slightly less.

Some sort of a deal between Rainbow and Liberty has been expected for months, given the scope of recent deals between the companies. TCI swapped its 850,000-subscriber metro New York system cluster to Cablevision for a 36% stake in the company. TCI Chairman John Malone and News Corp. Chairman Rupert Murdoch also control 50% of Rainbow's regional sports operation after a deal cut last year.

Industry executives familiar with the talks dismiss reports that Viacom Inc.'s

Showtime Networks Inc. unit was pushing a rival merger with Rainbow. "Malone already owns this," says one executive. "You think he's going to let Rainbow cut some sort of deal with Showtime?"

Encore Media President John Sie would become chairman of the combined venture, but Rainbow President Josh Sapan would actually have management power as president and CEO, the sources say. Neither company would comment on the talks.

Traditionally, network groups have seen no sense in combining pay and basic operations. Showtime and MTV Networks have remained separate under Viacom's ownership, and Home Box Office and TBS Inc. are separate under Time Warner. Pay cable is an intensely retail business in which networks not only have to lure viewers but also have to convince them to pay each month. Basic networks generally have to focus more on selling advertising.

But Liberty executives believe that Rainbow might be able to manage Starz! and Encore with a bit more flair, and the pay networks could substantially boost the Rainbow networks' access to Hollywood product, a continual concern. ■

TCI buying Jones's Chicago systems

Tele-Communications Inc. and Jones Intercable have reached a preliminary agreement for TCI to acquire Jones's suburban Chicago systems with 255,000 subscribers for just over half a billion dollars in cash.

Final details of the long-anticipated deal are pending, but terms translate into \$2,000-\$2,200 a subscriber, or slightly under 10 times cash flow, according to sources familiar with the arrangement.

That's relatively low for the current market, particularly for systems that are crucial in helping TCI round out its Chicago cluster. But the Jones properties are at ground zero in Baby Bell Ameritech's home overbuild area, and they are under heavy competitive pressure, temporarily constraining their cash-flow potential.

Cash flow for the systems in 1997 was about \$47 million, or some \$184 per sub, according to one Wall Street executive familiar with the properties.

In a related development, TCI and TW Fanch-one Co. have signed a letter of intent for TW Fanch to buy TCI Communications systems in Maryland, Ohio, Virginia and West Virginia encompassing about 147,500 subscribers. TW Fanch is a partnership of Time Warner;

Denver-based Fanch Communications, and investors the Blackstone Group. Financial terms of that deal were not disclosed, but at the common measure of \$2,000 per sub, it would be worth some \$300 million.

TCI would use the money from the TW Fanch sale and from the proposed sale of its 85,000-sub Tucson, Ariz., system to pay for the Jones acquisition. The Tucson sale, which could bring \$170 million, has not been approved.

Jones has been shopping its Chicago-area systems—which are in limited partnerships—for about 18 months. The deal is significant for Jones because it aids the MSO's strategy of liquidating managed limited partnerships. Jones, in the mid-90s, announced plans to buy out or sell those limited partnerships to simplify its financial structure. Jones stock (Nasdaq: JOINA) has languished in part because it was difficult for analysts to calculate how much value the limited partnerships contributed to Jones Intercable's bottom line.

More than 50 communities ringing Chicago are affected by the deal, which is expected to close in first quarter 1999, pending requisite approvals and closing conditions.

—Price Colman

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The Leader In Young Adult Programming.™

The 'Seinfeld' hour

Columbia clearing special hour episode to air same night as NBC finale

By Joe Schlosser

Everybody is getting in on the finale of *Seinfeld*, including Columbia TriStar Television Distribution, the sitcom's syndication distributor.

Columbia TriStar has cleared a special hour-long episode of *Seinfeld* titled "The Boyfriend" on more than 200 stations representing 98% coverage of the country. It is the first time in syndication that the episode, which features former professional baseball player Keith Hernandez, will air as an hour telecast. The special was sold for a three-day window of May 13-15.

Many stations will carry the syndicated special on Thursday, May 14, the night of *Seinfeld's* original hour finale on NBC, and many of those will air the popular episode and other stations at 10 p.m., including many Fox O&Os, which will preempt their 10 p.m. newscasts.

CTTD executives say that 70%-80% of the stations signed on for the special will air it in prime time. There is one restriction though: Stations cannot air the hour program opposite NBC's finale at 9-10 p.m. Thursday night.

The show's syndicator, with the help of the 230 stations that carry *Seinfeld* in syndication, just completed a nationwide viewership poll of the all-time top 10 episodes of the sitcom. All 10 of them will air in syndication during the upcoming May sweeps.

Stations carrying "The Boyfriend" on the night of *Seinfeld's* finale include WPIX(TV) New York; WSBK-TV Boston; WATL(TV) Atlanta; WTOG(TV) Tampa Bay, Fla., and WITV(TV) Indianapolis. ■

Closed Circuit

WASHINGTON

Mega-megamerger

Hicks, Muse, Tate & Furst is said to be looking into a mega-media merger with Jacor Communications in which Jacor and all the Hicks Muse companies—Chancellor, Capstar, Sunrise TV and LIN TV—would operate under the same roof. Sources say Jacor has been ripe for a buyout for some time. In addition, Marcus Cable's Jeff Marcus may be on Tom Hicks' list to replace Scott Ginsburg at Chancellor. Marcus just sold his cable MSO to Microsoft's Paul Allen. Chancellor has said it is looking for a top media executive to run the company. Still, some sources say Hicks would probably rather run the company—and any newly formed media empire—himself.

Laybourne in Washington

ABC/Disney Cable Networks President Geraldine Laybourne paid an introductory visit to FCC Chairman William Kennard and other commissioners last week. With the first year of the FCC's new children's programming rules approaching, Laybourne also discussed children's programming with regulators.

NEW YORK

Then there were two

The bidders for Prime Cable's lucrative Las Vegas cable systems have been winnowed to two: Cox Communications and Tele-Communications Inc., with the price expected to exceed \$1.3 billion, or about 14

times cash flow. Sources say Comcast and Charter are out of the running. Speculation that Paul Allen's bid to take over Marcus Cable might prompt Prime partner Greenspun Inc. to open the three-month-long deal process to a new player has not panned out. That's because Allen's \$2.8 billion bid, or 11 times cash flow, wasn't strikingly high. Greenspun wants to sell its 60% stake either for public stock or a piece of a larger joint venture. But there's a snag that will prolong the negotiations. Four attorneys at Cox's main law firm, Dow, Lohnes & Albertson, including firm chairman Chip Allen, were killed in a plane crash two weeks ago. While other firm lawyers are working the deal for Cox, they're all "staggered" and are understandably not very productive, says one executive involved in the bidding process.

HOLLYWOOD

Strange 'Fantasy'

ABC's remake of *Fantasy Island* could end up being a lot closer to *Nightmare Island*. Sources say the remake of the 1970s hit is taking a much darker tone than the original. That reflects the sensibility of filmmaker Barry Sonnenfeld, one of a new wave of directors and producers from the movie business who are making the transition to TV. The approach is a radical departure from that of other 1970s remakes, such as UPN's *Love Boat: The Next Wave*, which updates the 1970s show to fit 1990s sensibilities but doesn't stray far from the original premise.

Justice OKs Sinclair near-duopoly deal

The Justice Department last week signed off on a \$288 million deal between Sinclair Broadcast Group Inc. and River City Broadcasting LP in which Sinclair will buy all the non-license assets of WSYX(TV) Columbus, Ohio (see "Changing Hands," page 83).

Justice agreed not to challenge the deal even though Sinclair already owns WTTT(TV) Columbus. Sinclair and River City are merging; when the deal closes, Sinclair most likely will sell the license of one of the stations (probably Fox affiliate WTTT) to LMA partner Glencairn Ltd. Sinclair is calling the operating agreement for WSYX a local marketing agreement.

Sinclair executives met with FCC Chairman William Kennard last week to discuss ownership rules. —Sara Brown

*"I wanted to think for myself;
make my own decisions."*



Robert Miron

President
Advance / Newhouse
Communications

Member
C-SPAN Board of Directors

"I was born in Newark, New Jersey before the war and grew up in Plainfield. I was not what you would call the good boy growing up. I was a bit of a rebel. I wanted to think for myself; make my own decisions. I participated in some athletics in high school and had a 60's kind of high school outlook on life, except I was before that time."

"My extended family was in the newspaper business. I worked during high school and college at various newspapers. In my junior year at Syracuse University, I started working in television at WSYR, the flagship station of the Newhouse group. I remember walking into the station; it was new and clean. I went into the president's office; he had carpet on the floor and there was no ink. It was a revelation. I said, 'This is for me.'"

"I grew up as a broadcaster and I feel that imposes a certain responsibility. Television is a different product than, for example, widgets. A widget provides some use, but it doesn't necessarily shape people's attitudes, and teach people. Television can do all of those things."

"Until about seven years ago, I used my trusty pen and paper and did everything that way. I realized the world was beginning to change. My children were deep into computers. So I told my daughter that we were going on vacation and during that week, it was her job to teach me about computers. And she did."

"There's no question in my mind that my wife Diane has had the most influence in my life. She's kept me focused and settled me down. She's always been a partner in everything I do – a great supporter of Cable in the Classroom and of all the educational things that I've been involved in over the years."

"I like to watch the straight story, in other words, C-SPAN. I want to make up my own mind without hearing somebody give me the latest spin. Carrying C-SPAN certainly is the responsible thing for a cable operator to do because it provides the public with just that opportunity."

"Along the way I feel I've done some things and I've contributed to the industry, but if you really wanted to know what I would like my epitaph to be, it would be: good husband, good father, good grandfather."

C-SPAN

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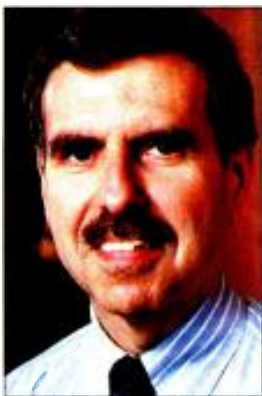
Levin sets high TW goals

Predicts percentage cash-flow growth in high teens

By John M. Higgins

Hot on the heels of a strong first quarter in most of his divisions, Time Warner Inc. Chairman Gerald Levin last week laid out ambitious growth plans for the company, predicting that strong units would continue to post percentage cash-flow growth in the high teens, that Warner Bros. would surge on the performance of its television production unit and that Warner Music would reverse the huge drop-off in cash flow of the past two years.

At an earnings briefing with reporters, Levin predicted that the company would boost cash flow—under a



TW's Levin sees cash flow growing 16%-18%.

slightly new definition—at the rate of 16-18% annually for the next two or three years. This is an extremely strong pace and much better than the rate posted in the past two years, which have seen problems in the movie and record units.

"We say we are a high-growth, large-capitalization stock," Levin said.

Levin's forecast is a big change from the first quarter. For the three months ended in March, Time

Warner's revenue increased just 3%, to \$3.1 billion, while cash flow rose 7%, to \$852 million.

Cable should continue at a pace of about 13%-16%, far better than the rest of the industry. Levin expects Warner

Bros.' cash-flow growth to jump from 13% to 20% for the next couple of years. The improvement will come from the strength of its TV series, such as Rosie O'Donnell's talk show and *ER* in syndication. Home Box Office and TBS Inc., however, will slow from their 20%-plus pace to the 15-20% range.

The best news is that Time Warner isn't buying cash-flow growth by acquiring companies and that capital costs are shrinking, particularly in cable. After the Turner Broadcasting System Inc. takeover in 1996, Levin said that Time Warner had no large strategic gaps in its operations that called for another major acquisition. The growing earnings will be used to keep debt at 3 to 3.5 times cash flow, with leftovers used to shrink equity by buying back stock—even at recent lofty prices, nearly double those of a year ago.

Levin said that money will be available to the company's division chiefs for moderate acquisitions and start-ups. "We will put cash back into something if we see a superior return." ■

Television violence stays constant

NCTA-sponsored study says that industry should reduce violence, stress consequences

By Sara Brown

More than 60% of television programs contain some form of violence, according to the three-year, \$3.5 million-dollar National Television Violence Study funded by the National Cable Television Association and conducted by researchers from four universities. The study says the level of TV violence has stayed relatively constant over the three years.

"This report demonstrates how resistant the television industry can be to voluntary curbs on its own excesses," Rep. Edward Markey (D-Mass.) said last Thursday in response to the study.

Broadcasters criticized the study's lack of specific examples of violent shows. "It's the problem you get with a quantitative analysis," said Martin Franks, CBS senior vice president.

The presenters of the study did credit Court TV for its efforts to present the consequences of violence in its educational series *Choices and Consequences*. "We've tried to develop an initiative that we think is responsive to the findings," Court TV's Richard Beahrs says. Beahrs also credits the coalition of cable companies that has

supported the educational series.

The study calls on the television industry both to reduce the amount of violence in programming and to change the context in which violence is presented so as to stress the consequences and penalties of such actions. In addition, the study calls on television to be more responsible in rating programming for content.

The primary problem with the prevalence of violence on television is its glamorous portrayal, the study says. Findings show that 40% of violent incidents on television are perpetrated by characters who otherwise could be positive role models for children. In addition, more than a third of violent programs never show punishment for "bad" characters' violence. This, the study concludes, contributes to the development of aggressive attitudes among children.

Contributing to children's desensitization to violence, the study says, is the fact that indications of physical harm or pain are absent from nearly 50% of violent incidents, while 40% of violent scenes include some form of humor.

In prime time, violence is on the rise, the study says: up 14% on the Big Four networks (ABC, CBS, Fox and NBC);

up 7% on independent broadcast stations, and up 10% on basic cable (over the three years of the study). The worst offender in prime time is premium cable, with 92% of its prime time programs including violence.

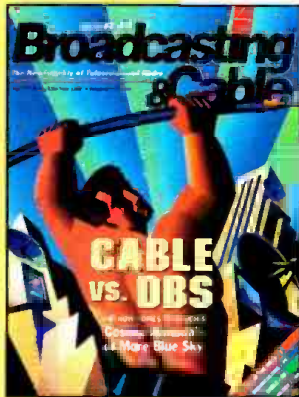
Cartoons made specifically for children's entertainment may be the most dangerous of all television genres in terms of presenting so-called high-risk violence. The study defines risk as the presence of factors that have been shown to increase desensitization, the learning of aggressive attitudes and behaviors and fear of victimization among children.

The study found that between 6 a.m. and 8 p.m., children's programs—including cartoons—have the highest incidence of high-risk violent incidents of all programming. "The average American preschooler who watches mostly cartoons is exposed to over 500 high-risk portrayals of violence each year," the study says.

The universities conducting the study were the University of California—Santa Barbara, University of Texas—Austin, University of North Carolina—Chapel Hill and University of Wisconsin—Madison. ■

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NCTA CONVENTION PACKAGE



NCTA CONVENTION ISSUE

Our May 4 NCTA Convention Issue will update readers on where cable stands in delivering promises – promises to offer scores of new channels through digital technology; high-speed Internet access via cable modems, and cable telephony. But these promises are not new. Is 1998 the year that cable will deliver?



NCTA TABLOID-SIZED DAILIES

On May 5 and May 6, Broadcasting & Cable will publish special tabloid sized NCTA dailies on-site in Atlanta giving NCTA attendees important breaking news from the convention floor and events.

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Trinity settling license challenges

Religious broadcaster will pay \$57 million to clear up disputes in six markets

By Chris McConnell

Trinity Broadcasting is looking to pay nearly \$57 million to settle a series of legal snags that the religious broadcaster is facing at the FCC.

In four settlement agreements filed with the commission last week, Trinity proposed paying competing license applicants and minority groups to drop challenges to its license renewals in six markets. The settlements include one market—Miami—where an FCC administrative law judge already has said that Trinity's license should not be renewed but instead should go to a competing applicant.

"The pleadings now before the commission contain valid justification to authorize Trinity ... to continue the great charitable and spiritual services to the public being provided at their stations," Trinity told the FCC last week.

The bulk of the money—\$55 million—would go to two companies that filed competing applications in Miami, Portland, Ore., Santa Ana, Calif., Poughkeepsie, N.Y., and Monroe, Ga.

One of the competing applicants, Glendale Broadcasting, was picked by the FCC judge to receive the Miami license after the judge ruled that Trinity had attempted to skirt FCC restrictions on TV ownership. The company is controlled by George Gardner, president of Carlisle, Pa.-based cable MSO Raystay.

Gardner also is a principal of the other competing applicant, Maravillas Broadcasting. Maravillas has filed competing applications against Trinity licenses in Poughkeepsie, Portland and Santa Ana.

While convincing the two challengers to drop their bids, Trinity also has convinced a long list of minority groups to drop their own petitions against the license renewals. Among the groups is the Spanish American League Against Discrimination, which successfully argued against the Miami renewal before the administrative law judge.

In one agreement, \$1.8 million will go to a series of nonprofit organizations for use in promoting increased minority participation in media ownership, control and management. Two other pacts call for Trinity to devote a

total of \$150,000 to the creation of three new scholarship funds.

The deals also call for the groups not to initiate new legal action against Trinity for 10 years.

But before Trinity can wipe its FCC slate clean, it will have to convince regulators that it possesses sufficient character to hold a TV license. In his 1995 decision, administrative law judge Joseph Chachkin said that Trinity had created a "sham" corporation for the purpose of evading TV ownership limits and that the loss of the Miami license was "mandated."

Trinity has denied attempting to evade the rules and has appealed the judge's ruling to the FCC. The case has been pending at the FCC since 1995.

Trinity also must persuade regulators to waive rules against the type of payoff that it is offering the companies and minority groups. In last week's filing, the company cited an earlier FCC decision to approve a settlement agreement and also said that approving the deals will prevent years of additional litigation. ■

What public service! What public service?

Gore commission hears different assessments

By Chris McConnell

Broadcasters and television watchdog groups last week took shots at each other's studies of the industry's public service record.

Members of the Gore commission, meeting at the National Association of Broadcasters headquarters in Washington, lauded the effort that went into the NAB's new study but questioned its conclusions—that broadcasters contributed \$6.85 billion to the public interest last year.

"What I want to know," Media Access Project Executive Director Gigi Sohn said, "is why the good broadcasters covered up for the bad broadcasters." Sohn and Benton Foundation Chairman Charles Benton pointed to their own 40-

station study, which found 70% of stations airing no regularly scheduled local public affairs programming.

That effort drew criticism from broadcast participants on the panel, who said that the Benton/Media Access study covered only two weeks, while the NAB study covered a year.

Commission Co-chair and CBS Television President Leslie Moonves questioned the motivation behind what he termed a "splinter study" by two of the commission's members—drawing an angry response from Sohn, who objected to that characterization of the Benton/Media Access study.

Sohn's group also brought a new proposal for public interest obligations to last week's meeting. The plan calls for stations to devote 20% of their dig-

ital capacity or program time to public interest programming. The proposal also would require stations to provide free time to political candidates and to "ensure balanced coverage" of ballot initiatives and referenda.

The proposal includes an option to allow commercial broadcasters to buy their way out of new public interest obligations by paying 3% of their gross revenues to finance noncommercial programming on public stations.

Commission members also received a proposal from Belo Corp., which calls for PBS to deliver new public interest programming. Commercial broadcasters would help to support the additional programming with fees they pay in exchange for delivering subscription services over the new spectrum. ■

Errata

The April 6 story on Howard Stern's FCC status ("FCC eases up on Stern") incorrectly identified wxrt(FM) New York as Stern's flagship station. The New York station's call letters are wxrk(FM).

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Tauzin: Must-see HDTV

Subcommittee will hold hearings on cable's plans to retransmit over-the-air signals

By Chris McConnell

House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) wants to make sure that viewers can see high-definition TV over cable.

In a hearing scheduled for Thursday (April 23), Tauzin plans to question cable executives about the industry's plans and ability to deliver the digital signals of broadcasters.

A preliminary witness list includes: TCI's Leo Hindery, CBS's Michael Jordan, ABC's Preston Padden, Fox's

Chase Carey and Consumer Electronics Manufacturers Association's Gary Shapiro.

"If cable cannot offer a digital carry-through, then we're going to be in a world of trouble," Tauzin spokesman Ken Johnson says. Johnson adds that if cable carriage of the broadcast digital signal proves a problem, then lawmakers "may have to spur them legislatively."

The hearing follows an NAB convention at which FCC commissioners voiced similar concerns about the ability of cable subscribers to see high-definition television. FCC Chairman

William Kennard observed that no consumer wants to pay thousands for a set that doesn't work with cable, while Commissioner Susan Ness also said that she does not want to see a "bottle-neck" provider such as cable deliver something less than the full high-definition signal sent out by a broadcaster (B&C, April 8).

Regulators are preparing to launch an effort to determine how must-carry rules will apply in the age of digital TV. Broadcasters contend that the digital signal should enjoy full must-carry rights, while cable operators say that the rule requiring carriage of local broadcast signals should not apply to digital TV.

While concerned about cable carriage, Tauzin also has worried that stations will not use their digital channel to transmit high-definition pictures. ■

New and improved cable guys

The National Cable Television Association says that cable's customer service grades are improving. Last week NCTA said new research shows that 51% of customers feel the phrase "improving customer service" describes the industry. That's up from 45% in 1997. "Customer service is going to be a competitive advantage for our industry," NCTA President Decker Anstrom said of the results, which were based on a telephone survey of 1,518 cable subscribers. Other highlights: 82% of customers gave the industry a positive rating for courtesy, 75% gave it a positive rating for keeping appointments and 65% had a positive rating for answering the phone.

Anstrom also pointed to customer response to cable's "family-oriented" programming and maintained that 80% of all TV programming designed for children appears on cable. "The broadcast industry has largely abdicated its role," Anstrom added.

Heads up

Conservationists are warning that new digital TV towers could pose a threat to birds. "These towers would pose a very significant hazard to the migratory routes of many species of fowl," the Appalachian Trail Conference said in comments filed last week with the FCC. "We submit documented cases of TV towers killing tens of thousands of migratory birds in the U.S.," added the American Bird Conservancy. The groups were objecting to an FCC proposal to preempt local rules on tower siting in an effort to speed the industry's transition to digital TV. Since the FCC issued the proposal last year, FCC Chairman William Kennard has said that the commission would take such action only as a last resort.

Squatter's rights

EchoStar is asking the FCC to allow it to temporarily use 11 DBS channels controlled by Tempo Satellite but not

currently in commercial use. The company has proposed using the channels to provide pay-per-view programming and other "nonrecurring event" programming that EchoStar could quickly shut off should it need to relinquish the channels to Tempo. Last month the company successfully made a similar case at the commission to beam programming on 21 unused channels from its satellite over the eastern United States.

Primestar makes its pitch

Primestar lawyers and Justice Department officials were planning more talks last week after the first set of meetings between the two sides. Primestar is trying to convince department officials that its planned acquisition of a high-powered DBS slot covering the full continental U.S. will not adversely affect video competition. The company already has submitted a pair of economic studies to bolster its case. At midweek the two sides had not scheduled their next meeting, but sources expect several to follow.

Regulators in Atlanta

All five FCC commissioners will appear at next month's NCTA convention in Atlanta. FCC Chairman William Kennard will address the cable executives during a breakfast gathering; the other commissioners will appear separately rather than as a group.

FCC appointments

The FCC's Marsha MacBride is moving from the Mass Media Bureau to the Cable Services Bureau to become deputy chief. MacBride has been serving as senior legal adviser in the Mass Media Bureau since last November. In another new Cable Services Bureau appointment, Meryl Icové has been named associate bureau chief. Icové previously was special assistant to the chief of the bureau.



Edited by Chris McConnell and Paige Albiniak

The Big Dogs. No appetite for competition.

The Big Dogs, MCI and AT&T, have no appetite for competition.

They claim they can't compete in local telephone markets. It's just too difficult. It requires too much effort.

But recently the Federal Communications Commission held hearings in which smaller, local competitors described their success in competing against the Bell companies.

The little dogs are competing just fine.

- Scores of smaller companies across the country are successfully offering consumers residential local service via resold Bell company service
- Smaller companies such as USN Communications and ITC DeltaCom are successfully offering business customers local service via resold Bell company service
- Companies such as Intermedia, McLeod USA and ICG Communications are offering local service over their own facilities, generating hundreds of millions of dollars in revenue and triple-digit annual percentage growth

These smaller companies don't have the tens of thousands of employees that the big long distance giants do. They don't have billions of investment dollars. But they are competing.

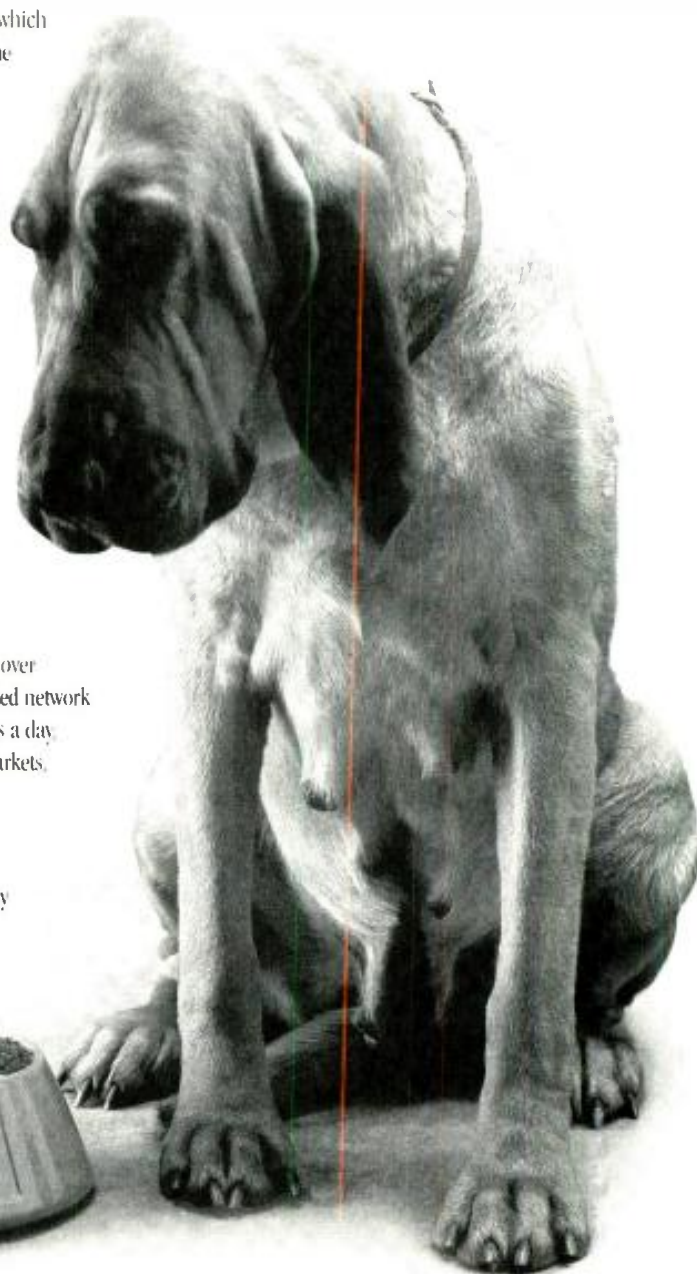
So what's all the howling about?

Local phone companies have devoted more than \$4 billion and assigned over 8,000 employees to make sure competition works. They've built customized network elements; offered on-site network training; and customer service 24 hours a day, 7 days a week, all to connect MCI and AT&T and other CLECs to local markets.

The big dogs lie around all day. They still have no appetite for competition.

MCI and AT&T have given up on residential local service. They claim they can't gain access to local markets, but smaller companies have proven them wrong.

MCI and AT&T are stalling competition. They only want competition on their own terms, on their own timetable. That's what their executives conceded during recent merger discussions. You know those big dogs. They lie around all day.



We'll connect all Americans  if we're allowed to compete.

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www.americanradiohistory.com

Cover Story



CABLE'S

57 MILLION SUB CLUB

1. Tele-Communications Inc.
2. Time Warner Cable
3. MediaOne Group
4. Comcast
5. Cablevision Systems
6. Cox Communications
7. Adelphia
8. Jones Intercable
9. Century Communications
10. InterMedia Partners
11. Marcus Cable
12. Charter Communications
13. The Lentest Grp/Suburban
14. Prime Cable
15. TCA Cable TV
16. Falcon Cable
17. Cable One
18. FrontierVision Partners
19. Fanch Communications
20. Multimedia Cablevision
21. Triax Telecommunications
22. Mediacom
23. Rifkin & Assoc./CableVision
24. Tele-Media Corp.
of Delaware
25. Service Electric Cable

The fear is gone, or at least the fearful are. For three years the cable industry went through fits of consolidation, dramatically shuffling our list of top 25 MSOs. Some of the largest rushed for the exits in the face of competition and in the wake of re-regulation.

But this year's list has barely changed, with only two large operators changing hands, telco SBC Communications' cable unit, which sold to Prime Cable, and Marcus Cable, whose institutional limited partners are selling out to techie billionaire Paul Allen while general partner Jeff Marcus is sticking around.

That's a far cry from years when the drop-outs included big names such as Continental Cablevision Inc., Viacom Inc., Times Mirror Corp., Cablevision Industries Inc., Sammons Communications Inc., Providence Journal Co. and E.W. Scripps & Co. Most sold to already large MSOs, and industry concentration zoomed. In 1994, the 10 largest operators controlled roughly 45% of cable subscribers. That's now up to 74%.

That excludes DBS operators, that serve more than 8 million "cable" customers, about 11% of all multichannel video subscribers. With DirecTV,

EchoStar and Primestar growing at a much faster pace than cable operators' anemic 2% annual subscriber gains, by the end of the year the top MSOs will serve about 63% of multichannel video homes.

The list isn't likely to change dramatically this year. Tele-Communications Inc. will fall in rank after

completing its various joint ventures with other top 25 MSOs. Bickering between sixth-ranked Jones Intercable Inc. Chairman Glenn Jones and his largest shareholder, Bell Canada, could prompt some sort of move. Falcon Cable Holdings is overdue for a restructuring of its partnership.

The pay-to-basic ratio listed for each company is the ratio of total pay subscriptions to basic subscribers.



1

Tele-Communications Inc.

5619 DTC Pkwy.
Englewood, Colo. 80111-3017
(303) 267-5500
www.tci.com

Top executives: John Malone (pictured), Leo Hindery
Ownership: NYSE:TCOMA, TCOMB
Subscribers: 13,538,000 (3/31)
Homes passed: 23,026,000
Penetration rate: 59%
Pay-to-basic ratio: 95%



2

Time Warner Cable

300 First Stamford Place
Stamford, Conn. 06902-6765
(203) 328-0600
www.pathfinder.com

Top executive: Joe Collins
Ownership: NYSE:TWX
Subscribers: 12,000,000 (4/98)
Homes passed: 19,000,000 (4/98)
Penetration rate: 63%
Pay-to-basic ratio: 65%



3

MediaOne Group

(formerly U.S. West Media Group)
188 Inverness Dr.
Englewood, Colo. 80122
(303) 858-3000
www.mediaone.com

Top executive: Charles Lillis
Ownership: NASDAQ:UMG
Subscribers: 4,910,000 (12/97)
Homes passed: 8,300,000
Penetration rate: 59%
Pay-to-basic ratio: 83%



4

Comcast

1500 Market St.
Philadelphia 19102-2148
(215) 665-1700
www.comcast.com

Top executives: Ralph Roberts, Brian Roberts (pictured)
Ownership: NASDAQ:CMCSA, CMCSK
Subscribers: 4,400,000 (12/31)
Homes passed: 6,750,000
Penetration rate: 65%
Pay-to-basic ratio: 92%



5

Cablevision Systems

One Media Crossways
Woodbury, N.Y. 11797-2062
(516) 364-8450
www.cablevision.com

Top executives: Charles Dolan, James Dolan (pictured)
Ownership: ASE:CVC
Subscribers: 3,300,000 (3/98)
Homes passed: 5,200,000
Penetration rate: 63%
Pay-to-basic ratio: 150%

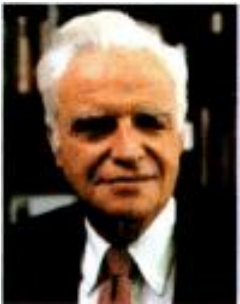


6

Cox Communications

1400 Lake Hearn Dr. NE
Atlanta 30319-1464
(404) 843-5000
www.cox.com

Top executive: Jim Robbins
Ownership: NYSE:COX
Subscribers: 3,245,771 (2/98)
Homes passed: 5,050,232
Penetration rate: 64%
Pay-to-basic ratio: 56.9%



7

Adelphia

5 W. 3rd St.
Coudersport, Pa. 16915-1141
(814) 274-9830
www.adelphia.net

Top executive: John Rigas
Ownership: NASDAQ:ADLAC
Subscribers: 1,968,986 (12/97)
Homes passed: 2,759,546
Penetration rate: 71%
Pay-to-basic ratio: 47% (3/97)



8

Jones Intercable

9697 E. Mineral Ave.
Englewood, Colo. 80112-3446
(303) 792-3111
www.jic.com

Top executive: Glenn Jones
Ownership: NASDAQ:JOINA
Subscribers: 1,453,360 (2/98)
Homes passed: 2,300,374
Penetration rate: 63%
Pay-to-basic ratio: 79%



9

Century Communications

50 Locust Ave.
New Canaan, Conn. 06840-4750
(203) 972-2000
www.centurycom.com

Top executive: Leonard Tow
Ownership: NASDAQ:CTYA
Subscribers: 1,313,977 (2/98)
Homes passed: 2,303,405
Penetration rate: 57%
Pay-to-basic ratio: 34%



10

InterMedia Partners

424 Church St.—Suite 1600
Nashville 37219
(615) 244-2300

Top executive: Robert J. Lewis
Ownership: TCI, institutional investors
Subscribers: 1,247,298 (4/98)
Homes passed: 1,862,620
Penetration rate: 67%
Pay-to-basic ratio: 74%

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Mid-Atlantic Region (212) 210-9183

*Beta Subscriber Study 11/97: mid-sized and emerging cable networks.
**Equity Trend Survey as reported in The Myers Report, 3/97.



11

Marcus Cable

2911 Turtle Creek Blvd., Suite 1300
Dallas 75219-6223
(214) 521-7898
www.marcuscable.com

Top executive: Jeff Marcus
Ownership: Goldman Sachs; Hicks, Muse,

Tate & Furst; Freeman Spoolgi & Co.;
Greenwich Street Capital Partners; Jeff
Marcus and Marcus Cable Co. has agreed
to sell company to Paul Allen
Subscribers: 1,232,000 (12/97)
Homes passed: 1,960,000
Penetration rate: 63%
Pay-to-basic ratio: 47.4%



12

Charter Communications

12444 Powerscourt Dr.—Suite 400
St. Louis 63131-3660
(314) 965-0555
www.chartercom.com

Top executives: Barry Babcock (pic-
tured), Jerald Kent and Howard Wood

Ownership: Kelso & Co., Charter House
Group International and Babcock,
Kent & Wood
Subscribers: 1,110,059 (2/98)
Homes passed: 1,957,826
Penetration rate: 57%
Pay-to-basic ratio: 57.3%



13

The Lenfest Group/ Suburban Cable

P.O. Box 989 200 Cresson Blvd.
Oaks, Pa. 19456-0989
(610) 650-1000
www.suburban-cable.com

Top executive: H.F. "Jerry" Lenfest
Ownership: Lenfest family
Subscribers: 1,000,072 (3/98)
Homes passed: 1,391,545
Penetration rate: 72%
Pay-to-basic ratio: 54.1%



14

Prime Cable

One American Center, Suite 3000
600 Congress Ave.
Austin, Tex. 78701
(512) 476-7888

Top executive: Robert Hughes
Ownership: institutional investors
Subscribers: 881,747 (12/97)
Homes passed: 1,524,884
Penetration rate: 58%
Pay-to-basic ratio: 87%



15

TCA Cable TV

PO Box 130489
3015 SSE Loop 323
Tyler, Tex. 75713-0489
(903) 595-3701
www.tca-cable.com

Top executive: Fred Nichols
Ownership: NASDAQ: TCAT
Subscribers: 822,368 (2/98)
Homes passed: 940,848
Penetration rate: 87%
Pay-to-basic ratio: 67.9%

STARZ! & ENCORE THEMATIC MULTIPLEX

#1

PAY-TV PACKAGE*

PAY TV PACKAGE	RATINGS
1. STARZ! & ENCORE THEMATIC MULTIPLEX	5.0
2. Multichannel HBO	3.4
3. Multichannel SHOWTIME	1.1

**SOURCE: NIELSEN SYNDICATED SATELLITE SURVEY.
OCT 1997.**

***IN PRIME TIME (MON-SUN 8-11 PM)
IN DIRECTV HOUSEHOLDS**

STARZ! & ENCORE THEMATIC PAY-TV PACKAGE ON DIRECTV.. IN S

12.5

STARZ!-ENCORE
THEMATIC
MULTIPLEX

5.0

PRIME TIME RATING* IN

 SERVICE HH (EMG adjusted rating)**

 DIRECTV HH

6.9

MULTICHANNEL
STARZ!

2.4

6.4

MULTICHANNEL
HBO

3.4

(# CHANNELS)

(12)

(4)

(7)

Source: Nielsen Media Research, Syndicated Satellite Survey - Telephone Coincidental conducted 10/11-11/7, 1997 8:00-11:00 P.
Encore Thematic Multiplex consists of viewing to STARZ! and Encore 1 through 6. Combined Encore Thematic Multiplex consists
viewing to HBO, HBO2, HBO3 & HBO Family; Multichannel Cinemax consists of viewing to Cinemax & Cinemax2; Multichannel S
channel # accounts for multiple feeds.

*(MON-SUN 8-11PM)

**Service household ratings account for adjustments based on package penetrations, as estimated by EMG.

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TIME WARNER
(203) 977-8210

MILES McNAMEE
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MULTIPLEX IS THE SERVICE HH OR TOTAL HH.

#1

DIRECTV HOUSEHOLDS

SOURCE: NIELSEN SYNDICATED SATELLITE SURVEY, OCT. 1997

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5.6

ENCORE THEMATIC MULTIFLEX

2.6

(8)

4.4

MULTICHANNEL CINEMAX

1.8

(3)

3.6

MULTICHANNEL SHOWTIME

1.1

(4)

0.7

MULTICHANNEL TMC

0.2

(3)

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M local time among DIRECTV Households ("HH"). Subject to qualification which will be supplied on request. Combined STARZ! & ; of viewing to Encore 1 through 6. Multichannel STARZ! consists of viewing to STARZ! & STARZ!2; Multichannel HBO consists of Showtime consists of viewing to Showtime, Showtime2 & Showtime3 and Multichannel TMC consists of The Movie Channel. Each

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16

Falcon Cable

10900 Wilshire Blvd.—Suite 1500
Los Angeles 90024-6535
(310) 824-9990

Top executive: Marc Nathanson
Ownership: Falcon Holding Group
Subscribers: 806,537 (12/97)
Homes passed: 1,316,868
Penetration rate: 61%
Pay-to-basic ratio: 30.46%



17

Cable One

4742 N. 24th St., Suite 270
Phoenix 85016-4873
(602) 468-1177
www.cableone.net

Top executive: Thomas O. Might
Ownership: The Washington Post Co.
—NYSE:WPO
Subscribers: 652,000 (3/98)
Homes passed: 869,713
Penetration rate: 75%
Pay-to-basic ratio: 61%



18

FrontierVision Partners

1777 S. Harrison St.—Suite P-2000
Denver 80210-3925
(303) 757-1588
www.fvp.com

Top executive: James Vaughn
Ownership: limited partnership
Subscribers: 560,322 (2/98)
Homes passed: 817,749
Penetration rate: 69%
Pay-to-basic ratio: 47.5%



19

Fanch Communications

1873 S. Bellaire St., Suite 1550
Denver 80222-4352
(303) 756-5600
www.cablecomm.com

Top executives: Robert C. Fanch,
Jack Pottle (pictured)
Ownership: Robert C. Fanch
Subscribers: 503,000 (3/98)
Homes passed: 755,000
Penetration rate: 67%
Pay-to-basic ratio: 39%



20

Multimedia Cablevision

701 E. Douglas Ave.
Wichita, Kan. 67202-3596
(316) 262-4270

Top executive: Michael Burrus
Ownership: Gannett Co.—NYSE:GCI
Subscribers: 479,816 (2/98)
Homes passed: 776,961
Penetration rate: 62%
Pay-to-basic ratio: 69.7%

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Of Your Life**

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21

Triax Telecommunications

100 Fillmore St.—Suite 600
Denver 80206-4916
(303) 333-2424

Top executive: James DeSorrento
Ownership: DeSorrento and other investors
Subscribers: 431,391 (3/98)
Homes passed: 651,492
Penetration rate: 66%
Pay-to-basic ratio: 61.6%



22

Mediacom

100 Crystal Run Road
Middletown, N.Y. 10941
(914) 695-2600

Top executive: Rocco D. Commisso
Ownership: Rocco D. Commisso and other corporate investors
Subscribers: 365,000 (1/98)
Homes passed: 477,779
Penetration rate: 76%
Pay-to-basic ratio: 117%



23

Rifkin & Assoc./CableVision Communications

360 S. Monroe St.
Denver 80209
(303) 333-1215
www.rifkinco.com

Top executive: Jeff Bennis
Ownership: partnerships
Subscribers: 300,000 (1/98)
Homes passed: 450,000
Penetration rate: 67%
Pay-to-basic ratio: 53%



24

Tele-Media Corp. of Delaware

PO Box 5301; 320 W. College Ave.
Pleasant Gap, Pa. 16823-5301
(814) 359-3481

Top executive: Robert E. Tudek
Ownership: Robert E. Tudek
Subscribers: 294,354 (12/97)
Homes passed: 384,831
Penetration rate: 76%
Pay-to-basic ratio: 29.7%



25

Service Electric Cable

201 W. Centre St.
Mahanoy City, Pa. 17948-2505
(717) 773-2585

Top executive: Margaret Walson
Ownership: Walson family
Subscribers: 293,500 (3/97)
Homes passed: 409,000
Penetration rate: 72%
Pay-to-basic ratio: 37%

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Source: Nielsen Media Research M-F 8pm-11pm; 1st Quarter 1997 vs. 1st Quarter 1998, TV HH Rating increase from .5 to .7; custom analysis. Subject to qualifications upon request.



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President & CEO

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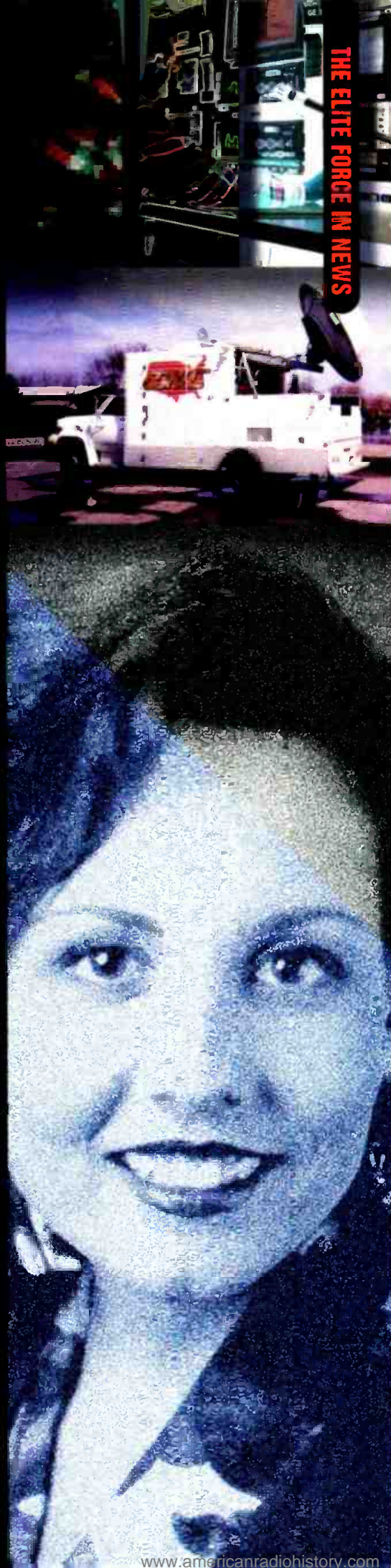
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KFVS TV-12
Assignment Manager
Cape Girardeau, MO



The runners-up

26 Northland Communications

1201 3rd Ave.—Suite 3600, Seattle
98101-3047 (206) 621-1351
Top executive: John Whetzell
Ownership: John Whetzell
Subscribers: 271,744 (1/98)
Homes passed: 417,184
Penetration rate: 65%
Pay-to-basic ratio: 37%

27 Insight Communications

126 E. 56th St. New York 10022-3613
(212) 371-2266
Top executive: Michael Willner
Ownership: Michael Willner other individual and corporate partners
Subscribers: 250,000 (2/98)
Homes passed: 420,000
Penetration rate: 60%
Pay-to-basic ratio: 77.8%

28 Greater Media Cable

2 Kennedy Blvd. East Brunswick, N.J.
08816-1248 (732) 247-6161
Top executives: Peter Bordes, chairman-CEO; Walter Veth, president
Ownership: Peter Bordes
Subscribers: 248,860 (12/97)
Homes passed: 377,628
Penetration rate: 66%
Pay-to-basic ratio: 89%

29 Media General Cable

14650 Old Lee Rd. Chantilly, Va.
20151-0800 (703) 378-8400
Top executive: Tom Waldrop
Ownership: MEG/A
Subscribers: 236,615 (3/98)
Homes passed: 337,472
Penetration rate: 70%
Pay-to-basic ratio: 115%

30 Harron Communications

70 Lancaster Ave. Frazer, Pa. 19355
(610) 644-7500
Top executive: Paul F. Harron
Ownership: Harron family
Subscribers: 234,671 (2/98)
Homes passed: 329,575
Penetration rate: 71%
Pay-to-basic ratio: 60%

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Regional Director of Affiliate Sales
Southeast Region 404-814-8985

Lisa Kerr

Regional Director of Affiliate Sales
Western Region 415-551-4526

Mike Nickerson

Regional Director of Affiliate Sales
Northeast Region 781-383-3601

John Sadler

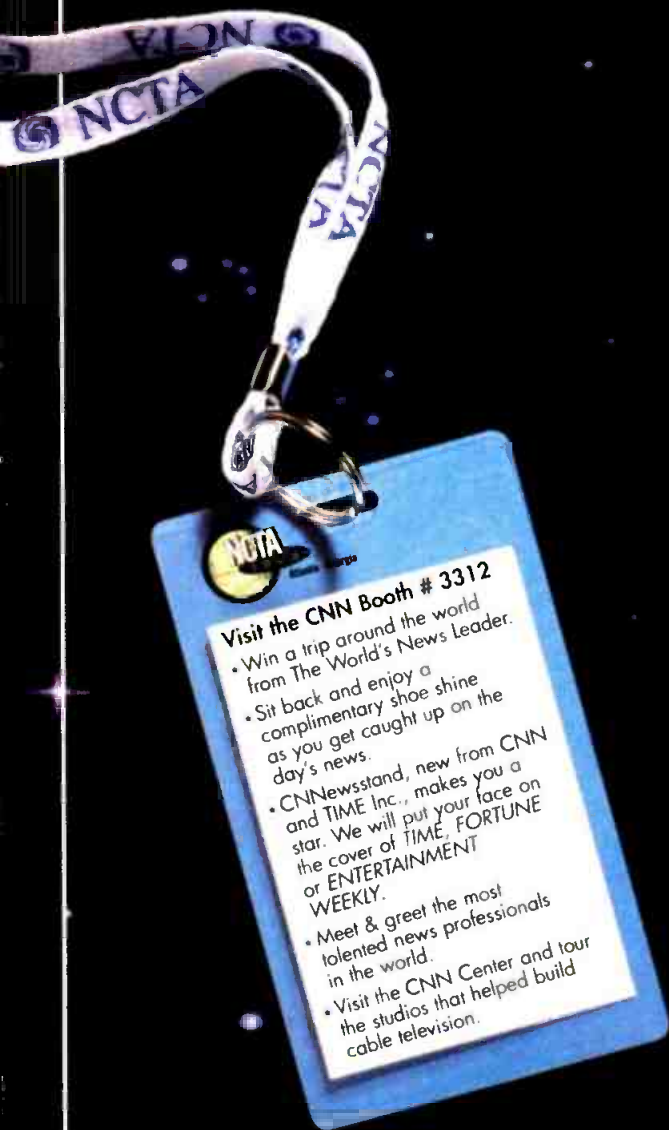
Regional Director of Affiliate Sales
Central Region 303-205-7917

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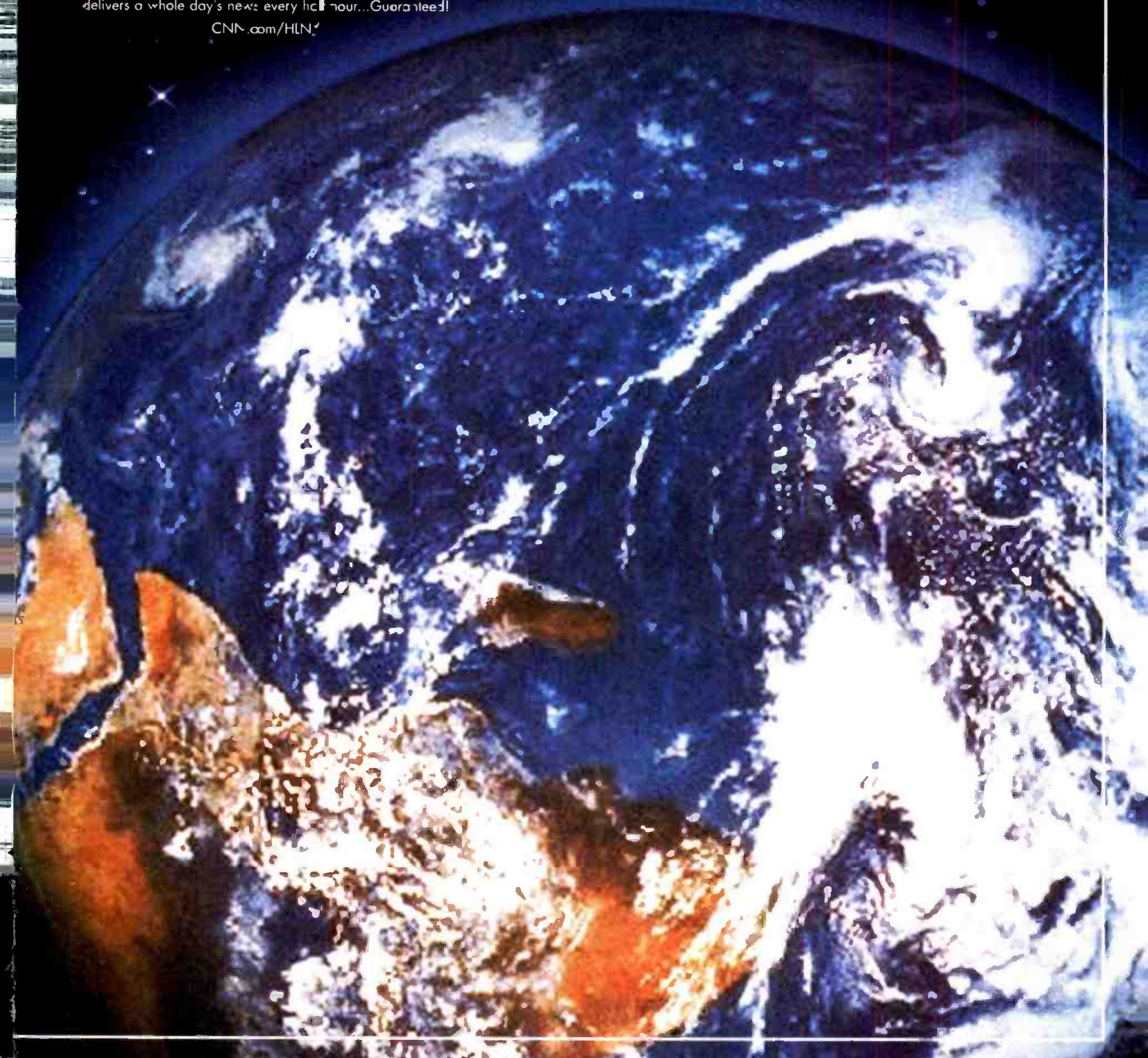
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DBS, cable's ambitious competitor



Industry's major players enjoying record subscriber growth

By Price Colman

DBS providers have made a lot of hay, not to mention money, by playing up the underdog theme. But it's a strategy with a limited life span, and time may be running out.

In fact, if you plugged the top three DBS companies—DirecTV, Primestar and EchoStar—into the cable MSO rankings, DirecTV would bump Cox Communications from the number-six spot, Primestar would nudge out eighth-place Jones Intercable, and EchoStar would squeeze Charter Communications out of its number-13 ranking.

DBS is coming off a record first quarter in terms of subscriber gains. According to the Satellite Broadcasting and Communications Association, DBS added 494,000 subscribers in the first three months of 1998. In March alone, DirecTV grew by 75,000 subs, EchoStar added 57,000 and Primestar gained 43,000.

Not bad for companies in an industry that's barely four years old. The cable industry, in contrast, is 50 years old this year.

DBS's fast-track success can be attributed to three key factors: consumer dislike of cable's monopolistic arrogance, DBS executives' savvy guerrilla marketing and the long-running strong U.S. economy. The last two factors have been particularly true for the most recent quarter.

DirecTV and EchoStar have been the most aggressive in attacking cable on every front. They pound out messages about rising cable rates, cable picture-quality problems and limited channel capacity. With regulators and lawmakers, the tactics are toned down, but the



At DirecTV's operations center in El Segundo, Calif., company president Eddy Hartenstein stands in front of a bank of monitors representing channels offered by the DBS service.

approach is essentially the same: If you really want the kind of competition for cable that the '96 Telcom act aimed to foster, you'll ease our regulations and toughen cable's.

Primestar, backed primarily by cable companies, is the odd player out in the cable-bashing routine—for obvious reasons. It has focused instead on its number-one ranking in last year's J.D. Power customer satisfaction survey, its equipment-leasing model and its broad national presence.

While DBS has lured customers away from the cable industry and slowed the cable industry's customer-growth rates, its presence as a competitor may be one of the best things that's happened to cable. DBS, in part, has prompted cable to accelerate plant rebuild and upgrade plans, heightened sensitivity to rate issues and helped to propel cable launches of new products and services, particularly high-speed Internet access.

DBS's competitive edge in certain areas may be starting to erode, however. DirecTV and EchoStar this year are implementing rate increases—the first since they were launched—that average

about 8%. That's slightly below the cable industry average of 9.2% this year, but it's well above the average 5.5% increase that cable industry leader Tele-Communications Inc. is enacting. Meanwhile, the entry fee for DBS—even with substantial discounting—remains well above what it is for cable.

The lines also are blurring on programming contracts. DirecTV is now asking for launch fees from some new programmers as it tries to rationalize the costs of its valuable transponder real estate.

"Why shouldn't they get launch fees?" asks Curt Alexander, DBS analyst with Media Group Research. "They're bringing a big chunk of subscribers to the table, and they have limited capacity—like the cable guys."

With some 7 million subscribers, the domestic DBS sector as a whole is still well short of cable's

roughly 66% penetration of TV households. At the same time, the first-quarter numbers show that DBS's growth rate hasn't slowed, as the cable industry and many financial analysts predicted it would. Indeed, the DBS players are redoubling efforts to gain market share. That's happening through aggressive marketing and promotion efforts that are boosting subscriber-acquisition costs above \$400 per subscriber, in DirecTV's case, even as equipment costs are declining. EchoStar also is pushing the promo envelope and at the same time playing the brinkmanship game with its local-into-local strategy.

For DBS, as for cable, there are few clouds on the horizon. If there is a question mark, it's the economy, says Alexander. "It will be interesting to see, if and when the economy ever softens, the degree to which these [dishes] are disposable," he says. "Historically, expenditures for home video have changed little in an economic depression. Cable has shown little elasticity of demand, and movie theaters have shown limited elasticity of demand. It will be interesting to see if [DBS] does." ■

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Wireless on the wane?



Debt, downgraded credit ratings depress industry, but high-speed data and digital voice capability offer hope

By Elizabeth A. Rathbun

In 1993, wireless cable operators were poised to rival, in size, the companies appearing on the lower end of BROADCASTING & CABLE'S Top 25 MSOs.

Armed with the financial backing of telephone companies and Wall Street, wireless executives threatened to steal huge hunks of the cable industry's customer base.

It now says that it will use the same firm to start talking with debt-holders about restructuring all the company's debt, including \$115 million of 13% Series B and C senior notes and \$125 million of 14% senior notes. There's not enough money on hand to repay either amount, the company said in a news release.

The industry was dealt another blow last Thursday as Standard & Poor's took action against a number of firms. Heartland's debt ratings were cut to "D"; Wireless One Inc.'s corporate credit rating was cut and its ratings outlook was revised to negative; American Telecast-

nels. Heartland already has a deal in place with DirecTV for multiple-family units, as do American Telecasting and Wireless One, which is 20% owned by Heartland.

Deals like the ones with DirecTV, along with expected FCC action that would allow the industry to use its two-way capability to get into the high-speed data (Internet) and digital voice businesses, may resurrect the wireless firms—albeit in another form.

"There's some hope for the industry," says Eric Singer, director of corporate finance with Gerard Klauer Mattison & Co. It "has a shot [at success] by offering Internet service with a bundled satellite service. ... That's a complete package."

Heartland officials hope so. The company's business plan calls for "moderate" growth in offering wireless analog video to single-family homes. At the same time, it will be "aggressively pursuing multi-dwelling-unit" growth with DirecTV and developing and testing Internet-access service, then launching bundled programming and Internet packages. Several other companies already have launched Internet services in limited markets.

"The value of our spectrum is multi-service, which includes video, data [and] voice," Heartland CFO Marjean Henderson says. "We still remain very optimistic about the company's long-term prospects and the use of the spectrum."

A more limited—but enticing—use was forecast for wireless in the spring of 1995, when capital was washing in from a wave of public offerings and companies that envisioned offering cable programming over the air. Most notably, those companies included Bell Atlantic and Nynex, which pulled out of their \$100 million Tele-TV deal with CAI in December 1996.

Bell Atlantic cited poor coverage as the problem, but much more went wrong with wireless cable—including the strength of unexpected digital competition that offers more channel choices to consumers. The wireless cable industry now is plagued by debt and low stock prices.

Meanwhile, Heartland next month plans to begin offering DirecTV, as well as local broadcast channels, to single-family homes in the markets it serves. Heartland says its advantage over cable is that it supplies small and midsize markets, some of which are not wired for cable. ■

Slow growth for nation's top 10 wireless cable operators

Operator	No. of subs: Jan. 1995/ Nov. 14, 1997		1997 operating markets
Heartland Wireless Communications Inc.*	29,000/179,000		57
American Telecasting Inc.	121,000/141,600		33
Wireless One Inc.	NA/114,200		34
People's Choice TV	54,000/75,200		6
Wireless Broadcasting Systems of America	41,000/69,000		6
CAI Wireless Systems Inc.	34,000/65,700		6
CS Wireless Systems Inc.	NA/64,862		10
Pacific Bell Video Services/Pacific Telesis Group	—		2
BellSouth Wireless Cable Inc.	NA/33,500		6
Videotron/Wireless Holding Inc.	NA/21,000		2

*Heartland owns 36% of CS Wireless Systems and 20% of Wireless One

Sources: Jan. '95—Alex. Brown & Sons; Nov. '97—Wireless Cable Association International Inc., Heartland

Small chance of that today. Most of the high-flying wireless cable companies now are penny stocks. Bell Atlantic Corp., Nynex Corp. and Pacific Bell Corp. all have fled. Only Bell South Communications Inc. seems to be taking wireless seriously.

Most recently, Heartland Wireless Communications Inc. said it would not repay \$7.5 million of debt due last Wednesday.

Heartland, the nation's largest wireless cable company (with some 179,000 subscribers), already had hired an investment banker to analyze its options.

ing Inc.'s corporate credit rating was cut to "CCC+," and the corporate credit ratings of CS Wireless Systems Inc. and People's Choice TV Corp. were cut to "CCC+," and their ratings outlooks were revised to negative.

All is not bad news, however. CAI Wireless Systems Inc.'s corporate credit was affirmed. And Heartland also announced last week that it has entered a multiyear marketing agreement with DirecTV that would allow customers in Heartland's markets to buy DBS service and still be able to watch their local stations via Heartland's microwave chan-

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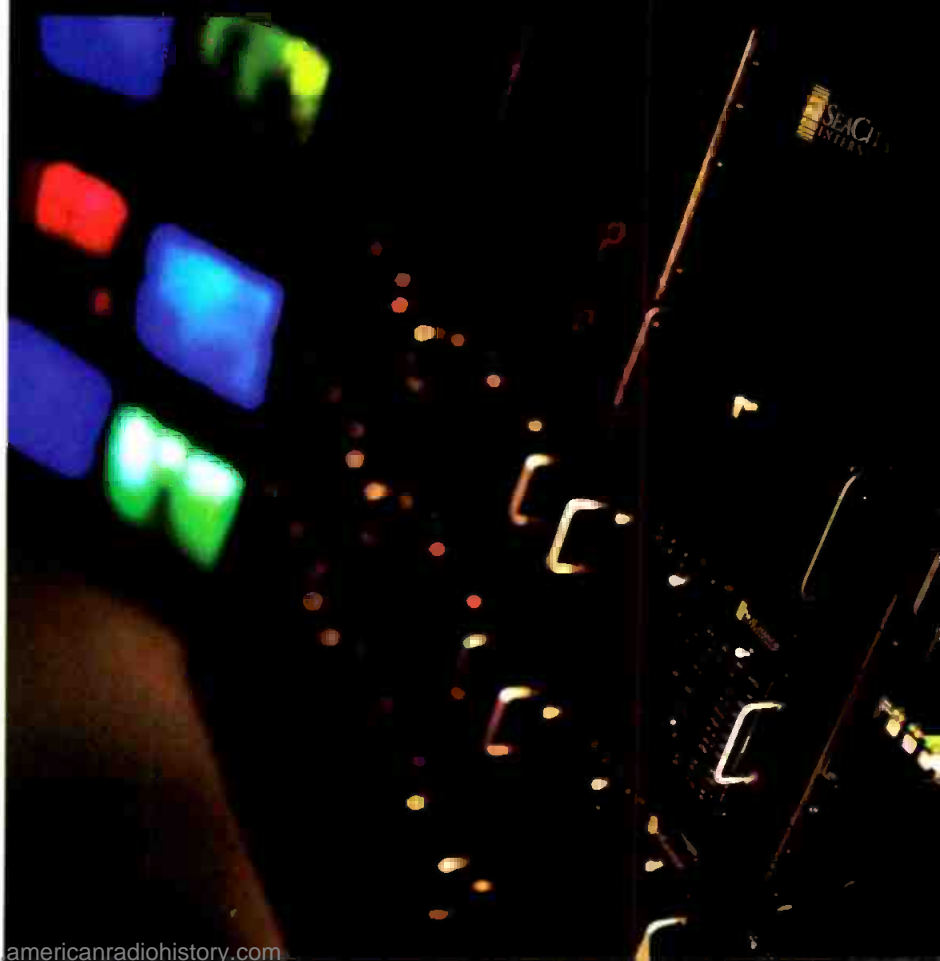
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Cover Story
Top
MSOs



David L. Cornwell

Masterminding MediaOne's Makeover

Chuck Lillis, president of MediaOne Group, is one of the few top MSO executives in the cable industry whose resume in the business doesn't list decades of experience.

Indeed, his cable curriculum vitae reaches back barely five years, to 1993, when the former US West executive was tapped to head the fledgling US West Media Group, the first venture by a Baby Bell into broadband video.

But in those five years, he's crammed in enough experience to become a seasoned veteran, although he still bills himself as a newcomer to the industry. He engineered the creation of US West

Media Group (now called MediaOne Group), the \$11.5 billion acquisition of Continental Cablevision, the partnership with Time Warner Entertainment and a host of system swaps and acquisitions.

He also has generated considerable criticism with his decision to move cable headquarters from Boston to Denver and the selection of cable neophyte Jan Peters to head cable operations in the wake of Amos Hostetter's resignation.

In the following interview with BROADCASTING & CABLE Denver Bureau Chief Price Colman, Lillis reflects on the past and talks about the future for the cable industry and MediaOne, including its impending split from parent US West Inc.

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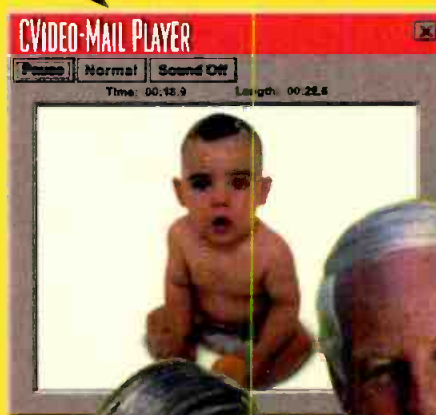
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Why do the split-off now instead of at the time of the Continental acquisition?

Actually, it has nothing to do with the Continental acquisition. I think a more commonly asked question is, why didn't we do a complete split when we did the target stock? The answer to both is we didn't have a balance sheet for MediaOne at the time that would allow us to support ourselves at an investment-grade credit rating. I just didn't want us to go at it without that investment-grade-quality balance sheet. So we really didn't get in a position where we were sure we could get there until really late in 1997.

It's going to cost a certain amount of money to do this.

Yes, there are some administrative costs, and there are some costs associated with basically restructuring the debt or refinancing the resulting or residual debt. But it's a fairly small cost, cash cost, if you will. *[Editor's note: According to US West's proxy for the US West Communications and MediaOne Group split-offs, the direct cost of the splits will be about \$150 million, with debt refinancing costs of about \$300 million.]*

You have had some time now to assess the impact of moving the headquarters to Denver. Upon reflection, is there anything that you would have changed either in doing it at all or about the way that you did it?

I don't think I would have changed—certainly not what we did. And I am absolutely convinced and more convinced every day that it's exactly the right change. Could I have found a way to do it that didn't elicit as much pain for people? I don't know. I tried very hard to do it in a way that didn't create some of the agony it apparently did create, but I'm not sure I could have done it any differently or any better. I think it's ancient history at this point. I'm probably the only one who even thinks about it any more.

You have clearly lost some people who were important at one level or another. One of the standard responses is that the strength is in the field. Nonetheless, some of the strategic people that you've lost—and I'm thinking of folks like David Fellows—what kind of impact has that had?

The management team that we have in place now is significantly stronger than the management team that was in place in Boston. There were some people lost that, in all candor, I wish we hadn't lost. And David is a good example. But we have, on the other hand, hired some terrific people who weren't in the group before—and I think Jedd Palmer's a good example. Net-net, we've put very good operators in place, and we've strengthened the marketing dramatically. We kept the bulk of the field people in place, so there's no doubt that we ended up with a stronger management group.

Along the same lines, you have taken some shots over the way the thing was handled, including from Amos himself. What's going on with him, and do you get any idea that he's getting ready to take a run at MediaOne?

I don't know whether anybody's going to take a run at MediaOne Group. It's a pretty big entity to take a run at. I don't know what Amos's plans are. I do think, as a shareholder, Amos has done pretty well since the transaction, and so I don't feel we need to apologize in any way. I think the shareholders of Continental are a lot better off because we bought them than they would have been if we hadn't.

In the newly structured company, are there going to be anti-takeover provisions?

Certainly, the same kinds of change-of-control provisions that exist in almost any large company will be in place. Those change-of-control provisions are never put in—at least, I don't believe this is the case—they're never put in

place to prevent any kind of a consolidation or acquisition. They are put in place to make certain that the board of any company being acquired has time to make a good, solid judgment about the appropriateness of the transaction that someone has proposed. We are not planning on someone buying us. We think we have terrific scale, great clusters. We're very excited about the future for MediaOne Group, and we have lots of other people who are excited with us about it.

When you say you're not planning on anybody buying you, that doesn't necessarily close the door to the right offer?

I don't think any company can close the door to the right offer.

Talk a little bit about how you see the split-off affecting MediaOne's ability to do business, both the positives and the negatives.

I think it's overwhelmingly positive for several reasons. First, it simplifies our regulatory existence. If you'd asked me in 1993, when I first thought this whole strategy that's unfolding in this industry made sense, I would have said there wouldn't have been as much difference in the regulatory environment that telco and cable faced. Clearly I was wrong in that speculation. We ended up in the public policy realm as being more competitive than something we could do working together. From that standpoint, US West will no longer have to sit on both sides of that fence, and I can tell you personally it's a very complex thing to do.

Second, the technology for telco—maybe some kind of DSL [digital subscriber line] technology—and the technology that characterizes the network evolution on HFC have turned out to be quite different. While functionality in some theoretical sense is the same, those two technologies aren't really converging. If anything, they're really pulling apart. So once again, an underpinning of our ability to get some leverage across both our cable entity,



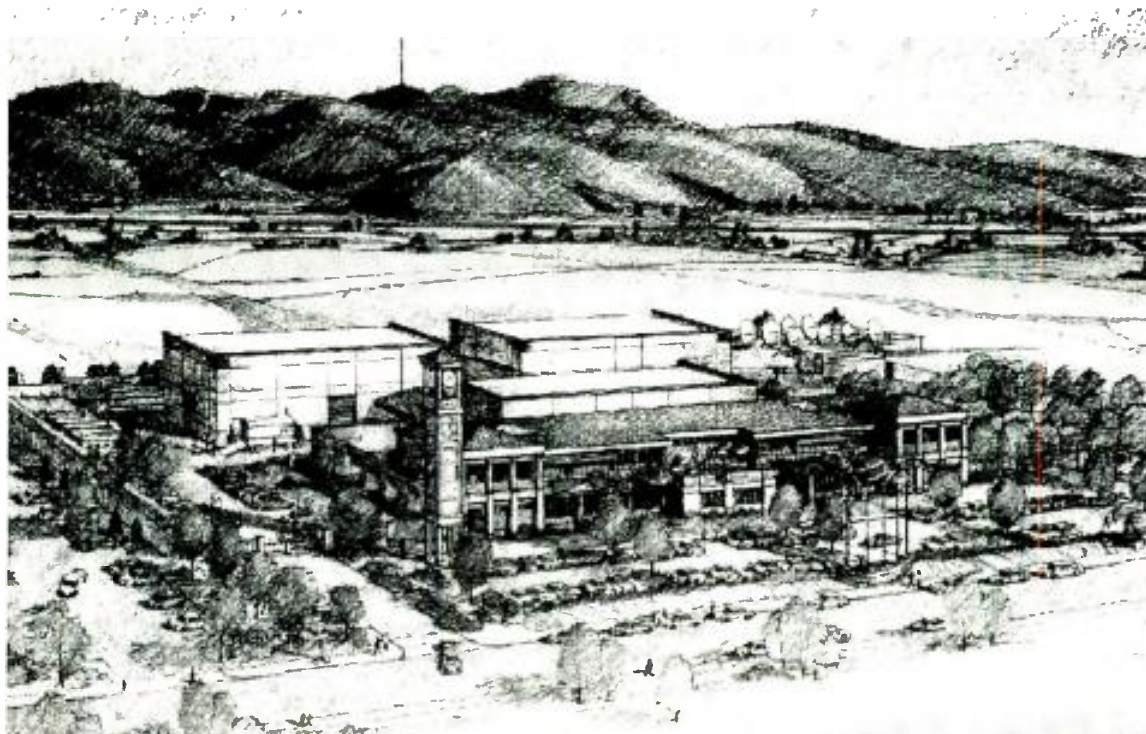
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MediaOne, and our telco entity, US West Communications, is very hard to execute technologically. There's much more hype than reality around what DSL can deliver at the moment at the competitive level.

I have said all along that high-quality HFC networks have a significant functional and technological advantage over a DSL network for the kinds of services we're talking about here—integration of video, data and voice. Even if both those technologies worked, we couldn't see how to make a national marketing play out of that. While they functionally deliver the same thing, you can't really package and market them, for technological and regulatory reasons.

The only negative in my mind is we have benefited in MediaOne from having, over the last few years, an intimate understanding of what our regional Bell telco could do, might do, and what the technology issues were. Clearly, that has been enormously insightful to us, and we've had some simple mass in the technology arena that I think has been helpful. [Post-split, MediaOne won't have access to US West's technology developments]. Also, I would say that US West's name has been a net positive for MediaOne. Particularly in international endeavors, that will leave a bit of a hole.

You don't seem to believe in digital the way that John Malone does. Why? What do you think of TCI's strategy? I'm looking for an assessment of digital versus advanced analog versus a combination of the two.

I'm probably not a fair referee of John's strategy, but I can tell you how we think about it. First, we are doing digital trials. We do believe digital is a certainty to be in widespread use, and we will be as good as any other cable or broadband company in the delivery of digital programs. Our network upgrade is very robust. We're deploying capital in our network as if digital will happen. But it is a ways away.

It's not exactly clear how we're going to get a common standard between the broadcast industry and the cable industry, and I think that's a fair concern. But we also have the computer industry that we need to be concerned about here. It's important that we find some common standard. And that hasn't been agreed to.

What's the status of your 1 million digital set-top box order from General Instrument?

I don't even think the delivery dates are clear.

In five years?

Yes, I think it's a long time. And if everything fell in order here, then clearly there's going to be pressure to get more rapid delivery of these boxes than otherwise. Safe ground for us to be on is to continue to roll out our 750 two-way network as fast as we can, do it in a high-quality way, and be ready.

TCI has the mass to be able to drive a lot of what happens in the industry. When there's a 15 million set-top box order of which TCI accounts for between 5 million and 11 million, that has a lot of force for the industry overall, and probably contributed to bringing others, like MediaOne, along to make sure it will play. If your strategy is to play along without leading, how much does it delay deployment of digital and what impact does that have on future revenue from products and services that would be digitally delivered?

First, whatever number of set-top boxes were ordered is unclear. Second, the degree to which those are contracts, as opposed to intentional, is a very important issue. Third, I think it's more important to TCI that they pursue this digital strategy as they are pursuing it now than it is to us. I don't think we're slowing anybody down. We are going as hard as we can at upgrading the network, which is the most important thing we can do, and we're certainly participating



fully with CableLabs and the standard-setting processes.

We are also working very hard to make sure that we understand the desire of any programmer to put digital programming out. The best way to describe this is we intend to be able to maximize our ability to meet whatever kind of customer demand we can find or create or sell to and there is no combination there for which faster deployment of 750 two-way isn't the best strategy. For some companies—like MediaOne, Cox, Comcast and others—we are going at some of those additional products and services very, very hard, and some other companies are not. Some companies are very deal-centered in how they create value for shareholders. Others believe shareholder value is created by operating very well. We're clearly on the side of let's operate as close to perfect as we can—and you know, don't do any crazy thing here.

MediaOne Group has been pretty aggressive about residential telephone rollouts. You're in Atlanta and the larger L.A. market. Unless I'm mistaken, you're doing power telephony there.

I hear some cable companies say that they're comfortable offering what I would call other-than-primary-line service, not life-line service, not 911, sort of second- or third-line. I just think it would be a mistake to introduce anything, any product that's a second-tier-quality product or service. Given the historic knock on us of not being as quality-sensitive as, say, telephone companies, I think of building that quality image and reputation as the ante you pay before you can ask a customer to buy anything new from you. I just can't get my hands around offering anything or providing any service that isn't as good as anybody else does, in the relevant industry in which we participate. That's why I'm opposed to that. There is very good profitability to be had in the telco business, and I think it's easily within our reach in the cable industry. We're crazy if we don't go get it.

Let's talk a little bit about your acquisition/disposition strategy.

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It's a really interesting time. The values of cable property seem to be going up pretty fast in the U.S. Few can argue that increased consolidation is economically worthwhile in the U.S. Internationally, there continue to be some potentially attractive opportunities in the HFC arena. But in the last year, in every place in the world, values seem to be going up. Having said that, we have no specific plan for any kind of acquisition.

While you don't have anything necessarily planned, I assume you're looking at continuing to grow your subscriber base.

We are aggressively continuing to grow our subscriber base in a variety of ways. We worked very hard to retain our Minneapolis franchise, and I was very pleased that occurred. We are involved in trying to acquire subs that fit places where we have very strong clusters domestically, and we're certainly involved in swaps to improve clustering with a number of companies.

We are buyers if the situation is right. Internationally, we've been selling what we call nonstrategic assets, and we're also investors. When we see the right situation there, we are prepared to invest. We believe that the lowest-hanging fruit—and by far the most profitable fruit—is to sell more services to existing customers. If you look at the economics of increasing penetration by two points and compare that with selling high-speed data and telco, it's a no-brainer. The principal growth in cash flow can come from selling new products and services. We'll buy additional subscribers when the economics are right.

Are you seeing the contributions to revenue and cash flow from those new products and services?

We're seeing very high growth rates, but we're growing from a very small base. We have, at the end of the first quarter, 30,000 or so high-speed data customers domestically. We're adding about a thousand a week, I think. I don't know exactly where we are in telco at the moment. Here's why I think those two are very important: Let's say our average [monthly] revenue for our cable subscribers is \$35 or \$36. The average revenue for the high-speed data customer is \$40. When you add one new product to that customer you more than double revenue per customer. Then, if you add telco to that customer, you basically add another \$35 or whatever the number turns out to be. And those are all at good margins, comparable to our core business. All of these have this wonderful common thread of increasing choice for the customer. That's the road to economic well-being. When I am quoted as saying I think we have to be very good marketers, that's why it's so important. We think we get the positive cash flow on these new services at low penetration levels — which is in part because we're loading an existing, albeit enhanced, network.

What kind of penetration?

We've said that we thought with telco, we could be at positive internal rate of returns at 9% or 10% [penetration]. We think we would more than earn our cost of capital at, say, that penetration rate in telco. I don't know that we've said in data, but we think we can have a really good data business.

The world for cable in general and for MediaOne sounds pretty darn rosy. What are the challenges?

That's a great question. They are largely executional issues. Let's say you earn your cost of capital in one of these businesses at 9% penetration. That means the value of getting to 20% is gigantic. The entry fee is having a brand position in a customer's mind that has the connotation that they give you the right to sell them these other things. Those are all executional things. You can't even hear a marketing



effort from a company if you don't understand and trust their quality position. You know, there are low-quality sellers in the market and high-quality sellers, and both are very successful. But people know the quality position they're buying. I'd say that's the number-one issue: We must execute. I am very optimistic we can do that.

The second major challenge is [that] the complexity of the industry is going up at a dramatic rate. Compared to the business the cable industry was in three years ago, this is worse than night and day. The telephone business is much more complex than the cable business, because it's two-way, just to begin with. We're talking about a level of customer service that's more complex, and if you're going to be successful in the data business somebody needs to be able to answer a question about any kind of device that plugs into this network. It won't be very long before everything's hung on the network, everything from the microwave oven to the PC. That's a much more complex customer service challenge than the traditional cable business.

The whole industry, certainly MediaOne, has to recognize that the traditional methods of resolving some of these challenges may not be adequate. We just have to have ever-better executives, and ever-better employees. We need to have employees who like to do what they're doing and are prepared to work hard at it, feel ownership for it, and feel rewarded for doing it. I don't think those kinds of things always characterize the cable industry.

We in MediaOne Group have to get the perfect execution in some partnerships, and if perfect execution is difficult in something you own all of, it's even more difficult in a partnership. On the other hand, I think it's the era of partnership. I don't think this industry can do it without partners. No one has enough knowledge now, no one company, to do this. Or enough of the right kind of assets. ■

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News 12, the Bronx

Cablevision launches latest local news franchise

By Donna Petrozello

News 12 The Bronx will be the fifth News 12 franchise in Rainbow Media Holdings' network of 24-hour regional news channels.

In a news center converted from a Bronx bowling alley, Cablevision Systems Corp. Chairman Chuck Dolan introduced the basic cable channel last week. News 12 The Bronx is expected to debut in mid-May on Cablevision's channel 12, a slot formerly occupied by The Weather Channel. The network will be managed by Rainbow Media, a subsidiary of Cablevision Systems.

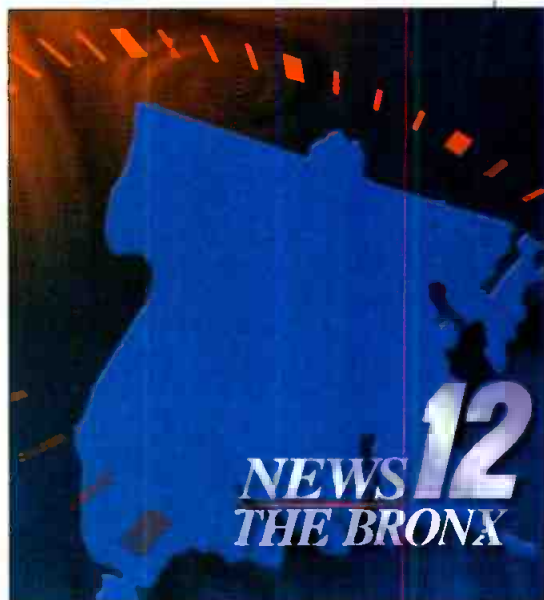
News 12 The Bronx joins News 12 networks in Long Island and Westchester, N.Y., and in Connecticut and New Jersey. It will differ from those operations by programming Spanish-language newscasts on weekends. News 12 The Bronx will serve a community of 585,000 Hispanic con-

sumers, the densest population of Hispanics in the New York region, according to U.S. Census data.

News 12 The Bronx has struck a programming alliance with Latin Communications Group's *El Diario*, a Spanish-language daily newspaper based in the Bronx, and will tap the paper's reporters for Spanish-language newscasts on weekends.

Like the other News 12 networks, News 12 The Bronx will rely on ad revenue from local, regional and national sources.

Norm Fein, senior VP of news development for Rainbow Media, says that the typical ad-revenue equation for News 12 networks is a 60/40 ratio of local to national advertisers. That may be more difficult for News 12 The Bronx to achieve because the network claims a less affluent viewership on a per-capita basis than the other News 12 franchises, according to 1990 U.S.



Census median income data.

Michelle Liebowitz, vice president of sales for Univision's Spanish-language WXTV-TV New York, says that there are advertisers who seek new outlets to reach Spanish-speaking households. But she argues that relatively few of those advertisers would want to spend money solely to reach the Bronx.

"Advertisers want to hit the whole New York market," says Liebowitz. "I can't see a small, local advertiser spending money just to reach the Bronx."

Rainbow Media's Rainbow Ad Sales Corp. will package ad sales for News 12 The Bronx in a five-network lineup with the other News 12 networks, according to Josh Sapan, Rainbow Media president and chief executive. While that may generate sufficient regional and national ad sales for the network, it remains to be seen how much local ad revenue News 12 The Bronx will generate.

Rainbow Media will pay for launching News 12 The Bronx; executives did not predict a break-even date for the network.

Dolan says that Brooklyn is the "next logical venue" for another News 12 franchise. Cablevision chose to expand first into the Bronx because the MSO "is more entrenched in the Bronx." In Brooklyn, Cablevision has 240,000 subscribers. ■

Comedy picks 'South Park' lead-out

Comedy Central has tapped sketch comedy *Upright Citizens Brigade* (UCB) to follow hit *South Park* at 10:30 p.m. Wednesday beginning Aug. 12. A variety of shows have been occupying that coveted slot, including *The Daily Show*, *Pulp Comics*, *Viva Variety*, *Win*



Comedy Central hopes to hold onto 'South Park's' audience with 'Upright Citizens Brigade.'

Ben Stein's Money and a second run of *South Park*. UCB features the comedy troupe of the same name as a "renegade intelligence organization dedicated to creating chaos throughout the world." Comedy Central executives hope the group, which won for best sketch comedy at the HBO-backed U.S. Comedy Arts Festival in Aspen in March, can hold on to the 18-34s who have helped to make *South Park* the top show on basic cable. —John S. Eggerton

Geo, Carlton sign production deal

Will create joint venture to produce 300 hours of programming for Geographic TV's international channels

By Michael Katz

National Geographic Television (NGT) and UK commercial broadcaster Carlton have formed a distribution and production joint venture that will create more than 300 hours of factual programming.

Based on the going rate for documentary production, the deal could be worth as much as \$90 million.

The venture, designed to supply programming to NGT's existing international channels, will spur the launch of additional NGT channels

worldwide. NGT launched its branded channel exclusively on Polish digital DTH service @Entertainment April 18 and will launch additional channels in Spain and Latin America in fourth quarter 1998 or first quarter 1999.

Programming created by the joint venture, the first of which will be completed in early 1999, will focus on peoples of the world, natural history and adventure.

Explore International, NGT's distribution unit, and Carlton International Media, Carlton's international

distribution arm, will handle terrestrial licensing of the programming. Distribution will be handled on a project-by-project basis.

Michael Rosenberg, who oversees all production as National Geographic Explorer executive producer, says the deal is the first in a line of similar deals that the company is considering.

National Geographic Channels Worldwide, a joint venture of NGT and NBC in partnership with UK pay-TV company BSkyB, has launched National Geographic channels in the UK, Australia, Ireland, Scandinavia and Finland. Sources say the programming produced by the joint venture will be used as NGT occupies more hours on NBC's struggling Pan-European entertainment channel NBC Europe.

The deal comes just a month after the BBC and Discovery Communications signed an international co-production and channel-launching agreement valued at \$600 million-\$700 million. ■

Ergen sees hurdles in local fight

Says he lacks sufficient support for legislation that would benefit his Dish Network

By John M. Higgins

Although combative, EchoStar Communications Corp. chairman Charlie Ergen has expressed reservations about the outcome of his fight to carry local broadcast stations on his DBS service, Dish Network.

Speaking at the Satellite Broadcasting Communications Association's Skyforum seminar in New York, Ergen said that while he has support from key Senate and House Commerce Committee members, he lacks a broader alliance to get favorable legislation enacted over the objections of broadcasters—particularly a law that wouldn't force him to carry every station in a particular market. Ergen said.

Immunity from must carry is critical to Ergen's "local-into-local" plan. Many potential subscribers avoid DBS because they need a separate antenna to get broadcast signals; they stick with cable, which delivers networks like ESPN and MTV plus local broadcast stations all in one package.

If Ergen carried all local stations in even a few markets it would quickly



"We don't have enough support to get something passed today that would work for us."

EchoStar Chairman Charlie Ergen

eat up channel capacity—forcing him, for example, to carry 20 broadcast stations in New York and 13 in Los Angeles.

Ergen expressed frustration at the lack of support from other industry

players, including the SBCA. "It hurts a lot," he said. The EchoStar chairman said that not only have DirecTV, USSB and PrimeStar not publicly supported EchoStar's campaign, they "have probably opposed us behind the scenes" because they lack the immediate satellite capacity to compete with Ergen's plan to offer three or four local broadcast signals in 20-25 markets. In addition, Primestar is controlled by five cable operators that don't want to strengthen a competitor to their cable systems.

He added that no matter "how many times we get thrown out of the office ... we're willing to spend hundreds of millions of dollars to go out there and create the debate." He was referring, not to campaign contributions but to the cost of building and launching a satellite.

DirecTV president Eddy Hartenstein denied that he's secretly opposing the plan, but said that he doesn't think serving "a few people in a few markets" with local signals is much of a business. However, DirecTV is looking to work with local stations to participate in a test of digital broadcast via DBS in one market. ■

Spicing up cable comedy

Adult channel founder launching Website/cable channel

By Joe Schlosser

Mark Graff, who founded adult network Spice, has put together a group of investors and comedians to start a 24-hour comedy network called ComedyNet.

Starting May 1, ComedyNet will premiere on the Internet ([www.com-](http://www.comedy.net)



ComedyNet's home page

edy.net.com) and showcase the top comics in the business. Graff says the business plan calls for an interactive cable channel to be unveiled in 1999 with the rollout of digital set-top boxes.

"It's real tough out there right now to get carriage, and that's why we are basically incubating and trying to create a name brand through the Website," says Graff, president of American Interactive Media. "Then we will migrate to digital platforms when the boxes start rolling out for real sometime next year."

Graff has signed David Brenner as the network's so-called spokescomic and will bring the comedian to meet the operators at this year's NCTA conference in Atlanta. Brenner is also an investor in the network. US West is investing in the channel, as is Hollinger Digital, a subsidiary of

WE THE PEOPLE:

Hollinger International.

ComedyNet has a development deal with Rory Rosegarten, personal manager of such comedians as Ray Romano, Robert Klein and Jackie "The Joke Man" Martling of Howard Stern fame. Rosegarten will executive-produce and develop programs for the network. The format on the Internet and cable channel will be unorthodox and risqué, he says. Programs may last

a minute or a couple of hours, and there will be no set daily prime time lineup.

"The inmates are running the asylum over here," Graff says. "We are getting both really well-known guys who are looking to experiment and do things in a studio without someone standing over them telling them what they can and can't do, as well as the up-and-comers."

Graff says the plan to move ComedyNet from the Internet to cable after a year is no joke.

"No one thought we could compete [when we launched] Spice, but we became the largest-grossing pay-per-view network," he says. "I think we can find some other niches in cable, and we know the operators and we made them a lot of money with Spice." ■

NBC Europe gets revamp

By Michael Katz

NBC will overhaul its struggling European entertainment channel NBC Europe. Sources say NBC's money-losing pan-regional service will severely cut back its program lineup and give much of its cable and satellite distribution to the National Geographic Channel, which has distribution in the UK, Scandinavia and Finland.

While satellite distribution of NBC Europe has increased over the past year, many European cable systems, which have less channel capacity than

their American counterparts, have been dumping the service. European cable distribution has slipped 3%, from 42.4 million homes in March 1997 to 41.1 million as of March 1998. The channel has been hit hard in the UK, where its cable distribution has been cut almost in half—from nearly 1.4 million homes last year to just over 760,000 this year. Cable distribution in Eastern and Central European countries has dropped to 4.3 million homes, from 4.7 million homes a year ago. Distribution in Scandinavia dropped 13%, to 3.3 million homes from 3.8 million homes in

1997.

In a statement, NBC said: "We are constantly evaluating our programming content on all of our networks, and NBC Europe is no exception." The broadcaster also said that it would continue to be active in its CNBC joint venture with Dow Jones and its joint venture with National Geographic Channels.

The potential revamping of NBC Europe comes just three months after NBC merged its struggling business channels CNBC Europe and CNBC Asia with Dow Jones's European Business News and Asia Business News. ■

Channel upgrades for Discovery

Discovery Networks plans to debut a host of original programming across its four basic channels by fourth quarter, with particular emphasis on building the brands of Animal Planet and Travel Channel.

At Discovery's upfront presentation in New York April 14, Discovery Networks President Johnathan Rodgers unveiled plans to upgrade Travel Channel programming to appeal to "upscale, educated viewers in the 25-54 age group." In fourth quarter 1998, Travel will premiere *Travel Daily*, an hour talk show about well-known and off-beat locales, hosted by *Today* travel editor Peter Greenberg.

Other Travel Channel series premieres include *Meshach's Hidden Camera*, a series profiling travel destinations in the Caribbean that is hosted by actor Meshach Taylor (*Designing Women*, *Grand Hotels*).

Discovery says that it will expand Animal Planet pro-



The Learning Channel's new lifestyle documentary, 'Reunion'

gramming by incorporating reality-based adventure shows, sports shows and talk shows, each with an animal theme.

During fourth quarter 1998, Animal Planet will debut six new series: *Wildlife ER*, *Animal Court*, *Twisted Tales*, *Creature Comforts*, *World's Most Famous Animals* and *Guinness Book of Animal Champions*.

Also later this year, Discovery Channel will launch *Expedition Adventure*, a prime time series that profiles scientific expeditions worldwide. During daytime, Discovery Channel will launch a slate of interior decorating, cooking and home fix-it shows.

The Learning Channel, which is renaming its prime time 8 p.m.-9 p.m. block "Adrenaline Rush Hour," plans to anchor the hour with reality/action series. In daytime, TLC will premiere lifestyle documentaries with such series as *A Baby Story*, *Reunion* and *Slice of Life*.
—Donna Petrozzello

Encore snares senior HBO executive

Robert Leighton to head all programming

By Price Colman

Encore Media Group has lured a key senior executive from HBO amid signs there may be strategy changes for what CEO John Sie calls the "movie factory."

Robert Leighton, former senior vice president of HBO International, is joining Encore (EMG) as senior vice president of programming. In this position he'll oversee all programming operations, including acquisitions, scheduling, promotion and operations. He'll also direct development of Starz! Pictures original productions.



Leighton

"I've been fascinated by this company for awhile," Leighton says of EMG. "While I've been at HBO for a long time and bring the experience and knowledge that comes from being there, for the last seven years I've been in a more entrepreneurial setting. [That setting is] much more Encore-like—nimble, fast-moving, nonbureaucratic."

Leighton, who joined HBO in 1980 in the audience research department, has been based overseas since 1990. He has overseen HBO channel launches in Eastern Europe—including in Hungary, the Czech Republic, Poland, Slovakia and Romania.

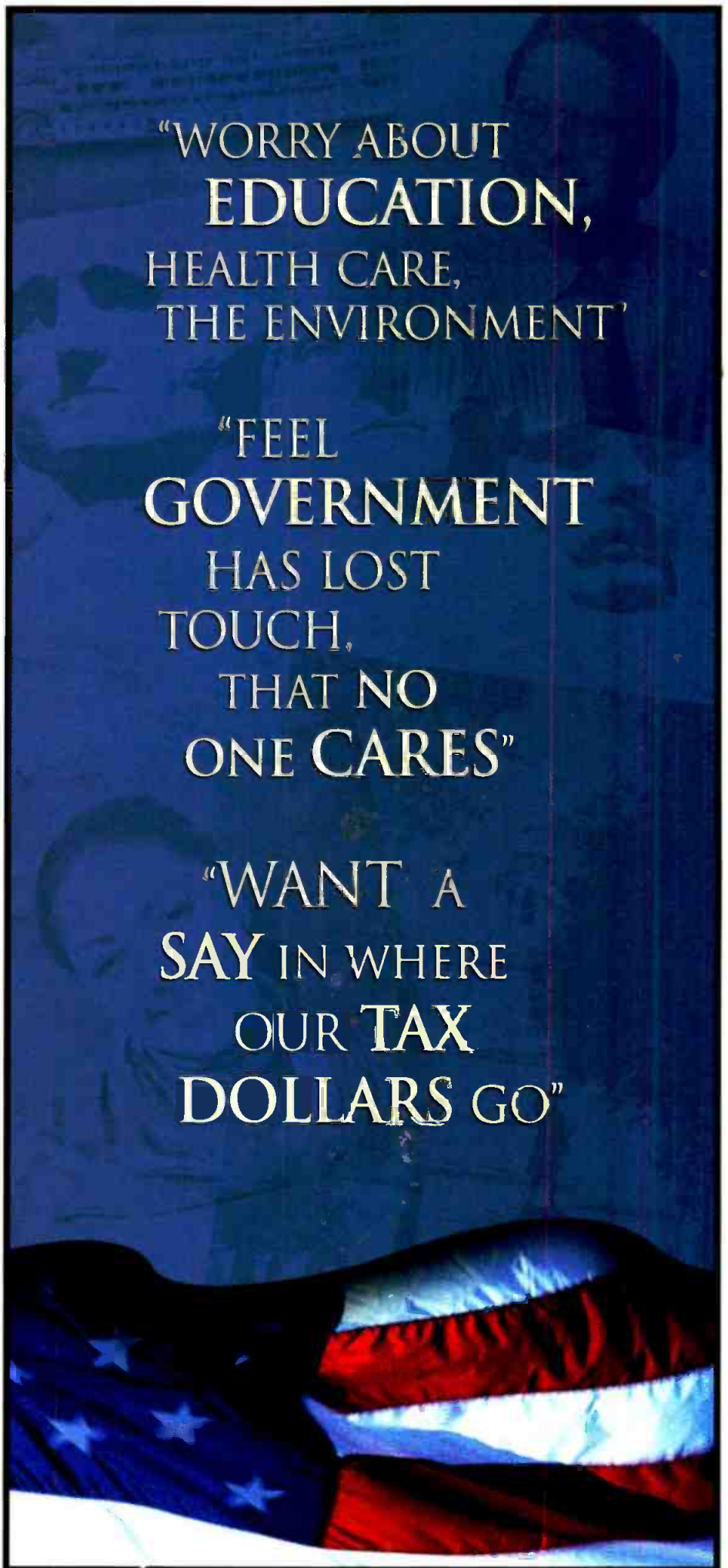
Leighton says that EMG is "poised to move to the next level. He intends to increase the number of original films from Starz! and to hone the company's brand identification.

"I would be looking to add focus, ensure that there's a strong consumer orientation," he says. "I think Encore's strengths have been nimbleness, the ability to turn on a dime. At the same time, HBO's strength has been focus, consistency, a clear idea of what it is. I'll concentrate on combining those." ■

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Ziff-Davis insulates its ZDTV

Shelters expensive start-up channel from publishing unit

By John Higgins

Investors looking to get a piece of start-up network ZDTV as part of the Ziff-Davis computer magazine initial public offering will have to wait awhile. The computer channel has been separated from the publish-

ing unit to shelter the deal from stiff losses.

ZD Inc.'s new filings with the Securities and Exchange Commission show that ZDTV and techie Internet site ZDNet have both been segregated from the newly public company, tucked away inside the personal holding com-

ZDTV has eschewed the magic formula other startups have employed to obtain carriage—fat launch fees to operators, which could cost an additional \$100 million to \$150 million.

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pany of Masayoshi Son, president of ZD parent Softbank. However, the publishing unit may buy the TV operation if it gets a distribution boost by December.

ZD last week kicked off an investor road show to pitch the IPO, which seeks to raise as much as \$438.6 million by selling 25.8 million shares. The expected price range is \$14-\$17 per share. At the same time, the company is selling \$250 million worth of bonds and plans a \$1.2 billion refinancing of bank loans. Cash from the stock sale is slated to untangle some of the complicated financial relationships with affiliates, buying some assets from Masayoshi and repaying debt to Softbank.

ZD executives wouldn't comment on the structure of the network or the stock offering.

The filing shows that while ZD's magazine titles—including *PC Magazine*, *Computer Shopper* and *PC Week*—will be all over ZDTV, the publishing unit doesn't yet have a piece of the network. The reason for the separation is pretty clear—ZDTV's heavy start-up expenses. The network expects to lose \$54 million in 1998. Last year's spending wasn't fully detailed, but was at least \$10.1 million and may have reached \$24 million. ZDTV executives expect to spend more than \$100 million developing the channel.

If those losses were flowing to ZD now, the value of the company's equity could easily drop by \$5 per share, slicing more than 30% from the expected IPO price range. The publishing company actually has been fronting cash to Masayoshi for ZDTV's initial phase,

but that will be repaid after the offering.

ZDTV is scheduled to launch May 11, a month later than the company had been talking about late last year. The programming mix will include talk shows, tech news, product reviews, how-to instruction and game shows. Since there is little suitable computer-oriented programming to buy, most of it has to be created from scratch. Worse, while some of the shows probably can be scheduled for many repeats, the computer industry evolves so quickly that the shows may not have much of a shelf life in a program library.

So far, the network hasn't secured the most critical element—distribution. Prime Cable's Las Vegas system is the largest affiliate committed; just a handful of other small operators have committed, and no DBS carriers are yet on board. The company has said that it expects to have more affiliates lined up by next month's National Cable Television Association convention.

ZDTV has eschewed the magic formula other start-ups have employed to obtain carriage—fat launch fees to operators, which could cost an additional \$100 million—\$150 million.

The publishing unit has an option that runs until Dec. 31 to buy ZDTV from Masayoshi, but it's not clear whether ZD will go for it. The biggest consideration will be whether the network can secure 10 million or so subscribers by year's end, giving it some shot at viability. However, the network will be coming on line as operators will be looking to add networks to digital tiers that might only reach 10%-20% of a systems' subscribers, rather than analog tiers that would reach 100%. The SEC filing acknowledges that ZDTV is offering equity to cable operators in exchange for carriage, but only if they will "also assume a portion of the ongoing cash requirements" on acceptable terms. ■

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Dealing in Cannes

At the MIP-TV conference in Cannes, France, Disney-backed E! Entertainment has revealed ambitious plans to launch as many as six branded channels worldwide over the next 12-18 months.

Chris Faber, senior vice president, international development, for E! Entertainment, says that the company has adopted "the G7 strategy,"

referring to establishing channels in the seven leading industrialized nations: UK, Japan, Germany, Italy, France, Canada and the U.S. "It's a progression from selling programs to creating local assets," Faber says.

E! already has three branded channels—in the U.S., Spain and Latin America. Next on the company's list, Faber says, are the UK and Japan, where he hopes to launch by

year's end. E! already has programming deals with Japanese digital DTH service PerfectTV, which will soon become SkyPerfectTV, and deals in the UK with DTH platform BskyB and terrestrial channel ITV.

E! has also signed a deal to supply 1,000 hours of programming to Turkey's new infotainment channel, Bravo TV. Bravo will air E! original series and catalog material.

Other wheeling and dealing at MIP resulted in the following deals:

- The BBC has signed several new format deals—worth more than £1 million (\$1.67 million)—with international broadcasters.

The state broadcaster's deals include the format licensing of *Ready Steady Cook* to Germany's VOX and Canadian channel Canal Vie; *Knowing Me, Knowing You* to BRT in Belgium; *That's Life* to RTL in Germany, and *Animal Hospital* to Nine Network in Australia.

- German public broadcaster ZDF and U.S. cable programmer Discovery Communications have signed a multiyear programming and co-production deal that includes the creation of a Discovery-branded programming block on ZDF. The deal encompasses 15 hours per year of co-productions and more than 100 hours of nonfiction programming from Discovery. Discovery also will purchase 100 hours per year of ZDF programming for Discovery's digital pay-TV channel in Germany.



- Home & Garden Television (HGTV) has sealed a deal with cable and satellite service NBC Asia to bring HGTV programming to 7 million



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homes in Asia and the Middle East.

■ Disney-owned Buena Vista International has signed a high-volume program deal with Spanish private broadcaster Tele 5 and an output deal in the Netherlands with SBS 6. (In Spain, the studio previously supplied state broadcaster TVE.) In the Netherlands, Disney ends its output deal with the Holland Media Group.

■ Dutch TV programmer Endemol Entertainment has signed a 20-year output deal for the European, Middle Eastern and African rights to Canada's Atlantis Entertainment productions for \$72.5 million. In a related \$7.5 million deal, Endemol gets the same territories for Atlantis catalog titles, including drama series *Night Man*.

■ Chum City International, the distribution and development arm of Canadian company Chum Television, has sold 300 hours of programming to She TV. She TV is one of the two theme channels launched in

Japan on March 25 by Global Japan, a division of Global Media Holdings. She TV broadcasts via PanAmSat 2 to Japanese cable and satellite operators and is distributed by DirecTV Japan.

■ U.S.-based Hallmark Entertainment has signed exclusive output deals with broadcasters in Spain, the Netherlands, Finland and Iceland. The company will supply its TV movies and miniseries to Spain's Tele 5, the Netherlands' HMG, Finland's MTV and Iceland's RUV.



■ CNN nonfiction unit CNN Productions has signed an agreement with UK commercial broadcaster Channel



5 to co-produce original documentary programming. The first documentaries will be *Cyborg City* and *Cloning*.

■ News Corp.-owned 24-hour Spanish-language sports network Fox Sports Americas (FSA) has acquired the exclusive rights to the Chilean Soccer League. FSA has the rights to 30 live soccer matches, beginning April 11. FSA will share the league rights with co-owned Sky Latin America, which has the exclusive satellite rights to another 40-60 matches. —Michael Katz

25 PEOPLE'S CHOICE Top Cable Shows

Following are the top 25 basic cable programs for the week of April 6-12, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 98 million TV households.

Rnk	Program	Network	Day	Time	Duration	Rating		HHS (000)	Share
						Cable	U.S.		
1	South Park	COM	Wed	10:00p	30	5.6	2.8	2,715	8.5
2	WCW Monday Nitro	TNT	Mon	8:00p	60	4.7	3.5	3,416	8.1
3	WCW Monday Nitro	TNT	Mon	10:00p	59	4.5	3.4	3,323	7.0
3	WCW Monday Nitro	TNT	Mon	9:00p	60	4.5	3.4	3,319	6.9
3	WWF War Zone	USA	Mon	10:00p	60	4.5	3.3	3,281	7.0
6	WWF Monday Night Raw	USA	Mon	8:57p	63	4.3	3.2	3,147	6.2
6	Rugrats Passover	NICK	Tue	8:00p	30	4.3	3.2	3,107	7.2
8	Thunder	TBS	Thu	9:05p	70	4.1	3.1	3,036	6.4
8	Rugrats	NICK	Thu	7:30p	30	4.1	3.1	2,999	7.5
10	Masters Tournament, Round 2	USA	Fri	4:00p	217	3.8	2.9	2,890	10.3
11	Rugrats	NICK	Tue	7:30p	30	3.8	2.8	2,774	7.0
12	Thunder	TBS	Thu	8:05p	60	3.6	2.7	2,650	6.1
13	Rugrats	NICK	Mon	7:30p	30	3.3	2.4	2,372	5.8
14	Rugrats Passover	NICK	Sat	8:00p	30	3.2	2.4	2,307	6.5
15	Masters Tournament, Round 1	USA	Thu	4:00p	150	3.1	2.3	2,260	8.0
15	Rugrats Passover	NICK	Sun	10:00a	30	3.1	2.3	2,258	10.5
15	Hey Arnold	NICK	Mon	8:00p	30	3.1	2.3	2,247	5.2
18	All That	NICK	Sat	8:30p	30	3.0	2.2	2,159	5.8
18	Movie: 'Oklahoma City'	LIFE	Mon	9:00p	120	3.0	2.2	2,132	4.5
20	Blues Clues	NICK	Fri	9:30a	30	2.9	2.2	2,133	10.4
20	Angry Beavers	NICK	Sun	10:30a	30	2.9	2.2	2,125	9.5
20	Angry Beavers	NICK	Sat	10:30a	30	2.9	2.2	2,122	10.0
20	Figure It Out	NICK	Thu	6:00p	30	2.9	2.1	2,092	6.2
20	Busy World of Richard Scarry	NICK	Fri	10:00a	30	2.9	2.1	2,089	10.2
20	Rugrats	NICK	Sat	10:00a	30	2.9	2.1	2,071	9.7

Sources: Nielsen Media Research, Turner Research

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Broadcasting

April 20, 1998

Eyemark cancels 'King'

Will double-run 'Martha Stewart' starting in September

By Joe Schlosser

Unlike her best friend Oprah Winfrey, Gayle King will not be coming back to the talk show circuit next year.

Eyemark Entertainment, citing poor ratings, canceled *The Gayle King Show* after just one season. King's half-hour talk show followed Eyemark's other half-hour strip, *Martha Stewart Living*, in most markets. The King program was averaging a 2.0 rating/8 share nationally, according to Nielsen Media Research.

"After much consideration, we have made the difficult decision to end *The Gayle King Show* at the conclusion of its first season," an Eyemark statement said. "We're very proud of the work done by Gayle and everyone on the production staff. Gayle is a consummate professional, and we have sincerely enjoyed being in business with her."

Production on the show, which will be broadcast into next fall, will continue through early May. Sources say Eyemark will then offer double runs of Stewart's show for 17 weeks starting in September. And beginning in January "other options" will be available for the half-hour time slot following Stewart, sources say.

A possibility likely will be *Jackie Collins' Hollywood*, a half-hour strip that Eyemark is developing for a summer test run. The best-selling author's show will spotlight celebrity lifestyles and everything Hollywood. Sources say Collins' show will air this summer on WCBS-TV New York and KCBS-TV Los Angeles on a trial basis. If everything goes well, a full rollout in syndication is expected, sources say. Eyemark executives had no comment.

As for King, her representatives say that she will continue to anchor the



No year two for Gayle King's talk show.

evening news on the NBC affiliate in Hartford, Conn. Last fall, Eyemark built a million-dollar studio just across from WFSB(TV) Hartford to accommodate King's daily news position. King, a single mother and longtime friend of Winfrey, agreed to host the talk show only if she could continue anchoring the news in Connecticut. ■

ABC closes San Francisco bureau

Kashiwahara retirement prompts cost-cutting move

By Dan Trigoboff

With the retirement of longtime network correspondent Ken Kashiwahara, ABC news will be closing its 20-year old San Francisco bureau as part of belt-tightening and cost-cutting.

"We are looking at finances and budgets," says ABC news spokeswoman Eileen Murphy. "And when Ken told us he was retiring, we decided that rather than reassign someone to cover San Francisco, we could cover it from our



Ken Kashiwahara signs off from San Francisco.

large Los Angeles bureau. Some of the folks there [in San Francisco] will move to the affiliate [KGO-TV]."


For his part, Kashiwahara says that he is sorry to see the bureau—his professional home for 20 years—shut down. "We've always been very productive as a bureau," he says. "It's been terrific." The network veteran, 57, plans to stay in the area but says he's unsure how he'll spend his retirement.

ABC's San Francisco excursion got off to a fast start in 1978. Within a few

months of its opening, the bureau covered one of the city's biggest stories when ex-city supervisor Dan White gunned down Mayor Moscone and Supervisor Harvey Milk.

Yet Kashiwahara says that the story he'll remember most won't be that one, or the 1989 earthquake that devastated the area, but one involving the Coast Guard stopping small Vietnamese fishing boats under a 200-year-old law requiring that the boats be owned or captained by an American. "I was later told that our story changed the law. When you can affect something that way, that's the one you tend to remember."

CNN and Fox News each have a presence in San Francisco—but since NBC closed its San Francisco bureau in the early 1990s, ABC's decision leaves CBS as the only broadcast network



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Sitomer joins Telepictures

'Inside Edition' vet will co-executive-produce 'Extra'

By Joe Schlosser

Warner Bros. snagged a top free agent away from one of its rival syndicated news magazines last week, signing Sheila Sitomer to co-executive-produce *Extra*.

Sitomer will join *Extra* this summer from her post as co-executive producer of King World Productions' *Inside Edition*. She will join forces with current *Extra* executive producer Steve Lange.

Sitomer was also given an overall development deal with Warner Bros.

Telepictures Productions and will work with the studio's executives to create a new half-hour show to go with *Extra* in access time periods.

"One of the great joys in the business is when you are able to pull something off that helps you and hurts the competition, and we believe we did that," says Jim Paratore, president of Telepictures Productions. "We felt Sheila's background and experience for this kind of show was too good to pass up."

Sitomer became available last week when King World Productions decided to sign Charles Lachman as the sole executive producer on *Inside Edition*. Sitomer and Lachman had co-produced both of King World's syndicated news magazines—*American Journal* and *Inside Edition*—for the past three years. King World canceled *American Journal* last month and decided to consolidate its work force.

"We tried to make a deal with both [Lachman and Sitomer], and we couldn't afford to keep both," says Andy Friendly, King World's executive vice president of programming and production. "We think the world of both of them. We went with our first choice and got him, period."

Sitomer, who has been with *Inside Edition* for the past 10 years, says she has no hard feelings and is looking forward to working in a new environment.

"We know we are going to be rivals and competitors next year, but we have a good rapport and have had one for a long time," Sitomer says of her relationship with King World brass. "They wanted [me] to stay at *Inside Edition*, but my contract was up and I saw this as an excellent opportunity."

Sitomer and Paratore say they and Warner Bros. executives are considering a number of ideas for a new companion show for *Extra*. The earliest debut for a new show will be fall 1999, Paratore says.

"It has always been our goal to have a companion show to go with *Extra*, and when we built our facilities for where the show [originates] now we took that into consideration," Paratore says. "It has always been our plan to do another show—but, unfortunately, during the life of *Extra* we had to reinvent that show rather than launch another."

bureau there. CBS correspondent John Blackstone thinks the other networks are shortsighted. "This is a very busy news town," he said. "There's a lot of breaking news here, and this is the logical place to jump off into the kinds of national stories we do here." Those include reports on research and developments from the Silicon Valley and from such major local institutions as Stanford University, the University of California at Berkeley, and UC-San Francisco Medical School.

"I'm also disappointed not to have the competition," he said. Regarding Kashiwahara's departure and his own affection for San Francisco, Blackstone commented that "I used to say I had the best job at CBS News; now I say I have best job in network television." ■

'Love Boat' catches wave

Debuts gives UPN best Monday night numbers in almost two years

By Michael Stroud

UPN's *Love Boat: The Next Wave* rode a wave of interest to an impressive opening in its debut last Monday, giving a boost to the network.

The Spelling Entertainment remake of the 1970s hit scored a 4.5 rating and 8 share, UPN's highest household ratings for the time period in nearly two years. The figures handily beat ABC drama *Push*, which scored a 0.8/3 in the 8-9 p.m. time slot, one of ABC's lowest showings for the time period on record, according to Nielsen Media Research. (The ABC show was pulled from the schedule last week.)

Love Boat also performed respectably in a repeat showing on Tuesday night, scoring a 4.5 rating and a 7 share.

UPN Chairman Dean Valentine was cautiously pleased by the performance, although he stopped short of saying that he would launch the show for sure on the network's fall schedule.

"We feel like we got off to a pretty decent start," he said in an interview. "It's too early to tell now how the show will perform. We don't have enough points yet. There's reason for optimism."

Valentine said that many men watched the show. (Some observers had assumed the show would appeal largely to women.)

The *Love Boat* performance provides some vindication of Valentine's strategy of shifting the network toward more main-



UPN got a Monday lift from 'Love Boat.'

stream fare and away from the urban, "edgy" demographic the network previously sought.

UPN has ordered six episodes of *Love Boat*, which stars Robert Urich as the captain of the Sun Princess.

Valentine plans to bolster Monday with more shows that will appeal to a broad audience. The main candidates include *Legacy*, a family melodrama set in post-Civil War Kentucky; *Hotel del Sol*, a resort show with characters reminiscent of *Northern Exposure*, and *Boston Grace*, a cop show.

"We probably won't put a sci-fi show [in the slot]," Valentine joked. UPN also has a slate of dramas with a sci-fi flavor that may accompany its *Star Trek: Voyager* on Wednesday night.

Love Boat's maiden voyage gives a much-needed ratings boost to UPN, which has fallen behind arch-rival The WB. The show's national ratings were nearly comparable to the debut of WB hit show *Dawson's Creek*, which scored a 4.8/7 when it debuted in January. ■

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Although her show may be ending, Ellen DeGeneres may move to 'Mad About You.'

'Ellen' pulled for sweeps

Could become recurring character on 'Mad About You'

By Michael Stroud

It's probably curtains for ABC's *Ellen*, but could the title character be reborn as a nanny?

Sources say Ellen DeGeneres could take a recurring role as a nanny on NBC's *Mad About You* next season, after making a guest appearance on the show on May 19 and an appearance in *Mad*'s season premiere in September. *Mad* star Helen Hunt is also appearing on *Ellen*'s season finale on May 13.

Ellen's special hour finale will probably be its last hurrah. ABC last week pulled the show off the air until then, and sources say it's almost certain the show won't return next season. ABC will fill the remaining Wednesday night slots until the finale with its higher-performing new show, *Two Guys, a Girl and a Pizza Place* from Fox Television.

Two Guys has retained on average about 82% of its young-adult lead-in

from *Drew Carey*, while *Ellen*'s lead-in dropped to about 69% in January, according to Nielsen Media Research.

"The decision to schedule *Two Guys, a Girl and a Pizza Place* throughout much of the upcoming May sweep period was predicated on the fact that it is currently the number-one midseason program on any network," ABC said in a statement.

Sources say it's extremely unlikely the network will bring back the show, which has seen declining ratings even as the title character boldly explored her homosexuality.

A spokesman for DeGeneres could not be reached. ABC and NBC officials declined comment.

DeGeneres has lined up a stellar cast for her final show, including Ted Danson, Cindy Crawford, Woody Harrelson and Tim Conway.

The remaining *Ellen* shows are said to be likely to air this summer. ■

'NewsHour' drops Taylor

Separates itself from opinionated reporter

By Steve McClellan

The *NewsHour with Jim Lehrer* dropped journalist Stuart Taylor as its Supreme Court reporter last week, citing Taylor's commentaries—both as a guest on TV programs and in his own print columns—attacking President Clinton's integrity and supporting the investigation of special prosecutor Kenneth Starr.

At the end of the *NewsHour* broadcast last Tuesday, anchor Lehrer said Taylor was being dropped because the newscast has "always separated those who report the news from those who analyze or comment on it." As for the *NewsHour*, said Lehrer, "we leave the opinions to Mark Shields and Paul Gigot, our historians, regional commentators and essayists," as well as to other invited and "clearly identified" commentators and advocates.

Taylor, a former reporter for the *New York Times* and *The American Lawyer*, is now a writer for the *National Journal* in Washington. His commentaries also appear in *Newsweek* and other publications.

Lehrer said that Taylor's recent commentaries in print and on a host of TV news and public affairs shows (including NBC's *Meet the Press* and ABC's *Good Morning America*) about the Starr investigation "have caused some blurring of the lines and confusion about his role with us." Lehrer

SYNDICATION MARKETPLACE

'Raven' clears

Rysher Entertainment has cleared its action hour *Raven*, in 139 markets representing 88% of the country for fall 1998. Rysher's new court series *Judge Mills Lane* has been sold in 120 markets and more than 85% of the country. Action-hour *Soldier of Fortune* has been renewed in 137 markets, representing 88% of the country.

Eyemark eyes Collins

Best-selling author Jackie Collins is going to get a test run this summer in

daytime television. CBS Broadcast International is selling *Jackie Collins' Hollywood* overseas, and sources say KCBS-TV Los Angeles and WCBS-TV New York will test run the daily series this summer. CBS executives had no comment. If Collins' show is a hit, sources say Eyemark will roll out the series in syndication in 1999. The show combines entertainment, fashion and celebrity lifestyles.

'Howie' gets new producer

Karin Silverstein has been named

supervising producer on Paramount Domestic Television's soon-to-launch *Howie Mandel Show*. Paul Nichols will be the show's director, and Jeff Kopp has been added as executive in charge of production. Silverstein was formerly talent producer on *The Late Show with David Letterman*. Nichols previously directed Fox's *Good Day, New York* and Kopp worked in production on *The Keenen Ivory Wayans Show*. The *Howie Mandel Show* debuts in syndication on June 22. —Joe Schlosser

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said that Taylor may still appear from time to time on the *NewsHour* as a "clearly labeled commentator, not as a straight news reporter."

Until last week Taylor was paid an annual retainer by the *NewsHour* to report on the Supreme Court, according to the program's executive producer, Les Crystal.

Crystal said that Taylor was "one of the best and clearest explainers of court-related issues we've had on the air." But he also said that he and Lehrer had concluded that Taylor's commentaries in print and on other programs had "reached a critical mass" that caused confusion about his straight reporting role on the *NewsHour*. "We weren't happy about having to do this," Crystal said. "It's disappointing for him, and it's disappointing for us."

Taylor has taken some heat during the last two weeks for considering an offer from Starr to join the prosecutor's team in a communications role. Taylor has acknowledged that he should have told his editors at the *National Journal* about the offer much sooner than he did. However, Crystal said that Starr's offer was not an issue in dropping Taylor as Supreme Court reporter.

Reached last week, Taylor said that he "respected their judgment," referring to Lehrer and Crystal's decision to drop him. But he also stressed that Crystal and *NewsHour* producers have known since he started doing regular work for them six years ago that most of his journalism was a form of commentary based on reporting.

He also noted that in January, *NewsHour* producers said that his Supreme Court reporting would be limited to non-Clinton issues because of his commentaries elsewhere—but, given that condition, they foresaw no problem

with his continuing on the program. That decision changed, he believes, because of his "more visible role as commentator" in other venues in recent months.

As to the possibility of doing commentaries for the *NewsHour*, Taylor

said he'd welcome the opportunity, but doubted that he will get the chance. "I don't know where I'd fit in," he said, saying that *NewsHour* commentators tend to split along ideological lines. "I'm more eclectic than that. My commentary is fact-driven." ■

A Ridge too far?

Keystone governor Tom Ridge's sports report draws fire

By Dan Trigoboff

Democratic gubernatorial candidates in Pennsylvania are protesting what they consider an over-hyped appearance by Gov. Tom Ridge on a Harrisburg, Pa., TV newscast as an unfair promotion of the governor's re-election effort.

Democrats Don Bailey, William Keisling and Phil Berg have called Republican Ridge's WHTM-TV sports broadcast and accompanying promos "a stunt" that amounts to a corporate contribution to the governor's campaign. They plan to ask the Pennsylvania attorney general's office to investigate possible election law violations.

According to Ridge spokespeople, at a Christmas party last year the governor remarked to WHTM-TV sports reporter Dennis Owens that if he hadn't gone into politics he might have been a sportscaster. Owens then invited Ridge to take a shot on the evening news, and an appearance was scheduled for April 1, part of a tribute to weatherman Chuck Rhodes's 25th anniversary with the station.

Ridge campaign spokesperson Lynn Lawson denies that the appearance was

political. She says that it was scheduled with the governor's office, not through the campaign. "The genesis of this was before he was even an official candidate. Very often there are aspects of the job that extend beyond the norm. In his capacity as governor he was fulfilling this request and honoring this broadcaster."

Tim Reeves, the governor's deputy press secretary, agrees, noting that there was no political benefit to Ridge. "The next election is the primary, and the governor is unopposed. The general election isn't until November—and politically, that is aeons away."

"Honoring significant achievements is part and parcel of what our elected representatives do, and we were delighted the governor chose to recognize Chuck," says Christopher Pike, WHTM-TV vice president and general manager. "WHTM-TV violated no law, policy, regulation or any other ethical constraint by inviting a sitting governor to acknowledge such significant contributions. To suggest otherwise is simply ludicrous."

One of the candidates, Phil Berg, says that the objection concerns not only the appearance but also station promos that he says were run before and after the governor's three-minute on-air stint and that included images of the governor and Pope John Paul.

"We understand that, as governor, you appear many places," says Berg. "We object to the promotions on the air and the way the station continued to run promotions even after the appearance. It's using corporate dollars to promote a candidate. For Ridge to allow ongoing ads while he is a candidate is a mockery of election laws."

The Democratic candidates hope that the station will "pay for this," Berg says, by giving equal time to the governor's opponents and by "acknowledging that they have violated the laws." ■

RAB expands into Windy City

The Radio Advertising Bureau (RAB) opened a Midwest office in Chicago last Monday under the supervision of Dick Rakovan, senior vice president/stations. The Chicago office is RAB's third base of operations. Its headquarters will remain outside Dallas in Irving, Tex.; its national marketing center is in Manhattan.

RAB's Chicago phone number is (312) 946-5440; fax (312) 946-5442. The new office is located in The Illinois Center, 205 N. Michigan Ave., Suite 1901, Chicago, IL 60601.

These appear to be heady days for the growing RAB. A couple of weeks ago, the industry's once-faltering sales and marketing association announced that its membership had risen above the 5,000-member mark for the first time, more than doubling its rolls of a few years ago (BROADCASTING & CABLE, April 6). RAB's success also has coincided with more than 65 consecutive months of revenue growth within the radio industry. —John Merli

Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen April 6-12

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 RATING 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 29	abc	CBS	NBC	FOX	U/P/N	WB
	7.5/12	7.1/11	8.0/13	7.7/12	2.2/4	3.4/5
MONDAY	8:00 86. Fush* 4.5/8	21. Cosby 8.9/16	61. Suddenly Susan 6.8/12	77. Damon 5.5/10	107. Danger in Our Skies 2.3/3	31. 7th Heaven 3.8/6
	8:30	17. Ev Loves Raymd 9.4/15	53. Suddenly Susan 7.0/11	70. Getting Personal* 6.2/10		
	9:00 21. 20/20 8.9/14	45. The Closer 7.2/11	67. Caroline in/City 6.8/10	16. Ally McBeal 9.3/15	101. Killers in the Water 2.4/4	96. 7th Heaven 3.0/5
	9:30	61. Murphy Brown 6.8/10	68. Frasier 6.4/10			
	10:00 19. The Practice 9.1/15	80. People of the Century 5.1/8	12. Dateline NBC 10.5/17			
10:30						
TUESDAY	7.8/13	7.3/12	9.7/16	5.0/8	1.9/3	3.1/5
	8:00 32. Home Imprvmt 7.9/14	37. JAG 7.6/13	35. Mad About You 7.7/14	81. Fox Tuesday Night Movie—Money Train 5.0/8	111. Moesha 1.7/3	39. Buffy/Vampire Slayer 2.8/3
	8:30 37. Smthg So Right 7.9/13		48. For Your Love 7.1/12		110. Clueless 1.8/3	
	9:00 18. Home Imprvmt 9.2/15	40. Public Eye with Bryant Gumbel 7.5/12	8. Frasier 11.8/19		109. Mal & Eddie 1.9/3	32. Dawson's Creek 3.3/5
	9:30 53. That's Life 7.0/11		23. Lateline 8.7/14		103. In the House 2.3/4	
10:00 37. WYPD Blue 7.6/13	61. Public Eye with Bryant Gumbel 6.8/12	11. Dateline NBC 11.3/20				
10:30						
WEDNESDAY	10.8/18	7.6/13	7.2/12	6.6/11	2.7/4	2.9/5
	8:00 32. Spin City 7.9/14	40. The Nanny 7.5/13	77. NewsRadio 5.5/10	66. Fox Tuesday Night Movie—Rookie of the Year 6.6/11	103. The Sertinet 2.3/4	105. Smart Guy 2.3/4
	8:30 20. Jharma & Greg 9.0/15	68. Ev Loves Raymd 6.4/11	56. Seinfeld 6.9/12		96. Sister, Sistr 3.0/6	
	9:00 9. Jrew Carey 11.4/18	45. Michael Hayes 7.2/12	48. 3rd Rock fr/Sun 7.1/12		34. Star Trek: Voyage* 3.1/5	94. Wayans Bros 3.1/5
	9:30 14. Two Guys/Girl 10.0/16		61. Working 6.8/11		93. Steve Harvey 3.2/5	
10:00 6. PrimeTime Live 13.4/23	26. Chicago Hope 8.5/14	27. Law & Order 8.4/14				
10:30						
THURSDAY	5.6/9	6.8/11	17.8/29	8.0/13		
	8:00 79. World Figure-Skating Championship 5.4/9	82. Promised Land 4.9/8	4. Friends 15.4/27	32. World's Wildest Police Videos 7.9/14		
	8:30	42. Diagnosis Murder 7.4/12	5. Just Shoot Me 14.2/24	31. When Good Times Go Bad 8.0/13		
	9:00		2. Seinfeld 19.9/31			
	9:30 74. Gala at Ford's Theatre 5.8/9	29. 48 Hours 8.1/13	3. Veronica's Clst 15.8/25			
10:00		1. ER 20.7/34				
10:30						
FRIDAY	8.0/16	7.5/15	6.3/12	4.1/8		
	8:00 70. Sabrina/Witch 6.2/13	35. Kids Say Darnd 7.7/17	86. TV Censored Bloopers 4.5/9	89. Beyond Belief: Fact or Fiction 4.2/9		
	8:30 72. Boy Meets Wrld 6.1/12	24. Candid Camera 8.6/18	45. Dateline NBC 7.2/14	90. Millennium 4.0/8		
	9:00 48. America's Funniest Home Videos 7.1/14	48. Unsolved Mysteries 7.1/14	48. Homicide: Life on the Street 7.1/14			
	9:30 13 20/20 10.3/20	42. Nash Bridges 7.4/14				
10:00						
10:30						
SATURDAY	3.4/7	7.3/15	6.6/13	5.6/11		
	8:00 98 Quincy Jones: First 50 Years 2.9/6	56. Dr. Quinn, Medicine Woman 6.9/15	74. TV Censored Bloopers 5.8/12	84. Cops 4.7/10		
	8:30			74. Cops 5.8/12		
	9:00	53. Early Edition 7.0/14	56. The Pretender 6.9/13	73. AMW: America Fights Back 5.9/11		
	9:30 88. ABC News Saturday Night 4.4/9	29. Walker, Texas Ranger 8.1/16	48. Profiler 7.1/14			
10:00						
10:30						
SUNDAY	8.4/15	11.4/20	6.5/12	6.1/11		2.0/4
	7:00	(nr) Masters Golf 14.1/33	85. NBC Movie of the Week—Operation Dumbo Drop 4.6/9	83. World's Funniest! 4.8/10	113. Nick Freno 1.4/3	
	7:30	7. 60 Minutes 12.9/26		67. The Simpsons 6.5/12	112. Parent 'Hood 1.5/3	
	8:00	9. Touched by an Angel 11.4/19		56. King of the Hill 6.9/12	106. Sister, Sister 2.1/4	
	8:30 24. ABC Sunday Night Movie—The Ten Commandments 8.6/16		27. NBC Sunday Night Movie—Nobody's Fool 8.4/14	56. The X-Files 6.9/11	101. Jamie Foxx 2.4/4	
	9:00				100. Unhap Ev Af 2.6/4	
	9:30	14. CBS Sunday Movie—The Staircase 10.0/17			107. Alright Aldry 2.0/3	
10:00						
10:30						
WEEK AVG	7.4/13	8.0/14	8.8/15	6.2/11	2.3/4	2.7/5
STD AVG	8.5/14	9.8/16	10.2/17	7.1/12	2.9/4	3.1/5

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Broadcasting

And then there were two

That's how many major TV reps will be left after Chancellor buys Petry

By Steve McClellan

If last week's announced purchase of TV rep firm Petry Media Corp. by broadcaster Chancellor Media goes through, there will be just four major rep firm companies left—two for television and two for radio.

Chancellor, which bought Katz Media last year, said it was buying Petry for \$150 million. Petry will be merged with Katz, with Petry Chief Executive Officer and principal owner Thomas Burchill emerging as CEO of the merged entity.

Burchill said it was premature to name his top lieutenants, but sources say he has indicated privately that Blair Television President Tim McAuliff will be given direct oversight responsibility for all of the merged entity's TV rep divisions. That would include Katz

Television, Seltel, Blair, Petry Television and Fox Television Sales (a Petry joint venture with Fox Stations Inc.).

There was widespread speculation last week that Katz Media Corp. CEO Tom Olson will leave the company when the acquisition is complete. Olson did not return calls last week.

The Petry deal, which would put 60% of the \$8 billion national spot business under Chancellor ownership, is subject to a Department of Justice antitrust review. If Justice doesn't challenge it, parties expect the deal to close in four to six months.

Burchill said last week that the new company will continue to run Katz Radio and the five TV rep firms as separate and competing divisions. "This whole consolidation in the rep field is really built around trying to keep up with the evolution in the station community," he said. Burchill noted that in 1995, 80% of Petry's business came from its top 30 stations. "Two years later, 80% of our business came from

our top 15 clients. It's not unlike what's happened in cable and what's now happening in the banking industry."

The merger would leave just one other major independent TV rep—the Cox group, which includes Telerep, MMT and HRP. Besides the in-house rep firms for each of the network-owned groups, the only other independent TV rep is Adam Young, which reps about two dozen stations.

Last week Young Broadcasting Chairman Vincent Young said that the Petry sale may open expansion oppor-

tunities for Adam Young: "There's a growing unease out there about co-owned firms representing multiple stations in a market. It's like a government agency servicing your station. There's not the same spirit of competitiveness."

Insiders at the larger rep firms disagreed, arguing that while there are

some back-office efficiencies, the individual rep firms co-owned by Chancellor and Cox compete fiercely.

But Adam Young is an alternative, says Burchill. "In this business, you're only as good as your last sale, so there's no resting on one's laurels. We know we'll have to remain performance- and price-competitive. We know there are alternatives. Adam Young is one, and going in-house is another."

Some sources say that the Petry deal will give the major broadcast networks ammunition to argue that the FCC should repeal its anti-repping rule, which bars networks from repping non-owned stations. "In a market that's been reduced to an oligopoly by consolidation, it makes no sense to keep us out," says one network source. As to whether the network would actually enter that business, "it's something we'd certainly explore," the source says.

One group station head expressed concern at that possibility: "That could make for an interesting conver-

"The stations have really brought this consolidation on themselves."

sation at [affiliate] renewal time. The question is, could a renewal be tied to a rep agreement?"

In recent years, station consolidation put intense pressure on the reps to keep commission rates flat or even bring them down, despite rising costs. Consolidation among the reps will "stabilize," that situation, executives say. "We've been getting squeezed for a long time," says one rep insider. "The stations have really brought this consolidation on themselves."

Burchill puts it a little more tactfully: "For years, Petry and its competitors have been winning or losing business for reasons totally unrelated to performance and totally related to transactional reasons." The merger with Katz, he says, "provides a nice stable corporate environment for our clients." ■

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 □ **\$228,000,000** □ **1**
 Combos □ **\$1,334,602** □ **1**
 FMs □ **\$45,255,352** □ **13**
 AMs □ **\$2,800,000** □ **4**
 Total □ **\$277,389,954** □ **19**

SO FAR IN 1998:

TVs □ **\$2,529,111,000** □ **29**
 Combos □ **\$767,589,820** □ **107**
 FMs □ **\$300,608,484** □ **119**
 AMs □ **\$176,920,492** □ **69**
 Total □ **\$3,774,229,846** □ **305**

SAME PERIOD IN 1997:

TVs □ **\$1,981,033,000** □ **34**
 Combos □ **\$3,928,157,395** □ **96**
 FMs □ **\$943,549,619** □ **125**
 AMs □ **\$54,174,414** □ **75**
 Total □ **\$6,906,914,428** □ **330**

Source: BROADCASTING & CABLE

TV

Exercise of option to buy non-license assets of WSYX(TV) Columbus, Ohio

Price: \$228 million

Buyer: Sinclair Broadcast Group Inc., Baltimore (David D. Smith, president/ 28.1% owner); owns/is buying/has LMAs with 57 TVs, 36 FMs and 24 AMs

Seller: River City Broadcasting LP, St. Louis (Barry Baker, president); all other holdings are being sold to Sinclair

Facilities: Ch. 6, 100 kw visual, 10 kw aural, ant. 938 ft.

Affiliation: ABC

COMBOS

WISR(AM)/WLER-FM Butler, Pa.

Price: \$1,334,602

Buyers: Scott Briggs, Victoria Hinterberger, Dan Vernon, Linda Harvey, Ronald W. and Joyce E. Brandon, Jacqueline K. Bradrick, Darla G. Tack and Robert A. Weaver, Butler, Pa.; Weaver owns WZBD-FM Berne, Ind. and 60.56% of WPGW-AM-FM Portland, Ind., of which Ronald W.

Brandon owns 9.39%

Sellers: Deanna L., Carla A., Amie J., Robert C., Charlotte M. and W. Frank Brandon, and Jenny L., Gregory A. and Kathy J. Rogerson, Butler, Pa.; no other broadcast interests

Facilities: AM: 680 khz, 250 w day, 50 w night; FM: 97.7 mhz, 2.3 kw, ant. 374 ft.

Formats: AM: AC, news, talk; FM: AC

RADIO: FM

KKLZ(FM) Las Vegas

Price: \$21 million

Buyer: Centennial Broadcasting, Win-

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LH&S Communications

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ston-Salem, N.C. (Allen Shaw, president/CEO); owns five FMs and one AM
Seller: The Apogee Companies Inc., Portland, Ore. (Roy P. Disney, owner); no other broadcast interests
Facilities: 96.3 mhz, 100 kw, ant. 1,175 ft.

Format: Classic rock
Broker: Kalil & Co.

KKSS(FM) Santa Fe, N.M.

Price: \$6.066 million
Buyer: Trumper Communications Inc., Westmont, Ill. (Jeffrey E. Trumper, president/CEO/owner); owns/is buying KISN-FM and KBKK-FM Salt Lake City and KUMT-FM Centerville, Utah; KDZZ(AM)/KTEG(FM), KHTZ (FM), KZSS(AM)/KZRR-FM and KLSK(FM) Albuquerque, N.M.; is applying to build FM in Brigham City, Utah
Seller: Sunburst Media LP, Dallas (John Borders, general partner); owns/is buying 17 stations
Facilities: 97.3 mhz, 94 kw, ant. 1,876 ft.

Format: Contemporary hit radio

KMJJ-FM Shreveport, L.A.

Price: \$5.575 million
Buyer: CapStar Broadcasting Partners LP; Austin, Tex. (Thomas O. Hicks, owner); owns/is buying 241 FMs and 101 AMs
Seller: Sunburst Media LP, Dallas (John Borders, general partner); owns/is buying 17 stations
Facilities: 99.7 mhz, 50 kw, ant. 462 ft.
Format: Urban contemporary

WRCQ(FM) Dunn/Fayetteville, N.C.

Price: \$4.3 million
Buyer: Cape Fear Radio Inc., Wilm-

ington, N.C. (John Dawson, president); owns WFNC(AM)/WQSM-FM Fayetteville

Seller: Kinetic Communications Inc., Albany, Ga. (Howard Johnson and Jon Peterson, principals); owns three FMs, all in Albany, Ga.
Facilities: 103.5 mhz, 48 kw, ant. 502 ft.
Formats: Rock, AOR
Broker: Bergner & Co.

WLSN(FM) Greenville, Ohio

Price: \$3.25 million
Buyer: Jacor Communications Inc., Cincinnati (Samuel Zell, chairman; Randy Michaels, CEO; Zell/Chilmark Fund LP, 30% owner; David H. Crowl, president, Radio Division); owns one TV station; owns/is buying 126 FMs and 66 AMs
Seller: Treaty City Broadcasting Inc., Greenville, Ohio (Nicholas F. Bodi, president); no other broadcast interests
Facilities: 106.5 mhz, 50 kw, ant. 482 ft.
Format: Jazz

WRKE(FM) Ocean View, Del.

Price: \$1.5 million
Buyer: Great Scott Broadcasting, Pottstown, Pa. (Faye Scott, president); owns five FMs and four AMs
Seller: Q-Tone Broadcasting Corp., Philadelphia (Alvin M. Chanin, president); owns WNNN(AM) Salem, N.J., and WJKS(FM) Canton, N.J.
Facilities: 101.7 mhz, 3 kw, ant. 328 ft.
Format: Top 40

CP for KXJW(FM) Jal, N.M., and option to buy KKJW(FM) Stanton, Tex.

Price: \$1.01 million (\$10,000 for CP; \$140,000 option fee; \$860,000 purchase price for KKJW)

Buyer: Noalmark Broadcasting Corp., El Dorado, Ark. (William C. Nolan Jr., president/owner); owns eight FMs and four AMs

Seller: John H. Wiggins, Midland, Tex.; owns wxGJ(FM) Apalachicola, Fla.
Facilities: KXJW: 107.1 mhz, 100 kw, ant. 100 m.; KKJW: 105.9 mhz, 32 kw, ant. 134 m.

Formats: KXJW: dark; KKJW: Classic Country

Broker: Whitley Media

KQUL(FM) Lake Ozark, Mo.

Price: \$800,000
Buyer: Benne Broadcasting of Lake Ozark LLC, Eldon, Mo. (Dennis F. and Cheryl L. Benne, owners); no other broadcast interests
Seller: Reichel Broadcasting Corp., Daytona Beach Shores, Fla. (Norris Reichel, president); has applied to build a new FM in Cuba, Mo.
Facilities: 102.7 mhz, 6 kw, ant. 328 ft.
Format: Oldies

KXTC(FM) Thoreau, N.M.

Price: \$437,500
Buyer: Roberts Radio LLC, Pleasantville, N.Y. (Robert W. Pittman, chairman/13% owner; Robert B. Sherman, president/.7% owner; Alpine Radio LLC, 18.1% owner); Roberts owns/is buying 17 FMs, six AMs
Seller: XTC Inc., Gallup, N.M. (Les Hadden, principal); no other broadcast interests
Facilities: 99.9 mhz, 100 kw, ant. 1,210 ft.

Format: Country

51% of WKXJ(FM) South Pittsburg, Continues on page 98

25-54 demo rules, but slides again

Group still leads in national spot money invested

Radio

By John Merli, B&C correspondent

National spot radio advertising dollars continued to heavily favor the 25-54 demographic for both men and women in 1997, but the pool slightly declined for the fourth year in a row—to 52% of dollars spent, down 6% compared with 1994.

The largest piece of change for 25-54 was Philadelphia's 59% in allocated spending. Yet in New York, Chicago and San Francisco, the demo hovered around 47%. In Los Angeles, the second-largest Arbitron market, 25-54 commanded just under 51% of national dollars.

Analyzing of national spot allocations by demographics in the top 10 Arbitron metro markets, Interep Research also says that the runner-up demo was men and women 18-49 (18.7% of spending). The third most popular demo for national spot dollars last year was men and women 25-49, at 9.3%.

Despite steady population shifts from aging baby boomers, only 5% of ad dollars were targeted to 35-based demos, such as 35-64 and 35-plus. This low percentage also represents a slip after four years of growth. With the 35-52 population expected to swell in the next few years, the analysis concludes that the 5% low point "may be a statistical fluke" and that it "seems logical

many advertisers will adjust demo targets to follow the 35-plus consumer movement."

Based on gender alone, female demos captured 12.7% of national spot ad dollars, while male groups garnered 8.2%. Demos for black listeners received 1.4% of the overall spending in the top 10 markets, on average, although both Washington and Dallas recorded over 2%. And several niche demos (i.e., men 25-34, teens, 50-plus females) captured between 1% and fractions of a percentage point of national spot dollars. The wide variations in both demo numbers and the demo groups themselves "suggest radio's ability to deliver in mass reach, as well as precise segments of the population, depending on the goals of the advertiser." Interep Research concludes. ■

Technology

April 20, 1998

Panasonic talks progressive and interlace

Will offer universal format converter next year

By Glen Dickson

Panasonic hit NAB '98 in Las Vegas riding high after being selected to build ABC's 720 P HDTV Release Center in New York (B&C, April 6). The deal marks the first major commitment by a broadcast network to a manufacturer for a full complement of HDTV origination equipment, as well as the only existing deal for 720 P gear other than HDTV encoders.

Under the agreement in principle with ABC, Panasonic's systems integration group will design, build and equip a facility that will serve as the hub for the release of progressive scan programming to ABC's 10 owned stations and its 213 affiliates. The HDTV Release Center will consist of two fully redundant edit/control rooms equipped with AJ-HD2700 1080 I/720 P switchable D-5 recording systems. Each edit/control room will serve as a stand-alone facility, with one room supporting ABC's East Coast feed and the other serving the West Coast.

ABC will purchase HD and DTV 16:9 and 4:3 monitors as well as 720 P studio cameras for future program origination. The Release Center is slated for operation in September.

In addition to the network contract, Panasonic will offer ABC O&Os and affiliates turnkey HD systems consisting of prepackaged master control AJ-HD2700 VTRs. ABC has also purchased some DVCPRO gear for evaluation as an acquisition format; Preston Davis, ABC president of engineering, says that he is particularly interested in testing DVCPRO 50, Panasonic's new 50 Mb/s format.

But while 720 P is obviously going

to be a lucrative format for Panasonic, the company is emphasizing its ability to support all ATSC formats, including the 1080 I HDTV format. Panasonic has rolled out a new family of 1080 I switchers, the Millennium series, and a portable 1080 I recorder, the AJ-HD2200. The company says that its 1080 I studio cameras will be available in fourth quarter 1998.

The company also has developed a commercial version of the Universal DTV Format Converter developed by Panasonic AVC American Laboratories in Burlington, N.J. The AJ-UFC1800, which should be available in second quarter 1999, will allow broadcasters to convert signals between all ATSC formats.

"We are not a proponent of one format or another," said Kunio Nakamura, president of Panasonic AVC and managing director of Matsushita Electric Industrial, at Panasonic's NAB press conference. "We want to support both interlace and progressive."

Panasonic Broadcast & Television Systems President Steve Bonica said that Panasonic is working hard to deliver all of its DTV equipment, regardless of the format: "We need to be first to market." Panasonic is shipping its 50 Mb/s, 4:2:2 DVCPRO 50 gear and will begin delivering 480 P versions of its DVCPRO 50 camcorders and VTRs in June.

Panasonic has shipped more than 40,000 units of its popular DVCPRO 25 Mb/s ENG format and has



Steve Bonica, president of Panasonic Broadcast & Television Systems Co., says that Panasonic is making "an aggressive full-court press" to get DTV equipment to market.

announced new sales of more than 70 units to Evening Post Publishing in Charleston, S.C., and more than 30 units to Sunbelt Communications station and NBC affiliate KVBC(TV) Las Vegas. The company says that 82% of stations in the top 10 markets that have bought a digital ENG format have gone with DVCPRO.

In Panasonic corporate news, Bonica announced that Bob Mueller, vice president of sales, has been promoted to president of Panasonic Broadcast & Digital Systems Co., based in Los Angeles. Mueller will report to Bonica. Tom Moore, director of major accounts and a 12-year Panasonic veteran, has been named vice president of sales, and 20-year vet Phil Livingston, director of digital systems, has been named vice president, engineering support and training. ■

Upcoming Technology Special Reports

THE WEB: VIDEO STREAMING

Issue Date: May 25

Ad Close: May 15

SPORTS PROGRAMMING/ PRODUCTION

Issue Date: June 22

Ad Close: June 12

TRANSMITTERS

(Bonus Distribution at SBCA)

Issue Date: July 20

Ad Close: July 10

NEWS SERVICES

Issue Date: August 10

Ad Close: July 31

Broadcasting & Cable

One Marketplace. One Magazine.

CALL TO ADVERTISE:

New York
212-337-7026

Western Technology
317-815-0882

Technology Marketplace
212-337-7073

Cutting Edge

By Glen Dickson

The WB Television Network has contracted with **IBM** to get a comprehensive software and hardware solution for WeB. WeB is The WB's \$40 million initiative to distribute its programming via cable headends in small television markets where it doesn't have broadcast affiliates. IBM is writing software for commercial distribution and spot insertion that will be controlled remotely from WeB headquarters in Burbank, Calif. IBM is installing small receiver/server units—called "station in a box" (SIB)—at WeB affiliate cable headends. WB will send the SIBs MPEG-2 compressed files of local WeB spots, which will be sold by WeB broadcast partners in each WeB mar-

ket and sent to Burbank for processing and distribution. The local spots will be stored on the SIBs and inserted into WB programming via data instructions sent from Burbank. "Essentially, this creates an unwired interconnect, because the same spot plays in all boxes in the DMA," says Russ Myerson, WeB senior vice president/GM. General Instrument is contributing its MPEG-2 compression, multiplexing and satellite modulation equipment to the project, while Probita will be writing some data broadcasting software. Additional MPEG-2 encoding and decoding

technology will come from Vela Research and Optibase, respectively. WeB is due to launch Sept. 8.

Fox O&O KDFW-TV Dallas has placed an order with **Comark Communications** for a digital television transmitter. The order follows an agreement that Comark reached with Fox's station group in September 1997, under which the transmitter supplier is offering discounted DTV and NTSC transmitters to Fox O&Os through 2002, as well as discounted DTV equipment and services to Fox affiliates (B&C, Sept. 29, 1997). KDFW-TV, one of the 26 top-10 market stations that promised to begin DTV broadcasts by Nov. 1, 1998, will use a Comark Advantage 75 kw transmitter (with Comark's 8-VSB modulator) to broadcast on DTV ch. 35.



Crawford Satellite Services is expanding its SNG fleet.

Crawford Satellite Services, a division of Atlanta-based Crawford Communications, is expanding its transportable satellite fleet and coverage area. The company is expanding its fleet to eight trucks and has added a remote base in Dallas for quick travel to Midwest locations. Crawford has taken

delivery of two trucks and has ordered two additional vehicles from Frontline Communications to be delivered in June 1998. The satellite truck fleet expansion and retooling includes the addition of a fully redundant C-band truck and a fully configured Ku-band uplink/production truck with three cameras, ADO, still store and B-MAC encryption. Both trucks are available for immediate booking. In June, Crawford will add a new nine-rack uplink/production truck and a second production truck that will replace one of the company's existing vehicles.

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Broadcasting & Cable's **Telemedia**

THE CONVERGENCE OF TELEVISION, RADIO AND NEW MEDIA

Internet Consumer Services

CyberStar aims to lead satellite 'Net biz

Service to offer premium 'channels' from 50 content providers

By Richard Tedesco

CyberStar is on target to launch the first national satellite-delivered Internet consumer service early next year.

The Loral Company unit, started in 1996, plans to charge consumers \$20 for a basic package of content custom-tailored for CyberStar from 50 content providers it claims as commercial or demonstration partners. Disney is among the commercial content partners, according to Jack Weinberg, CyberStar

executive vice president. Content will be periodically downloaded from the satellite to the PC user's hard drive.

The consumer service will include premium content "channels," including a game channel and a fashion channel that will carry incremental charges not yet determined, according to Weinberg. The company anticipates a big response from consumers who will surf the 'Net in addition to accessing cached content, says Weinberg: "We think people are going to want to browse."

Adaptec is the initial nonexclusive supplier of \$180 receiver cards that allow consumers to use CyberStar. Small Ku-band dishes—at an additional \$200 to \$250—are also needed for reception. A service for business users launches this fall with dishes priced at \$350 to \$400. The service will use a terrestrial or telco return path.

Eventually the service will be transmitted from a DBS satellite, according to Weinberg, who says it could also be integrated into existing high-speed Internet cable services.

The company declined to indicate the start-up costs involved in the venture. But it will be considerably less costly than the Teledesic satellite data service planned by Bill Gates and Craig McCaw. Plans for that \$10 billion project call for launch of 350 satellites. Using the broad Ku-band frequency, Loral will use only three satellites in much deeper orbit to deliver the CyberStar service.

Connecting the unconnected is the mantra driving the effort: CyberStar aims at an Internet audience outside major metropolitan areas of the U.S. CyberStar's premium services may be provided on a pay-per-use or monthly access basis. Pay-per-view events also will be part of the picture. The service will enable software distribution as well. TM

Dancing baby gives Kinetix unexpected kick

When the now renowned dancing baby debuted on Fox's *Ally McBeal* several months ago, it was the latest unanticipated incarnation of the precocious toddler from Kinetix.

Kinetix was unaware that the show's producers had put the baby in the episode, which focused on the main character's ticking biological clock. They'd apparently come across the Kinetix kid on the Internet where it had been a growing phenomenon on various sites for the preceding nine months, according to Michael Palmer, Kinetix director of worldwide sales: "It's all over the place."

All over the place includes Blockbuster Video TV spots, a position above the backboard at Golden State Warriors home games and possible use in an upcoming Fox campaign for its fall season. The only licensing rights Kinetix has sold went to a T-shirt manufacturer. So apart from printing its image, the baby is fair game for any developer who pays the \$650-\$850 street price for the Kinetix character studio software that generates it. "Anybody can buy the software and do anything with the character they want," Palmer says.

It wasn't as though Kinetix needed the kick start: The company had some \$33 million in revenue last year. But, Palmer notes, the dancing baby boom hasn't hurt the business. And it will probably help to spark sales of Kinetix's new software package when it ships in June. —Richard Tedesco



Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Position Announcement

SENIOR VICE PRESIDENT FOR RADIO 98.7 WFMT-FM & THE RADIO NETWORKS *Chicago's Fine Arts Station*

WindowToTheWorld Communications, Inc. (WWCI)—parent organization for WFMT-FM & The Radio Networks, WTTW Channel 11. The Chicago Production Center, and WTTW Store of Knowledge in Chicago—seeks applications for the post of Senior Vice President for Radio. The post reports to the WWCI President & CEO and is responsible for: planning, leading, directing, and evaluating the overall management of administrative, financial, programmatic, marketing, and technical activities of WFMT & The Radio Networks, and for effective liaison of the enterprise with the Radio Committee of the WWCI Board of Trustees. WFMT-FM & The Radio Networks has a budget in excess of \$5 million, state-of-the-art facilities and a 40-member staff. WFMT-FM is a unique and nationally recognized commercially licensed station that broadcasts high quality heritage classical music, live performance, and public service programming to a significant and appreciative Chicago area audience. In addition, programming from WFMT's Fine Arts Network, Beethoven Satellite Network, and Jazz Satellite Network is carried by over 600 stations within and outside the United States.

The ideal candidate will have a minimum of a Bachelor's Degree in a relevant academic discipline, with an advanced degree preferred; at least seven years of successful senior broadcast management experience; demonstrated experience

with, and understanding of commercial or public radio arts and performance program formats, operations and opportunities; exceptional written, oral, analytical, administrative, financial planning, fund raising, marketing, and interpersonal skills; the ability to define, communicate and implement a corporate vision; an understanding of relevant FCC policies and regulations and new technologies; a commitment to EEO; and the intellectual and physical vigor and administrative versatility required for successful and dynamic leadership in a complex telecommunications environment.

The deadline for receipt of applications is June 8, 1998. Applications must include: 1) a narrative letter describing how training and experience directly relate to the outlined job responsibilities and qualifications; 2) a detailed professional resume; and, 3) the names, addresses, and telephone numbers of five references who can attest firsthand to the applicant's suitability for the post. Competitive salary and benefits, commensurate with professional qualifications, training and experience.

Applications should be directed to:



Ronald C. Bornstein
Bornstein & Associates
1524 E. Crown Ridge Way
Tucson, AZ 85737

WWCI IS AN EEO EMPLOYER

GROUP VICE PRESIDENT

Major Broadcast Company has an opening for a Group VP based on the West Coast. Experience must include multi-market radio or TV management with a "hands-on" work ethic. Ideal candidate will be good at maximizing profitability, building relationships, marketing and hiring. West Coast contacts a plus. Our client's employees are aware of this ad. Interested candidates should contact Laurie Kahn/Rep Temps 312-944-9194 ASAP.

KSPI-AM/FM, Stillwater, OK's market leader, has immediate opportunity for sales-driven GSM/GM. New state-of-the-art facility, highly desirable college growth market. Fax resume to Robert B. Mahaffey, 417-883-9096 or call 800-725-9180. EOE.

International Opportunity. General Manager. Saga Communications. We are seeking a General Manager to oversee and run six FM radio stations in Reykjavik, Iceland. This capitol city is the gem of the North Atlantic. It is a contemporary city of about 200,000 with high culture and mandatory English as a second language. The climate is not severe, as the country is warmed by the Gulf Stream. Iceland is four hours by air from Boston and two hours by air from London. Minimum posting period is one year with renewal options. The proper candidate should be one with high people skills and a teacher and leader. Being a trainer and a visionary are a must. The staffs are excellent and are awaiting somebody to infuse them with the proper programming and sales skills. We will gladly share more with you if you are sincerely interested in what we believe is a wonderful opportunity. Please fax or mail your resume to me: Ed Christian, President/CEO Saga Communications, 73 Kercheval Avenue, Gross Pointe Farms, MI 48236. Fax 313-886-7150. EOE.

Want to own your own Low Power FM radio station for less than the price of a new car? Any city. Learn how at website www.concentric.net/~radiotv or call Mr. Skinner 954-340-3110.

ANNOUNCER WANTED

Play By Play Announcer in Ohio looking to branch out. 20 years experience in all HS and some college level sports. Travel, freelance, ok. Can contact me at 419-678-1006.

HELP WANTED SALES



"I'd like to help you
win your career"
-Jim Birschbach-

birschbach media
sales recruitment
303-368-5900

Fax resume to: 303-368-9675

WERO/WDLX is looking for the right person to lead the best broadcast sales department in eastern North Carolina. Please send a complete resume including references and a letter telling us why you are the right person for this position. Extensive broadcast sales experience is a must and prior sales management would be helpful. We are looking for a well-rounded person who will work with our staff on the streets as well as carry a list. Send all resumes to Webster A. James, Vice President/General Manager, P.O. Box 1707, Washington, North Carolina 27889. WERO/WDLX and Pinnacle Broadcasting are Equal Opportunity Employers.

HELP WANTED TECHNICAL

Chief Engineer Radio/Audio- The Department of RTVF at the University of North Texas is seeking an engineer to fill the position of chief engineer for non-commercial station KNTU-FM and audio engineer for the department's audio labs. Applicant qualifications should include five years broadcasting, maintenance and repair experience; analog and digital multi-track audio equipment experience highly preferred; graduation from high school, supplemented by courses in electronics; FCC general class license and Society of Broadcast Engineers certification or equivalent. Hours: Mon.-Fri., 8-5 with some evenings and weekends as needed. Position begins 9/1/98. The University of North Texas is an Equal Opportunity, Affirmative Action Employer. For more information, contact the Employment Office at the University of North Texas at 940/565-4240, Metro 817/267-3731, fax 940/369-7137.

HELP WANTED NEWS

Morning Drive News Anchor. Mid Atlantic major market heritage station seeking experienced morning drive news anchor. Must be an aggressive self-starter, with a contemporary writing style and professional, authoritative delivery. Requires a minimum of three years prior radio experience, preferably in a news/talk or all-news environment. College degree is desirable, but work experience is taken into consideration. Experience with AVID newsroom computer system and Windows helpful. Should be proficient at conducting interviews, gathering and editing tape, and operating news studio control board. Must have excellent news judgement and the ability to act quickly in emergency situations. Please send tape and resume to Box 01360 EOE. Women and minorities are encouraged to apply.

SITUATIONS WANTED MANAGEMENT

20+ years GM/GSM success in Major/Medium/Small markets. Startups, upgrades too! Your confidential inquiry to 815-436-4030. Midwest/Illinois, Houston preferred.

Florida. Radio GM/GSM for 20+ years. Heavy sales background. Excellent salestrainer. CRMC Creative innovative revenue generator. Love challenges, building teams and winning. Six years in last job. Company eliminated position. Jim Lord Chaplin, 626 N 4th Street, Montrose, CO. 81401. 970-249-9055.

Problems with ASCAP, BMI, SESAC? Fees too high, annual financial reports, audit claims? Call Bob Warner today! 609-395-7110. Fax 609-395-7112.

SITUATIONS WANTED NEWS

UNIQUE T.V. AND RADIO TALENT

One of industry's best and most creative sports commentators seeks prime talk show slot in Top Ten market. Possible combo with #1 T.V. anchor job. Might consider general talk as well. All replies in strictest confidence. Box 01362.

LEASED PROGRAMMING

Produce, host your own radio show, and generate hundreds of qualified Leads 50,000 watt NYC radio station. Call Ken Sperber 212-760-1050.

HELP WANTED SALES

Account Executive - KYW-3, the CBS owned and operated station in Philadelphia, has an immediate opening for a Senior Account Executive. Candidate must possess strong negotiation and presentation skills plus a proven track record with major agencies and new business development. Ideal applicant understands the importance of relationships, teamwork, and a positive attitude. Computer skills a must, college degree preferred. Send resume to Ben Oldham, Local Sales Manager, KYW-3, 101 S. Independence Mall East, Phila, Pa. 19106. EOE M/F ADA

Local Sales Manager. Opportunity for a take charge leader with proven sales success. Looking for a motivated, creative and aggressive individual to join our sales management team. This is a hands-on job. Candidate should possess strong team building and coaching skills through positive motivation. Must be promotionally oriented, computer literate with knowledge of TV Works and STAR a plus. Great opportunity in a great community. Drug screen required. NBC 25 is a small market NBC affiliate. We offer a comprehensive benefit package, including 401(k) and section 125 plans. Send resume, cover letter and salary requirements to NBC 25, Dept. W, 13 East Washington Street, Hagerstown, MD 21740. 800-842-1837. EOE.

General Sales Manager. Excellent opportunity to join KXTX-TV, Dallas/Fort Worth, home of the Texas Rangers, Dallas Mavericks, Blg 12 basketball/football. Requires hands-on leader successful in directing both local and national sales. Experience in sports, sponsorship sales and independent background are real pluses. Forecasting, pricing, inventory control and achieving sales goals all critical to this position. Includes oversight of sales marketing, traffic and research. Send letter and resume to GM, KXTX-TV, 3900 Harry Hines Blvd., Dallas, TX 75219, or fax 214-523-5872. No phone calls please.

Telemundo Network, Inc., a Spanish language television network, seeks a Sales Systems Manager for its New York office. Responsibilities include: overseeing Donovan & TvScan sales systems; conducting sales training; acting as liaison between Telemundo and vendors; and, evaluating new sales systems. Position involves travel. Ideal candidate will: a) have knowledge of sales process and expertise with Donovan/TvScan (research, sales and management reports); and, b) be a motivated self-starter with strong written/verbal communication skills. Candidate should also have a college degree, be PC literate (MS Word/Excel) and have 2+ years media/agency experience. We are an Equal Opportunity Employer and offer a competitive compensation and benefits package in an exciting entertainment environment. For consideration, please forward your resume and salary requirements to: Telemundo Network, Inc., Human Resources, 2290 W. 8th Avenue, Hialeah, FL 33010. Fax: 305-889-7079.

TV Sales. Attention Broadcast Sales Professionals! KSTU FOX 13 Television, a FOX O&O in Salt Lake City, is looking for a full-time Account Executive. Full benefits package available. If you have a bachelors degree in business, media sales, communication, related field or equiv. and previous sales experience, preferably in media sales, television and/or radio, we would love to talk to you. This is an ideal chance to join a successful station located in the heart of the Rocky Mountains. Please send resume to KSTU FOX 13, Human Resources, 5020 W. Amelia Earhart Drive, Salt Lake City, UT 84116 or Fax 801-536-1315. Equal Opportunity Employer.

TELEVISION

HELP WANTED MANAGEMENT

Communications Sector

Harris Corporation: Destination Digital

Harris Broadcast Division has the following positions available in our Quincy, IL facility:

Systems Engineer

Develop specifications for Broadcast systems, subsystems, small programs and products with emphasis on analog and digital TV. This person will be responsible for coordinating and implementing engineering design for components, subsystems, and systems with a consistent focus on continual quality improvement; generate systems, subsystems, or program level specifications. Prepare written proposals. BSEE.

Electrical Engineer

Responsible for the design of Broadcast antenna systems. Must be familiar with Broadcast systems, coaxial power splitter design and antenna array synthesis. Must have excellent computer programming skills in C++/Visual Basic and a working knowledge of EDX software. BSEE.

Low-Frequency Power Engineer


Responsible for the design and development of high-efficiency switch-mode power amplifiers for operation up to 1.6 MHz. Design and develop switching, variable-conduction angle, and linear power supplies for broadcast equipment in 25-500 Vdc, 1-1,000 kw power range. Must have a knowledge of current semiconductor power devices for 25-500 Vdc operation. Experience with high PF, low AC mains T-1D and transient suppression in 1-1,000 kw power range. MSEE/BSEE

If you possess 2-5 years of relevant experience and are interested in joining a dynamic organization with endless growth opportunities, send your resume to: Shawn Oberreiter, Supervisor, Human Resources, Harris Corporation—Broadcast Division, 4770 Duke Drive, Suite 200, Mason, OH 45040; or fax: 513-459-3892; e-mail: soberrei@harris.com We are an Equal Opportunity Employer.



Visit our web site at: www.broadcast.harris.com

TRAFFIC DIRECTOR



Bravo, the premiere Film and Arts Network seeks a skilled leader to direct Traffic Operations from our New York office. Candidate needs five to seven years experience in television trafficking and must demonstrate initiative, strong communication skills, and a proven track-record for managing people. Please send salary history/requirements to **Human Resources, Dept. JH, 150 Crossways Park West, Woodbury, New York 11797.**

We are an Equal Opportunity Employer

Account Executive. #1 station in beautiful Charleston, SC looking for team player with solid experience in broadcast sales. good oral and written presentation skills, computer proficient, new accounts development, and the ability to function as a member of a goal oriented, successful selling team. Candidates should send resumes to: WCSC-TV, PO Box 160005, Charleston, SC 29416-6005, Attn: Human Resources. EOE.

National Sales Manager. KXTX-TV Dallas/Fort Worth home of the Texas Rangers. Dallas Mavericks, Big 12 basketball/football seeks experienced NSM with ability to coordinate and direct sports and sponsorship sales along with conventional indy programming. Exciting opportunity for well organized individual with passion for sports and equal drive to achieve budgets. Inventory control, pricing, use of research tools, rep direction and management all key to this position. Send letter and resume to GM, KXTX-TV, 3900 Harry Hines Blvd., Dallas, TX 75219, or fax 214-523-5872. No phone calls please.

Act Now! "The Home of Classic TV" WJYS-TV62 is seeking highly aggressive sales reps with a minimum of 2-3 years experience in TV, Radio, Cable Ad Sales or Print. Sales reps must have the ability to sell creative concepts. Starting salary \$32,000 base plus 15% commission with benefits. Fax resume to: (708)633-0382 Attn: GSM

HELP WANTED MARKETING

Development Associate to assist the Development Director in fund-raising activities including coordination of membership drives, contributions and computer data input for a PBS station in the 26th largest market close to the nations 2nd largest market. Must have a two-year degree and six-months experience or a combination as outlined in the application. Salary range \$22,392 to \$27,216, with excellent fringe benefits. Applicants must be postmarked no later than April 30, 1998. Contact Human Resources, KVCR-TV/San Bernardino Community College District, 441 West Eighth Street, San Bernardino, CA 92401-1007, 909-884-2533. Or call the Jobline at 909-384-0853. EEO/AA.

Creative Services Account Executive. You're passionate about branding and know how to drive audiences to the screen. You're as comfortable with the CEO as you are with the CD. You're ready for convergence and you're ready to talk with one of the nation's leading Entertainment Marketing Companies. If this sounds like you, fax your resume to B. Sitz at 310-845-3301.

General Sales Manager NBC-9 Abilene, Texas. The newest addition to the fast growing Sunrise Television group is seeking a GSM to lead our station. This is a tremendous opportunity for a results oriented manager. with an excellent organization. Please send your resume to: Personnel Department, NBC-9, P.O. Box 178, Abilene, TX 79604. NBC-9 is an equal opportunity employer.

HELP WANTED TECHNICAL

Engineer. Roscor Corporation, a world leader in communication systems engineering and integration, has unique opportunities for engineers with a solid background in television systems, transmission systems and satellite communications systems design. Opportunities require applicants to travel and/or live abroad. A minimum of 5 years experience and engineering degree are required. Send resume to Roscor Corporation, 1061 Feehanville Drive, Mt. Prospect, IL 60056 or fax them to 847-803-8089, to the attention of V. Schwantje.

KSTS TV48 TELEMUNDO

DIRECTOR OF ENGINEERING & OPERATIONS

KSTS-TV48, the Telemundo O&O in San Jose, CA, is seeking an experienced "hands-on" technical manager to oversee its day-to-day operations, and to play a significant role in the station's transition to digital TV.

Qualified candidate should have significant experience in broadcast engineering, including maintenance, production and news operations. Interested applicants must also possess excellent verbal and written communication skills. A degree in a technically related field or equivalent experience is required. Knowledge of physical plant systems, technical construction and experience in capital planning and implementation a plus. Fax resume and salary history to 408-435-8233 or send to:

Ralph E. Herrera, Station Manager
Telemundo of Northern California, Inc.
KSTS-TV48
2349 Bering Drive
San Jose, California 95131

Telemundo of Northern California, Inc.
is an Equal Opportunity Employer.

Crawford Communications is now hiring for the following positions:

Transportable Uplink Operators

Seasoned operators are needed to enhance our ever-growing transportable division. Must have a strong working knowledge of RF electronics and broadcasting standards, and be able to effectively trouble-shoot while in the field. Candidates should understand and be familiar with the time sensitive nature of breaking news, and be client oriented to that end. Various bases available. Should enjoy travel. CDL license preferred. Please send resume and salary history to Missy Bern, Manager of Transportable Operations.

Master Control Operators

Working knowledge of automation systems (Odetics preferred), videotape formats and DOS experience required. Please send resume and references to Nena Thompson, Manager of Network Operations.

Teleport Operations Technicians

Qualified applicants must have at least (3) years of operations experience in a Teleport or Satellite Broadcast facility. Required experience includes performing C and KU band uplink/downlink services and familiarity with various transmission encryption systems. Working knowledge of all videotape formats and basic editing skill desired. We are seeking a team player with strong communication skills and the ability to grow and learn new technology. Please send resume and references to Ed Deckert, Manager of Satellite Operations.

**Crawford Communications is located at 535 Plasamour Drive, N.E.;
Atlanta, GA 30324; Telephone: 404-876-7149 Fax: 404-873-0292**

Fax your classified ad to *Broadcasting & Cable.*

(212) 206-8327

SYSTEMS ENGINEERS

FRONTLINE

Communications Corporation

Frontline Communications needs Broadcast Systems Engineers with experience designing and testing Audio, Video, Satellite Uplink and Microwave Systems used in Television Broadcast Vehicles. The position requires working directly with clients. Fluency with AutoCAD is a must. Send or FAX resume to the attention of Personnel at Frontline Communications, 12725 Automobile Blvd., Clearwater, FL 33762; FAX: 813-573-1135. Frontline offers competitive salary, health and dental insurance, 401K.

EOE. Drug Free Work Place.

Chief Engineer. Progressive intermountain network affiliate has an immediate opening for a Chief Engineer. Hands on operation will require knowledge of transmitter/studio and computer technologies. Personnel skills and a strong management team approach are a must. FCC General or SBE Certification required. Please send resume to: Kelly Sugai, General Manager, KIVI Television, 1866 East Chisholm Drive, Nampa, Idaho 83687.

Air Operations Master Control Operator. NBC12 (WWBT-TV), Jefferson-Pilot Communications in Richmond, VA has an immediate opening for an experienced Air Operations Master Control Operator. Send current resume to Judy Gibson, Human Resources Director, NBC12, PO Box 12, Richmond, VA 23218. No calls. EOE MFD.

Producer/Reporter

We seek a freelance News Producer/Reporter with experience in producing medical or health related news programming. Most work will be in the NY Metro area, however some travel may be required. **Send resume and VHS tape to Ben at: University News, 83 Cromwell Avenue, Staten Island, N.Y. 10304**

TV News Photographer. WAVY-TV, a top 40 market TV station, is looking for an experienced, creative photojournalist to shoot local TV news. Must be a fan of photo essays and packages with lots of natural sound. We are in the Hampton Roads, Virginia area, which includes Norfolk, Virginia Beach and Williamsburg...about 3 hours south of Washington, DC. If you think you can catch the viewers attention by consistently shooting creative, upbeat stories, send tape and resume to Jeff Myers, Chief News Photographer, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls. EOE.

HELP WANTED NEWS

REPORTER

Must demonstrate skill in writing conversational broadcast copy, incorporating appropriate visual elements under daily deadline pressure. Must have above average typing skills and possess the ability to learn to use the newsroom's computer system. College degree and a minimum of 2 years experience as a news reporter for a commercial television station preferred. Must be able to work all hours and shifts.

VIDEO TAPE EDITOR

Must demonstrate skill in video tape editing under daily deadline pressure. Must have at least two years experience as a news tape editor in a news department of a commercial television station. Must be able to work all hours and shifts.

WRITER/VIDEO TAPE EDITOR

Must demonstrate skill in writing conversational broadcast copy, incorporating appropriate visual elements under daily deadline pressure. College degree preferred. Must be able to work all hours and shifts.

PRODUCER

Must demonstrate skill in producing feature segments. College degree and a minimum of 2 years experience in television news preferred. Must be able to work all hours and shifts.

For consideration, forward resume and letter to: KTVI/FOX 2, Human Resources Director, 5915 Berthold Avenue, St. Louis, MO 63110. Job Line: 314-644-7414. No phone calls, no faxes please. KTVI offers an academic credit internship program for registered college students.

WISC-TV has a full time opening for a News Photographer/Editor. A proficiency in television news photography and videotape editing is required. Knowledge of microwave and satellite truck operations and non-linear editing would be helpful. You should be creative, responsible and a quick learner. Must have an excellent driving record. Resumes accepted until May 4, 1998. Please send videotape/resumes to Mike Van Susteren, News Operations Mgr, WISC-TV, 7025 Raymond Rd, PO Box 44965, Madison, Wisconsin 53744-4965. EOE, M-F.

Assistant News Director - This person also functions as our E-P who plans and supervises special projects; develops research-based strategy and helps to oversee the daily newsroom operation. Qualifications: Degree in Journalism or equivalent; 5-10 years experience (3 years as a news manager). Individual must be computer savvy (NewStar experience very helpful) and must know what it takes to keep a top-rated, dynamic newsroom moving forward. Please submit resume, references, salary requirements and news philosophy to: Bruce Whiteaker, News Director, KXAN-TV, 908 W. MLK Blvd., Austin, TX 78701. whiteaker@kxan.com KXAN-TV is an Equal Opportunity Employer

WISC-TV, Madison, Wisconsin has an immediate opening for a Weekend Producer/Weekday Reporter. Duties include setting up coverage for weekend shows and producing four weekend newscasts; general assignment reporting during the week. Two years experience is preferred; applicants should have prior producing experience. Send non-returnable tape and resume to: Carmelyn Daley, WISC-TV, 7025 Raymond Rd, PO Box 44965, Madison, Wisconsin 53744-4965. EOE/M-F. Applications accepted until April 24th.

News Expansion. Want to join the fastest growing news team in Charlotte? Want to make your home in the south's most livable city? Want to work for a company that puts journalism first? A.H. Belo's NBC6 is searching for an assignment editor, producer, traffic reporter, meteorologist, (2) morning anchor/reporters and (2) videotape editors to join our growing news operation. We are expanding our weekday morning newscasts and are looking for high energy, hard working, extremely motivated journalists. If you are the best in your newsroom and are looking for the coaching and creative environment to be even better - send your resume, resume tape (if applicable) and salary history to: (No phone calls, please): NBC6, Human Resources Department, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. EOE/M/F/V/H.

Weekend Anchor/Reporter: New FOX affiliate in Virginia Beach. Employee will report during the day and anchor the station's 10pm weekend news. The ideal candidate will have two years experience as an anchor. Strong writing and editorial judgement is critical. No beginners. Send VHS tape, resume and news philosophy to David Strickland, News Director, WVBT FOX 43 News, 300 Wavy Street, Portsmouth, VA 23704. WVBT is an Equal Opportunity Employer. No phone calls!

WWTW, Northern Michigan's News Leader, seeks to fill the following positions: *Anchor.* We want an experienced journalist for our one hour 5:00 pm newscast. We need a strong writer with solid news judgement and on-air ability. 2-5 years experience. No phone calls. *Reporter.* Looking for excellent story teller, conversational writer and team player. Minimum one year experience needed. No phone calls. *Producer.* Northern Michigan's number one news station needs a producer with strong writing skills. We discourage predictability. We want a creative story teller who keeps viewers interested from beginning to end. Phone calls accepted. *Photojournalist.* The top rated news station in Northern Michigan wants a photojournalist who takes pride in their work. We are building our news department with N.P.P.A. quality photojournalists. We shoot on Beta SP, and have two new microwave trucks and a loaded SNG rig. For all positions, Please send resume and tape to Jon-Michial Carter, Director of News and Operations, 9&10 News, P.O. Box 627, Cadillac, MI, 49601. Producers or Photojournalists may call 616-775-2478 #3300.

Television General Assignment Reporter. WZZM 13, the Gannett-owned ABC affiliate in Grand Rapids, Michigan is looking for a Reporter. We need someone who can work a beat and bring a lead story idea to the table every day. At least 2 years of broadcast television experience required. No phone calls please. Send your Beta or VHS tape immediately to: Bill Dallman, News Director, WZZM 13, 645 - Three Mile Road NW, Grand Rapids, MI 49544. EOE

Producer: WICS-TV, the NBC affiliate in Springfield, Illinois, is looking for a 10PM producer. We want someone with excellent writing skills and good news judgement. You must be able to craft a locally driven, highly produced newscast. At least one year producing experience and college degree required. Send non-returnable tape and resume to: Sue Stephens, News Director, WICS-TV, 2680 East Cook Street, Springfield, IL 62703. EOE. Women and minorities are encouraged to apply. WICS is an Equal Opportunity Employer and a division of Guy Gannett Communications.

Television Newscast Producer. WZZM 13, the Gannett-owned ABC affiliate in Grand Rapids, Michigan is looking for a newscast producer. We need a creative leader who communicates with the viewer, wins the big story, writes to pictures and isn't afraid to take a chance. At least 2 years of broadcast television experience required. No phone calls please. Send your Beta or VHS tape to: Bill Dallman, News Director, WZZM 13, 645 -Three Mile Road, NW, Grand Rapids, MI 49544. EOE

Reporter: New FOX affiliate in Virginia Beach. Candidates must have at least two years experience as a reporter. No beginners. Send VHS tape, resume and news philosophy to David Strickland, News Director, WVBT FOX 43 News 300 Wavy Street, Portsmouth, VA 23704. *WVBT is an Equal Opportunity Employer. No phone calls!*

Reporter. The number one station in the 37th market is expanding. We need a "frontline" reporter who wants to lead the broadcast every day. We're looking for someone who knows how to "enterprise" a story and use all the tools of the medium to tell it. If that's you, send your non-returnable tape, resume and references to: Jim Loy, News Director, WOOD TV8, 120 College Avenue, SE, Grand Rapids, MI 49503. WOOD TV8 is an Equal Opportunity Employer.

Producer/Director. WOTV/ABC in Battle Creek, MI. 37th market has an opportunity for full-time producer/director. Must have experience directing and switching live newscasts. Non-linear editing and shooting skills a plus. Broadcast degree preferred. No phone calls, please. Send resume and non-returnable aircheck with directors track to: Pat Linehan, Production Manager, c/o WOOD TV8, 120 College SE, Grand Rapids, MI 49503. WOTV/ABC is an EOE.

Reporter. Require a motivated General Assignment Reporter who can write to great pictures and work with natural sound. Strong live skills and ability to turn packages under deadline a must. Candidate will be able to enterprise stories and know how to make contacts in the community. Send cover letter, tape and resume to: Human Resources, WHP-TV 21/UPN 15 WLYH, 3300 N. 6th Street, Harrisburg, PA 17110. EOE/MF.

Producer (2): New FOX affiliate in Virginia Beach. Responsible for the station's 10pm news. Candidates must have at least two years experience. No stackers! No beginners. Send VHS tape, resume and news philosophy to David Strickland, News Director, WVBT FOX 43 News, 300 Wavy Street, Portsmouth, VA 23704. *WVBT is an Equal Opportunity Employer. No phone calls!*

Photographer (2): New FOX affiliate in Virginia Beach. Experienced and creative photojournalists to shoot and edit local TV news. Candidates must have two years experience and be a fan of photo essays and packages with lots of natural sound. Video must be able to catch and hold the viewer. Experience in microwave live van operations required. Send tape and resume to Jeff Myers, Chief Photographer, WVBT FOX 43 News, 300 Wavy Street, Portsmouth, VA 23704. *WVBT is an Equal Opportunity Employer. No phone calls!*

Weekend Assignment Editor: ABC-owned station needs a weekend assignment editor to guide an aggressive weekend news team. Candidates should understand electronic news gathering technology; have strong news judgement; have organizational skills; can gather information by phone; and have a good grasp of logistics. We put a premium on relentless, decisive people who work well in a team environment. A Bachelor's degree in Journalism, Communications, or a related field is preferred but not required. One-two years experience in a small or medium market is a plus. Send your resume to: News Director, WTVD, P.O. Box 2009, Durham, NC 27702. No Phone Calls. EOE.

I shot myself in the foot... again. I promoted one of my best producers and now need a hot shot replacement. If you've got at least two years experience and know how to build a newscast viewers will make an appointment to watch, write don't call. Send tape and resume to Joe Riddle, KLAS-TV, 3228 Channel 8 Drive, Las Vegas, NV 89109. EOE.

Photographer - Allbritton Jacksonville, Inc., operator of WJXX ABC25 in Jacksonville, Florida, and WBSG ABC21 in Brunswick, GA, has an opening for an experienced Staff Photographer. We need someone who can shoot, edit, operate ENG equipment, and contribute to a creative story. Experience required. Minimum two years of college preferred. Must be available to work irregular hours including weekends and holidays. To apply, rush VHS tape (non-returnable) and resume to: Human Resources Manager, WJXX ABC25, 7025 A.C. Skinner Pkwy., Jacksonville, FL 32256. AJI is an EEO employer; minorities and women encouraged to apply.

WISC-TV, Madison, Wisconsin has an immediate opening for a Weekend Anchor/ Weekday Reporter. Duties include: Working closely with a producer putting together top-notch weekend news and general assignment reporting during the week. Two years reporting and some anchoring experience is preferred. Send non-returnable tape and resume to Carmelyn Daley, WISC-TV, 7025 Raymond Rd, PO Box 44965, Madison, Wisconsin 53719. EEO/M-F. Applications accepted until April 24th.

News Producer. Looking for someone who can make big ideas work for small market station. Applications should have college degree and newsroom experience. Outstanding writing skills a must. Able to motivate and supervise. Able to respond quickly to breaking news and severe weather. Rush resume, cover letter and non-returnable tape to: John Schuldt, News Director, KDLH NewsChannel 3, 425 W. Superior Street, Duluth, MN 55802. *KDLH is an Equal Employment Opportunity Employer.*

News Director - NBC-9 Abilene, Texas. The newest addition to the fast growing Sunrise Television group is seeking a news director to lead a newly equipped news department to victory, in one of Texas best locations. This is a tremendous opportunity for growth with an excellent organization. Please send your resume to: Personnel Department, NBC-9, P.O. Box 178, Abilene, TX 79604. NBC-9 is an equal opportunity employer.

Meteorologist. ABC6 has an immediate opening for a Meteorologist. This full-time weekend position requires the candidate have an AMS Seal of Approval or equivalent. The successful candidate will work with the latest WSI technology and more. Please send your resume and non-returnable tape to: Ingrid Johnson, News Director, ABC6, 10 Orms Street, Providence, RI 02904. EOE.

Dayton's NBC is looking for an experienced Senior Reporter. Successful candidate will have at least four years of reporting experience, as the top reporter at your current station. This is a high-profile position. Investigative skills a must. If you are the reporter whose story leads the newscast every day, this is the ideal position for you. No beginners please. Send resume and tape to News Director, 1731 Soldiers Home Road, Dayton, Ohio 45418. No calls please. EOE.

(2) News Positions: Strong Mid-west affiliate is looking for applicants for two News positions: *Anchor/Reporter...* Co-Anchor 5PM newscast, and report for nightside. We are looking for a strong communicator who writes well and delivers well. A college degree or equivalent work experience, and at least one year of anchoring required. You must be a Team player. *Reporter...* Strong communication and writing skills are required for the position. A college degree or equivalent work experience, and at least one year News reporting. Send resumes and non-returnable VHS tapes to Box 01358. EOE.

Newscasters, Sportscasters, Weathercasters, interested in representation? Need help moving up to your next opportunity? Send VHS tape and resume or call Steve Porricelli, SP Management, 6 Shamrock Lane, Newtown, CT 06470. 203-758-9394.

Editor (2): New FOX affiliate in Virginia Beach. Candidates will be responsible for videotape editing of stories for all broadcasts. Knowledge of Newstar and computers is a plus. Send tape and resume to Karen Acker, Chief Editor, WVBT FOX 43 News, 300 Wavy Street, Portsmouth, VA 23704. *WVBT is an Equal Opportunity Employer. No phone calls!*

P/T Weekend News Anchor - WFSB, a Meredith Broadcasting Group station, is seeking candidates to co-anchor the leading weekend newscast in a very competitive market. Send resume to Steve Sabato, News Director, 3 Constitution Plaza, Hartford, CT 06103-1821. EOE.

Anchor/Reporter (2): New FOX affiliate in Virginia Beach. Employees will report during the day and anchor the station's 10pm News. The ideal candidate will have three years experience as an anchor. Strong writing and editorial judgement is critical. No beginners. Send VHS tape, resume and news philosophy to Dave Strickland, News Director, WVBT FOX 43 News, 300 Wavy Street, Portsmouth, VA 23704. *WVBT is an Equal Opportunity Employer. No phone calls!*

Assignment Editor - WTVF/Nashville. Experienced and aggressive to run dayside newsgathering desk for CBS affiliate. Supervise crews and reporters in field, coordinate live shots, monitor scanners, develop stories. Ability to effectively manage resources is critical. Satellite newsgathering knowledge essential as well as ability to deal with pressure. You should know what it takes to produce a winning newscast! Send resume to Tom Beach, Assignment Manager, NewsChannel 5, 474 James Robertson Parkway, Nashville, TN 37219. EOE.

News Director: WCBD-TV2, NBC in Charleston, Charleston, SC, needs a top flight News Director with solid background in investigative and enterprise reporting, plus high energy, high content newscast. Will consider Executive Producer or Assistant News Director with this experience. This is a national, award-winning news team that needs very good leadership. Send resume and cover letter regarding philosophy, awards, and salary requirements to GM, WCBD-TV, 210 W. Coleman Blvd., Mt. Pleasant, SC 29464. M/F, EOE, drug test required.

Fast-Growing Fox Affiliate looking for Anchors and Reporters. We need aggressive types who will go the extra mile to get the story. If you'd rather sit in the car than knock on the door, don't even bother. 2-3 years experience a must. No calls. Send resume/tape to: Kathy Gazda, News Director, WXXA-TV FOX23, 28 Corporate Circle, Albany NY 12203. EOE.

HELP WANTED PROMOTIONS

Advertising and Promotion Director. Would you like to join a team of high quality top professionals and help build the best promoted station on the east coast? If you are creative, strategic, aggressive and a great team-player we've got your next job. We are looking for an experienced promotion manager who can build a great, new promotion department and help take this station to #1. We've got the bells and whistles, we've got the research, we've got the news product - we just need the smartest, most compelling promotion and the promotion leader to pull it all together. We can offer a fabulous quality of life, and a chance to live and work at the beach! We are a top 40 market station and owned by one of the country's premier media companies. If hard work, great people and unwavering desire to win sound good to you, then we'd like to hear from you. Please rush your resume and reel to: Box 01359. EOE.

Television's Fastest Growing Newsmagazine Needs On-Air Promo Whiz!

LA-based show is looking for a promotion writer/producer who's ready to take the next step in their career.

We need an experienced hands-on creative person to manage other writer/producers, and who can use their skills to help position our show.

Successful candidate will be involved in every step of producing show opens and station promos, from conception to execution.

This is a rare opportunity to be a part of one of television's biggest syndicated success stories.

We offer a competitive compensation package. If qualified, please send resume along with your demo reel (3/4 or VHS only) to:

Confidential Reply Service
Attn: ES/DEMO
11755 Wilshire Blvd., Suite 1600
Los Angeles, CA 90025.

Equal Opportunity Employer

PROMOTION MANAGER WRITER/PRODUCER

KONG TV, an independent television station managed by KING 5 TV under an LMA agreement, is seeking a Promotion Manager and a Writer/Producer. The Promotion Manager will provide overall creative direction for on-air, print, and radio. The Writer/Producer will translate concepts and scripts into TV and radio promos, print ads, and other collateral material.

Successful Promotion Manager candidates will have a college degree with minimum 4 years of on-air and radio independent television experience, strong leadership/management skills, and proven creative ability.

Writer/Producer candidates must have minimum 3 years television promotion experience with a focus on independent television, strong technical skills including off-line editing, radio and TV post and TV post productions, directing, and knowledge of music and design applications.

Send 2 copies of your resume and cover letter, and a non-returnable VHS or Beta tape to:
 KING 5 TV, Attn: HR Dept
 #K98A9/R21, 333 Dexter Ave. N.,
 Seattle, WA 98109

An EOE Employer - M/F/D/V



Promotions Writer/Producer. KHOU-TV, a CBS affiliate in Houston is looking for top notch promotion writer/producer who can produce everything from breakthrough spots to killer news topicals. Must have strong copywriting, graphics sense, and familiarity with editing/post production. Non-linear editing experience helpful. Minimum 2 years broadcast promotion experience. We offer a supportive work environment, excellent benefits, and a chance to join a fun creative team. Fax resumes to: Human Resources, Attn: Linda de-Prado, 713-284-8818 or mail to PO Box 11, Houston, Texas 77001-0011. No phone calls.

News Promotion Hot Shot! You want to make a name for yourself? KFMB-TV in San Diego is building a top-notch Creative Services team. We're now looking for a key producer who can turn out the hottest stuff in town. If you've got at least 2 years experience producing attention-getting news promotion that gets tune-in results, we want to see your reel. If you're a hands-on craftsman with AVID experience - that's a real plus! This is the job for a pro who wants to push the envelope and grow even more! If that's you, rush your resume and tape to Promotion Manager, KFMB-TV, 7677 Engineer Road, San Diego, CA 92111 EOE/MF. No phone calls please!

Promotion Manager. WGNT-TV, UPN 27, a Paramount Station in the Hampton Roads area of Virginia, is looking for a dynamic individual to add to our growing team. Wanted: a "hands-on" promo whiz to handle all on-air and off-air promotion efforts. You'll supervise our promotion producers and graphic artists, and coordinate all promotion inventory. You'll also plan and implement all outside media. This position will report to the Director of Programming and Promotion. A college degree and a minimum of three years experience in broadcast promotion is required. Send letter, demo reel (on VHS or Beta SP) and resume to: Dept.#105, WGNT, 1318 Spratley Street, Portsmouth, VA 23704. WGNT is an Equal Opportunity Employer. No phone calls, please.

Producer. WSBK-TV UPN38 seeks a creative, highly motivated person to produce on-air promos. Organize and write topical promotion and voice over copy. Maintain daily logs 2-3 years experience required. AVID editing experience plus. Send resume and tape to Promotion Department, WSBK-TV UPN38, 83 Leo Birmingham Parkway, Boston, MA 02135. An Equal Opportunity Employer.

Promotion Producer. WSBK-TV UPN38/WLWC-TV UPN28 seeks a creative, highly motivated person to produce on-air promos and promotional campaigns. Maintain and organize topical promotion and daily logs. AVID editing experience preferred. 3-5 years major market experience required. Send resume and tape to Promotion Department, WSBK-TV UPN38, 83 Leo Birmingham Parkway, Boston, MA 02135. An Equal Opportunity Employer.

HELP WANTED RESEARCH

Research Director. WFLA-TV, the NBC affiliate in Tampa is looking for a Research Director. Requires knowledge and use of all software from Nielsen for Ratings, AdVantage and AdViews. Responsibilities include maintenance of the AE Avail System - updating all data, installing enhancements, and solving low level hardware and software problems, as well as data reports for management, and creating sales collateral pieces for specials, sports, etc. Successful candidate will also assist with all sales presentations using one sheets and Power Point. To apply please send resume to WFLA-TV, Personnel Dept., 905 E. Jackson Street, Tampa, FL 33602. No phone calls please. WFLA is an Equal Opportunity Employer. M/F. Drug free workplace with pre-employment drug screening required.

HELP WANTED MISCELLANEOUS



As one of the fastest growing, most progressive broadcast groups in the nation, SINCLAIR COMMUNICATIONS, INC. owns and/or provides programming services or has agreements to acquire 55 stations in 37 separate markets, and owns, provides sales and programming services to, or has agreements or options to acquire 59 radio stations in 11 separate markets. Sinclair's television group will include ABC, CBS, FOX, NBC, WB and UPN affiliates. As our phenomenal growth continues, we seek the one element which gives us the edge on the competition and the power to stay on top - the best people in the business. If you are a motivated team player with a successful track record, an opportunity may await you at Sinclair:

Baltimore - Corporate Office
Financial Analyst
 Successful candidate for this unique opportunity will possess a 4-year degree in accounting or finance, minimum 3-year related work experience, and strong computer skills (including familiarity with Microsoft Excel). Please submit cover letter and resume (including salary requirements). BC#81

Baltimore - WBFF/WNLV-TV - FOX /WB
Promotion Writer/Producer
 Candidate should have 2-3 years promotion writing and producing experience at a TV station. Strong writing and conceptual skills a must. Hands-on editing experience a plus. Degree preferred. No beginners please. Pre-employment drug testing. BC#72

Charleston, WV - WCHS-TV-ABC
News Assignment Editor
 Immediate opening for someone who knows local news is more than just cops and courts. Previous desk experience desirable, excellent people skills essential and knowledge of live shot logistics a must. Send resume and references. BC#74

Charleston, WV - WCHS-TV - ABC
News Anchor
 Immediate opening for a 6 and 11 news anchor to complement our current 6 and 11 news anchor. If you're someone who connects with viewers from the anchor desk or live in the field and can achieve excellence, we want to hear from you. Three years of previous anchor experience a must. Send a non-returnable VHS tape and resume. BC#82

Raleigh - WLFL/WRDC-TV-FOX/UPN
Local Sales Manager
 Seeking a LSM to direct a team of professional AEs in Raleigh, NC. Must have strong people skills and the ability to coach and motivate while leading the staff to meeting and/or exceeding monthly budgets. A knowledge of inventory control and research is required. Prior TV sales management experience a must. Send resume. BC#83

Fennaco - WEAR-TV-ABC
Producer/Director
 Opening in the Creative Services Dept. for person with creative concept, planning, writing, shooting and editing skills. Also requires graphic design, creation and implementation skills (2D and 3D). Must be able to develop and maintain strong working relationship with sales personnel and clients. Experience with nonlinear editing systems, preferably Scitex strataspHERE, and computer experience a must. Degree in television production or marketing preferred. BC#84

Las Vegas - KUPN-TV-WB
Research Manager
 Seeking Research Manager to assist our sales team with effective research and sales-oriented tools. Must be good with numbers, computer literate and understand TV rating system. Experience preferred. Send resume. BC#85

Mail your resume in confidence immediately to:
 Broadcasting & Cable, 245 W. 17th Street, NY, NY 10011, Attn: Job # _____



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 EQUAL OPPORTUNITY EMPLOYER
 and a DRUG-FREE WORKPLACE
 WOMEN AND MINORITIES ARE ENCOURAGED TO APPLY

Classifieds

Belo owns 17 television stations reaching 14% of the country including: 4 ABC affiliates, 6 CBS affiliates, 5 NBC affiliates, 2 FOX affiliates, and operates (via LMAs): 3 UPN affiliates and one unaffiliated. Belo is an Equal Opportunity Employer.

The following jobs are presently open at the stations listed below. When sending your resume, please indicate (by job number) in which position you have interest.

**Tulsa, OK, KOTV CBS
Associate Producer**

Our producers keep getting promoted to larger Belo stations. We like to grow our own and are looking for good writers who want to move up fast. Must be able to work overnight or weekends; minimum 2 years professional news writing or other broadcast news experience. #BC6-01-1

**Tucson, AZ, KMSB FOX
Studio Engineer**

Minimum 3 years experience and versatility in all types of studio equipment. #BC6-02-1

**San Antonio, TX, KENS CBS
Graphic Artist**

Responsible for news graphics and animation, promotions, print and production projects. 2-3 years experience in similar job and design degree a plus. Must be able to work flexible hours as needed, including weekends and holidays. Proficiency with Mac-based systems (Photoshop and Illustrator) a must and Quixel knowledge a plus. #BC6-03-1

**Spokane, WA, KREM CBS
Graphic Artist Design Director**

Are you an experienced graphic artist ready to take the next step to oversee our station's graphic look and design? Minimum 2 years broadcast design experience utilizing Mac based platform and Photoshop. #BC6-04-1

**Boise, ID, KTVB NBC
Executive Producer**

Minimum 3 years experience. Send non-returnable tape with resume. #BC6-05-1

**Hampton-Norfolk, VA, WVEC ABC
News Director**

Minimum 4-6 years news management experience. Knowledge of managing numerous resources including a local news on cable channel and ENG and satellite truck operations; understands News Department budgeting and financial responsibilities of the department. Good news judgement; innovative approaches and good people skills. #BC6-06-1

**Sacramento, CA, KXTV ABC
Assignment Editor**

Minimum 2 years experience and BA in Communications, send non-returnable tape with resume. #BC6-07-1

**Honolulu, HI, KHNL NBC
Anchor/Reporter**

Minimum 4-5 years experience in medium to large market. Send non-returnable tape with resume. #BC6-08-1

**St. Louis, MO, KMOV CBS
Chief Meteorologist**

Minimum 2 years experience. AMS seal required. Send non-returnable tape with resume. #BC6-09-1

**Houston, TX, KHOU CBS
Local Sales Manager**

Minimum 2-3 years experience in television sales management. #BC6-10-1

**Charlotte, NC, WCNC NBC
Assignment Editor**

Minimum 3 years experience on the assignment desk and strong news judgement. #BC6-11-1

**Seattle, WA, KONG NBC
Writer/Producer**

Minimum 3-5 years Promotion/TV experience. #BC6-12-1

**Portland, OR, KGW NBC
Maintenance Technician**

Responsible for trouble-shooting and electronic maintenance of broadcast, computer and telephone systems including project design and installation of new systems and equipment. #BC6-13-1

**Dallas, TX, Dallas Cable News Channel
General Sales Manager**

Minimum 5 years experience in sales media. #BC6-14-1

**New Orleans, LA, WWL CBS
Director of Sales and Marketing**

Minimum 5 years sales management experience. #BC6-15-1

**Dallas, TX, WFAA ABC
Reporter/Anchor**

Minimum 1-2 years experience in major market reporting. #BC6-17-1

**Louisville, KY, WHAS ABC
News Director**

Minimum 10 years experience in television news, with at least 5 years in newsroom management, preferably including experience as news director. #BC6-18-1

Send resume in confidence to:

BELO

Belo TV Group, Attn: Job # _____
14th Floor
A.H. Belo Corporation
PO Box 655237
Dallas, TX 75265-5237

*Boston's NBC affiliate is
looking for a hot-shot*



PROMOTIONS WRITER/PRODUCER

With strong writing skills and a great eye for graphics. Must be able to work in a fast-paced environment and meet tight deadlines. Ideal candidate will have at least 3 years experience in news promotion.

POST PRODUCTION EDITOR

Are you a creative post production editor who'd like to work in a state-of-the-art digital post suite? We are seeking an editor with experience compositing graphics and editing promos. Must have thorough understanding of digital post environment, including the DVS 6000 switcher, BVE 9100 editor and DME 7000 DVE.

**Send tape and resume to:
Human Resources, WHDH-TV, 7
Bulfinch Place, Boston, MA 02114
An EOE, M/F/D/V**

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Wanted: Applicants for Broadcast Industry Opportunities - All Positions. The members of the Massachusetts Broadcasters Association (MBA) are committed to the FCC's goals of non-discrimination and affirmative action. Post resumes on the MBA web at www.mass-broadcasters.org. Or mail resumes to: Massachusetts Broadcasters Association, Attn: Job Bank, c/o Bedford Granite Group, 10 Chestnut Drive, Bedford, NH 03110. The members of the MBA are equal opportunity employers. *Please Specify The Position(s) You Wish To Be Considered For.* No Phone Calls.

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VICE PRESIDENT/CREATIVE SERVICES:

Sr. management professional to develop, implement & direct the Station's on-air presentation, program promotion, news promotion and advertising (including radio promotion); and promotional activities w/in community. Must possess solid, progressive; & demonstrated experience in developing & implementing innovative & contemporary creative concepts and "on-air" look. Five (5) to seven (7) years promotion experience in major market. Must continuously demonstrate strong strategic management, organizational, and communication skills.



For immediate consideration, send letter of interest & resume (incl. non-returnable reel for VP/Creative Services) via fax @ 202-895-3286 or mail to: Mary Talley, VP/Human Resources, WTTG/FOX 5, 5151 Wisconsin Avenue, NW, Washington, DC 20016. EOE/M/F/D/V.

HELP WANTED PRODUCTION

Broadcast Personnel. Technical Directors (GVG 300 Switcher with Kaleidoscope), Audio (mixing for live studio and news broadcasts), Studio Camerapersons (studio productions and news broadcasts), Chyron Operators (Infinit), Still Store Operators, Tape Operators (Beta), Maintenance (plant systems experience - distribution and patching), Lighting Director Engineer. Employment would commence spring/summer 1998. 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.

Graphic Designer. KHOU-TV, a CBS affiliate in Houston is looking for a Graphic Designer. Will design and implement broadcast graphics for news, station promotions, sales and marketing efforts, and all other client departments, utilizing all available tool design. Must be a seasoned Paint Box designer with 3-5 years of broadcast experience and have a college degree or equivalent experience in broadcast design. Work includes all aspects of station creative services with a heavy emphasis on News. Experience on SGI and Hal. Three D and Mac a plus. Fax resumes to: Human Resources Attn: Linda dePrado, 713-284-8818 or mail to PO Box 11, Houston, Texas 77001-0011. No phone calls please.

Broadcast Personnel Needed. ENG Field Operations with Camera and Microwave experience. Videotape Editors, Studio Operators, and Maintenance. For the Midwest. Would commence spring/summer 1998. 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.

Television Production facility seeks an experienced broadcast engineer to become our Assistant Chief Engineer. Applicant should have experience as video and bench engineer. Interested applicants should forward resumes to Ed Wilde, Human Resources, 650 Massachusetts Avenue, NW Washington, DC 20001 or fax to (202)408-9050. EOE.

Producer/Director to plan, coordinate, produce, direct, and edit local television productions for a PBS station in the 26th largest market close to the nations 2nd largest market. Must have a four-year degree and three years experience or a combination as outlined in the application. Salary range \$28,716 to \$34,908, with excellent fringe benefits. Applications must be postmarked no later than April 30, 1998. Contact Human Resources, KVCR-TV/San Bernardino Community College District, 441 West Eighth Street, San Bernardino, CA 92401-1007. 909-884-2533. Or call the Jobline at 909-384-0853. EOE/AA.

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 1998. 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.

HELP WANTED ALL POSITIONS

Turkish Nationals and Expatriates: Major television channel in Istanbul seeking television trained and experienced personnel who are interested in returning to Turkey and helping to establish a major television operation there. All positions to be considered. Contact: McHugh & Hofman, Inc., 1100 Johnson Ferry Rd., NE, Suite 140, Atlanta, GA 30342. Fax 404-255-0944, E-mail: jack_bowen@marketstrategies.com.

HELP WANTED PROGRAMMING

VICE PRESIDENT

Programming & Operations

Fox Sports Bay Area is seeking a hi-level executive with the ability to oversee all aspects of on-air production of studio and remote programming in the San Francisco Bay Area.

Selected candidate will demonstrate the ability to create new revenue streams in concert with partners and production facilities.

This hands-on career opportunity requires 7-10 years production experience within the cable TV industry along with a thorough knowledge of Sports TV presentations. Prior background with budgeting and record keeping a must. Strong organizational and management skills including technical training of production staff is required.

For immediate consideration, mail resume to:
P.O. Box 999-MS, Woodbury, NY 11797

Equal Opportunity Employer

Assistant Program Director. WPWR-TV, Chicago's UPN affiliate is looking for a strong, motivated individual to join the Programming Department as Assistant Program Director. This multi-faceted position combines duties from programming to research. Responsibilities include day-to-day episodic program scheduling and usage; serve as liaison with traffic and operation departments for formatting and delivery of programs; respond to viewer calls, letters and email; compile FCC Children's report; maintain cable records; research program acquisitions; maintain cash and film series packages in the Columbine system; assist PD with budget, and other duties. Windows computer skills required. Knowledge of Columbine, Nielsen Micronode or Galaxy an advantage. Strong people skills, research skills and an eye for detail are a must. Strong knowledge of television programming, its history and current state is a plus. Please send resumes to: Tom Feie, Program Director, WPWR-TV, 2151 N. Elston, Chicago, IL 60614. EOE. No phone calls please.

Producer, WABC-TV Programming Department. Must be able to juggle multiple projects and retain creativity. Strong writing and interviewing skills a must. On-line control room producing, special event, field producing and special projects experience preferred. Subjects range from entertainment to public affairs and everything in between. Ability to generate story ideas, plan, shoot and edit stories for quick turnaround. Knowledge of AVID editing helpful. 5 years TV production experience preferred. Please send resume and tape to: Nancy Kennedy, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

Programming/Production Manager. Successful applicant must have a strong background in television programming and experience in television production. Strong hands on managerial and administrative skills a must. Working knowledge of FCC rules including children's programming and cable regulations is desirable. Send resume to T.J. Vaughan, WAND-TV, 904 South Side Drive, Decatur, IL 62521. EOE.

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HELP WANTED CREATIVE SERVICES

Graphic Designer. KTRK-TV, an ABC owned station, has an exceptional opportunity for a talented and experienced graphic designer. If you're ready to move up, we offer the tools, the resources and a great working environment. Quantel Hal, Paintbox, and Mac experience a plus. Please send resume to: Dana Decker, Art Director, KTRK-TV, 3310 Bissonnet, Houston, TX 77005. Equal Opportunity Employer. M/F/V/D.

Graphics Designer: Responsible for design of News Graphics, Animation, Promotional Graphics and other projects in a full-service art department. College degree in design or allied field and 3 mths exp. on video paint systems, producing video or multi-media graphics on Macintosh required. Strong design, composition and illustration skills also a must. Experience with 3D software preferred. Send resumes and non-returnable tapes to: Human Resources, PO Box 2495, Fort Worth, TX 76113. No Phone Calls Please. We are an Equal Opportunity Employer.

KLAS is looking for a Morning Graphic Artist. This position requires at least two years experience in television graphics with Quantel Hal and Chyron iNFiNiT! experience preferred. If you are interested, send your tape and resume to Tim Foley, Executive Director. 3228 Channel 8 Drive, Las Vegas, NV 89109. EOE.

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HELP WANTED FINANCIAL & ACCOUNTING

Controller. LIN Television is seeking a Controller to direct the financial and accounting functions of the Company. Responsibilities include accounting procedures, practices, and internal controls, budgets, forecasts, year-end audits, and design and maintenance of all accounting computer systems. Required skills: Excellent people management skills. 7+ years of experience. Substantial SEC reporting experience. CPA preferred. For immediate consideration, send resume to: Fax 401-454-0089. LIN Television Corp., Attn: VP of Finance, One Richmond Square, Suite 230E, Providence, RI 02906. EOE.

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HELP WANTED TECHNICAL

ENGINEER-IN-CHARGE

Miami USA Broadcasting is seeking an **Engineer-In-Charge** for their state of the art studio in Miami. Applicant must have 2-4 years experience as a Maintenance Engineer and/or Technical Coordinator at a studio or remote facility. Strong background needed in camera, audio, and video. Strong organizational and managerial skills preferred. Please send resume to Lynn Hunt at 605 Lincoln Rd., 2nd Floor, Miami Beach, FL, 33139. EOE.

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HELP WANTED MARKETING

**Satellite Marketing Manger
Diversified Products Marketing Manager**

NRTC (National Rural Telecommunications Cooperative) is a rapidly growing telecommunications firm affiliated with the DIRECTV (registered symbol to go after DIRECTV), Direct Broadcast Satellite, expanding Internet access as well as delivering other telecommunications products and services to nearly 1,000 members throughout the United States. We are looking for two dynamic leaders to join our Sales and Marketing team.

The Satellite Marketing Manager will be the primary contact with DIRECTV regarding every aspect of member advertising and DTV member programs, fostering, monitoring and increasing subscriber growth. This person will represent NRTC at Satellite industry functions and also act as primary contact for our members on DIRECTV (registered symbol after this) and Rural TV sales.

The Diversified Products Manager will carry out member advertising, promotions and act as marketing contact to support products in the areas of surge suppression, long-distance, LINK, Internet, and 220 MHz. Will also be primary contact for NRTC's advertising agency and the major interface for members and NRTC for these and other new products on the horizon.

Both positions require a Bachelor's degree in Marketing plus at least 5 years experience in consumer product marketing and/or advertising. Must have experience in working with outside advertising agencies and vendors, long-term budgeting, strategic planning, specialized market and ad campaign analysis. Preferred candidate will have satellite or cable TV marketing experience.

We offer a great benefits package along with competitive salaries! Please submit your resume with salary requirements (underline with salary requirements) to:

NRTC
2201 Cooperative Way, Suite 400
Herndon, VA 20171, Attn: KT-MM
Fax: (703)787-8146 E-mail:ktimbrook@nrtc.org

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Entertainment Market Manager. The world's leading electronic distributor of corporate association and institutional information to the media and financial community seeks a market manager. Responsibilities include building relationships with the media, associations and tradeshow management, and assisting in major account sales/management. The candidate should have a minimum of five years combined sales/marketing experience. Public relations and journalism experience a plus. Understanding of entertainment field (cable/TV, film, home video, multimedia, publishing, gambling, sports and music) a must. Willingness and ability to travel. We offer a competitive salary, incentive program and benefits package. Please fax resume with salary requirements to: (212)957-2771 or email: todd_grossman@prnewswire.com. EOE, M/F/D/V.

HELP WANTED INSTRUCTION

Telecommunications-Management (Broadcasting/Cable/Production Industry)- Assistant Professor or Instructor: One year appointment, 1998-99. Teach a range of courses including: Telecommunications Management; Broadcast and Cable Sales Management; Telecommunications Financial Management; Telecommunications Law and Regulations. Serve on graduate committees as appropriate. Maintain a program of research and professional activity. Qualifications: Ph.D. and Professional Management experience. Appropriate advanced degree and extensive high level management experience. Teaching experience desirable. Salary: based on qualifications. Send a resume and contact information for three references to: George Korn, Director, School of Telecommunications, Ohio University, Athens, OH 45701. Review of resumes will begin May 10, 1998. Ohio University is an affirmative action/equal opportunity employer.

HELP WANTED ADMINISTRATION

Endowed Chair in Journalism. Hillsdale College is seeking applications and nominations for a teacher and American journalist to direct a newly endowed interdisciplinary program in American Journalism beginning in September, 1998. The Director, who will occupy an endowed chair, will hold a graduate degree and have experience in teaching and journalism. The Director will be committed to excellence as a classroom teacher and academic advisor, while providing dynamic administrative and organizational leadership for the program. This academic and administrative position is non-tenured and carries with it a 12-month contract. Applicants are encouraged to familiarize themselves with the College's Mission Statement on the World Wide Web at <http://www.hillsdale.edu>. To apply or to obtain a more complete description of the Program and the Director's responsibilities, contact Robert Blackstock, Provost, Hillsdale College, Hillsdale, Michigan 49242. An application will contain a letter addressed to the Provost that presents evidence of strong interest in undergraduate teaching within a traditional liberal arts curriculum and a discussion of the philosophy behind such teaching, a current curriculum vitae, three up-to-date letters of recommendation, and relevant brief selections of published work. All materials must be received by May 18, 1998. EOE.

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Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.L.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.

FACILITIES CHANGES

Filed/Accepted for filing

Longmont, Colo. (9803201C)—Jefferson-Pilot Communications Co. for KCKK(FM): change TL, ERP, ant. *April 7*

Coal City, Ill. (9803251E)—Pride Radio Licensee Inc. for WVBV(FM): change ERP. *April 6*

Joliet, Ill. (9803251D)—Pride Radio Licensee Inc. for WJTW(FM): change TL, ant. *April 6*

Mount Vernon, Ill. (BPED-9803251B)—American Family Assn. for WAPO(FM): change ERP, ant. *April 6*

Changing Hands

Continued from page 84

Tenn.

Price: \$351,852

Buyer: Robert A. Gay, Scottsboro, Ala.; no other broadcast interests

Seller: M.D. Smith IV, Huntsville, Ala.; no other broadcast interests

Facilities: 97.3 mhz, 16 kw, ant. 856 ft.

Format: Hot AC

WVES(FM) Accomac, Va.

Price: \$350,000

Buyer: Chincoteague Broadcasting Corp., Arnold, Md. (Stephen A. Marks, president/owner); Marks owns KIKC-AM-FM Forsyth, KXGN-TV-AM and KDZN (FM) Glendive and KYUS-TV Miles City, all Mont., and WBKB-TV Alpena, Mich.

Seller: Eastern Shore Broadcasting Inc., Accomac, Va. (Elizabeth B. Fitch, principal); Fitch has applied to build two new FMs in Virginia

Facilities: 99.3 mhz, 22 kw, ant. 344 ft.

Format: Hot country

KALS(FM) Kalispell, Mont.

Price: \$300,000

Buyer: Distant Shores Media Inc., Kalispell (Bruce Erickson, president/66.7% owner); shareholders have interest in seller

Seller: North Valley Broadcasting Enterprises Inc., Kalispell (Harold Erickson, president); owns KUYO(AM) Evansville, Wyo.

Facilities: 97.1 mhz, 26 kw, ant. 2,488 ft.

Format: Religion, AC

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,753
Commercial FM	5,554
Educational FM	1,934
Total Radio	12,241
VHF LPTV	558
UHF LPTV	1,490
Total LPTV	2,048
FM translators & boosters	2,890
VHF translators	2,249
UHF translators	2,730
Total Translators	7,869

Service	Total
Commercial VHF TV	557
Commercial UHF TV	645
Educational VHF TV	125
Educational UHF TV	242
Total TV	1,569

CABLE

Total systems	11,600
Basic subscribers	64,800,000
Homes passed	93,790,000
Basic penetration*	66.1%

*Based on TV household universe of 98 million
Sources: FCC, Nielsen, Paul Kagan Associates

GRAPHIC BY BROADCASTING & CABLE

Lafayette, La. (9803231B)—Comcorp of Lafayette License Corp. for KTDY(FM): change TL. *April 6*

St. Pauls, N.C. (9803231D)—WDAS License LP for WUKS(FM): change TL, ERP, ant. *April 7*

—Compiled by Sara Brown

KCTT-FM Yellville, Ark.

Price: \$215,000

Buyer: KTLO LP, Mountain Home, Ark. (Charles C. Earls, CEO, and Scottie Earls, president; Mountain Lake Broadcasting Corp., 50% owner); owns KTLO-AM-FM Mountain Home

Seller: A & J Broadcasting Co., Yellville (Glen Adams, principal); no other broadcast interests

Facilities: 101.7 mhz, 2.45 kw, ant. 331 ft.

Format: Traditional country

72% of KECO(FM) and KXOO(FM) Elk City, Okla.

Price: \$100,000

Buyer: Blake D. Brewer, Elk City; no other broadcast interests

Seller: Brooks D. Brewer, Elk City; no other broadcast interests

Facilities: KECO: 96.5 mhz, 100 kw, ant. 500 ft.; KXOO: 94.3 mhz, 12 kw, ant. 469 ft.

Formats: KECO: country; KXOO: classic rock

RADIO: AM

WNAV(AM) Annapolis, Md.

Price: \$2.2 million

Buyer: Sajak Broadcasting Corp., Annapolis, Md. (Patrick L. Sajak, president/owner, host of *Wheel of Fortune*); no other broadcast interests

Seller: Encore Broadcasting of Maryland, Potomac, Md. (Jacob Einstein, executive vice president); owns 30.96% of WYRE(AM) Annapolis

Facilities: 1430 khz, 5 kw day, 1 kw night

Format: AC

WSRO(AM) Marlborough, Mass.

Price: \$250,000

Buyer: Langer Broadcasting Corp., Cudjoe Key, Fla. (Alexander G. Langer, president/owner); owns WJLT(AM) Natick and WRPT(AM) Ashland, Mass., and WVFC(AM) McConnellsburg, Pa.

Seller: Great Radio of Marlborough Inc., Marlborough (Douglas J. Rowe, president); no other broadcast interests

Facilities: 1470 khz, 5 kw

Format: Full service

Broker: The Sales Group

WVOI(AM) Toledo, Ohio

Price: \$200,000

Buyer: Cornerstone Church Inc., Maumee, Ohio (Michael S. Pitts, president); no other broadcast interests

Seller: God's Way Communications Inc., Temperance, Mich. (Kirt McReynolds Jr., principal); no other broadcast interests

Facilities: 1520 khz, 1 kw

Format: Religion

KTMR(AM) Edna, Tex.

Price: \$150,000

Buyer: Maranatha Church of Laredo Inc., Edna, Tex. (Israel Tellez, president/33.3% owner); owns KTNR(FM) Kennedy, Tex.

Seller: HZ International Corp., Houston (Humberto Zazueta, principal)

Facilities: 1130 khz, 10 kw

Format: Spanish

—Compiled by Sara Brown

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THIS WEEK

- April 21**—**Broadcasters Foundation** Golden Mike Award. Plaza Hotel, New York City. Contact: G. Hastings. (203) 862-8577.
- April 23**—**American Sportscasters Association** 13th annual Hall of Fame Dinner. New York Marriott Hotel, New York. Contact: (212) 227-8080.
- April 25**—**Radio-Television News Directors Association** spring training conference. Doubletree Hotel Pentagon City/National Airport, Washington. Contact: Rick Osmani. (202) 659-6510.

APRIL

- April 27**—**Foundation of American Women in Radio and Television** 23rd annual Gracie Allen Awards. Lincoln Center, New York City. Contact: (703) 506-3266.
- April 28**—**International Radio & Television Society Foundation** newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis. (212) 867-6650.
- April 28-29**—"The Future of Television and New Media in Germany," conference presented by **Kagan Seminars Inc.** Kempinski Hotel Vier Jahreszeiten, Munich. Contact: Deborah Kramer. (408) 624-1536.
- April 29**—**Federal Communications Bar Association** luncheon featuring AT&T President John Zeglis. Capital Hilton Hotel, Washington. Contact: Paula Friedman. (202) 736-8640.
- April 29-30**—"Wireless Telecom Values: The Digital Divide," conference presented by **Kagan Seminars Inc.** Park Lane Hotel, New York City. Contact: Deborah Kramer. (408) 624-1536.
- April 29-30**—"Latin American Cable and Pay TV," conference presented by **Kagan Seminars Inc.** Biltmore Hotel, Coral Gables, Fla. Contact: Deborah Kramer. (408) 624-1536.
- April 30**—**PBS** Premiere Showcase. Hotel InterContinental, Chicago. Contact: (800) 222-0934.

MAY

- May 2**—Fourth annual **Geller Media International** Producers Workshop. Radisson Empire Hotel, New York City. Contact: (212) 580-3385.
- May 3-6**—Cable '98, 47th annual **National Cable Television Association** convention and exposition. Georgia World Congress Center, Atlanta. Contact: Bobbie Boyd. (202) 775-3669.
- May 5**—**Women in Cable & Telecommunications** annual accolades breakfast. Westin Peachtree Plaza, Atlanta. Contact: Mary Daviau. (312) 634-4230.
- May 5**—**PBS** Premiere Showcase. Laura Belle, New York City. Contact: (800) 222-0934.
- May 6**—Fred Friendly First Amendment Award Luncheon honoring Tom Brokaw, hosted by **Quinnipiac College**. The Metropolitan Club, New York City. Contact: (203) 281-8655.
- May 8**—Ninth annual meeting of the **National Association of Shortwave Broadcasters**. Holiday Inn—National Airport, Arlington, Va. Contact: (703) 416-1600.
- May 8-9**—**Hawaii Association of Broadcasters** convention. Ala Moana Hotel, Honolulu. Contact: Jamie Hartnett. (800) 528-5267.
- May 13**—**PBS** Premiere Showcase. Pacific Design Center, Los Angeles. Contact: (800) 222-0934.
- May 14-16**—**National Translator Association** annual convention for operators of auxiliary broadcast stations. Holiday Inn—DIA, Denver. Contact: Susan Hansen. (303) 423-0780.
- May 15**—Closing date for submission of papers for the 48th annual **IEEE Broadcast Technology Society** broadcast symposium (see Sept. 24-25). Contact: (703) 739-5172.
- May 15-17**—**Federal Communications Bar Association** annual seminar. Kingsmill Resort, Williamsburg, Va. Contact: Paula Friedman. (202) 736-8640.
- May 17-20**—38th annual **Broadcast Cable Financial Management Association** conference. Hyatt Regency Hotel, New Orleans. Contact: Mary

Teister. (847) 296-0200.

- May 18-19**—**Kentucky Cable Television Association** annual convention. Radisson Plaza Hotel, Lexington, Ky. Contact: Randa Wright. (502) 864-5352.
- May 18-20**—"Cable & Satellite 98: The European Broadcast & Communications Event," presented by **Reed Exhibition Companies**. Earl's Court 2, London. Contact: Elizabeth Morgan. (203) 840-5308.
- May 19**—Fifth annual **International Radio & Television Society Foundation** awards luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis. (212) 867-6650.
- May 21**—**Federal Communications Bar Association** luncheon featuring FCC Commissioner Gloria Tristani. Capital Hilton Hotel, Washington. Contact: Paula Friedman. (202) 736-8640.
- May 21-27**—22nd annual **National Association of Black Owned Broadcasters** spring broadcast management conference. Half Moon Golf Club and Resort, Montego Bay, Jamaica. Contact: (202) 463-8970.
- May 27-29**—**North American National Broadcasters Association** Sixth International Broadcast News Workshop. CBC Broadcast Centre, Toronto. Contact: Paul Ferreira. (416) 598-9877.
- May 30**—**Radio-Television News Directors Association** spring training conference. Wyndham Garden Hotel-Buckhead, Atlanta. Contact: Rick Osmani. (202) 659-6510.
- May 31-June 4**—1998 **International Conference on Consumer Electronics**. LAX Marriott, Los Angeles. Contact: Diane Williams. (716) 392-3862.

JUNE

- June 1-2**—**New Jersey Broadcasters Association** annual Convention and Mid-Atlantic States Expo, presented in association with the **Maryland-Delaware-D.C. Broadcasters Association**. Atlantic City Hilton Casin Resort, Atlantic City. Contact: Phil Roberts. (888) 652-2366.
- June 2-4**—**International Conference on Consumer Electronics** technical conference. Los Angeles Airport Marriott, Los Angeles. Contact: Jim Richards. (802) 872-2800.
- June 3-4**—"European TV Sports," conference presented by **Kagan Seminars Inc.** Waldorf Hotel, London. Contact: Deborah Kramer. (408) 624-1536.
- June 4**—1998 **Radio-Mercury Awards**. Marriott Marquis Hotel, New York City. Contact: G. Hastings. (203) 862-8577.
- June 5-7**—**Georgia Association of Broadcasters** annual convention. Hyatt Regency Hotel, Savannah, Ga. (770) 395-7200.
- June 5-7**—"Civic Journalism: On the Air," workshop sponsored by the **Radio-Television News Directors Foundation** and the **Pew Center for Civic Journalism**. Sheraton Austin Hotel, Austin, Tex. Contact: Kathleen Graham. (202) 467-5216.
- June 7-9**—**NIMA International** European conference. Excelsior Hotel, The Lido, Venice, Italy. Contact: (202) 289-6462.
- June 7-10**—9th annual Management Seminar for News Executives, presented by the **Radio-Television News Directors Association** and the **University of Missouri-Columbia School of Journalism**. University of Missouri-Columbia School of Journalism, Columbia, Mo. Contact: John Richardson. (573) 882-4201.
- June 7-11**—**SUPERCOMM '98**, communications and information technology conference and exhibition. Georgia World Congress Center, Atlanta. Contact: (800) 974-9786.
- June 7-13**—19th annual **Banff Television Festival**. Banff Springs Hotel, Banff, Alberta, Canada. Contact: (403) 678-9260.
- June 10-13**—Cable-Tec Expo '98, annual cable TV conference and hardware trade show presented by the **Society of Cable Television Engineers**. Denver Convention Center, Denver. Contact: (610) 363-3822.
- June 12-14**—**Variety ShowBiz Expo West** exhibition and conference. Los Angeles Convention Center, Los Angeles. Contact: (800) 840-5688.

- June 12-17**—Cologne Conference & Screenings/International Television Festival, presented by **Medienforum NRW**. Cologne exhibition halls (KölnMesse) and the Rheinterrassen, Cologne, Germany. Contact: +49 221 454 3280.
- June 14-16**—"Ticket to Ten Million," 5th annual DBS Summit presented by **DBS Digest**. Adams Mark Hotel, Denver. Contact: (719) 545-1210.
- June 16**—**International Radio & Television Society Foundation** Gold Medal Award dinner honoring Sumner Redstone. Waldorf-Astoria, New York City. Contact: Marilyn Ellis. (212) 867-6650.

- June 17-20**—**PROMAX/BDA** annual conference and exposition. Toronto Convention Centre, Toronto, Ontario. Contact: Linda Nichols. (310) 788-7600.
- June 20**—**Radio-Television News Directors Association** spring training conference. Sheraton Plaza Hotel, St. Louis. Contact: Rick Osmani. (202) 659-6510.
- June 21-24**—**Cable Telecommunications Association of Maryland, Delaware and the District of Columbia** annual conference. Sheraton Fontainebleau Hotel, Ocean City, Md. Contact: (410) 266-9111.
- June 24**—**Federal Communications Bar Association** luncheon featuring FCC Chairman William Kennard. Capital Hilton Hotel, Washington. Contact: Paula Friedman. (202) 736-8640.
- June 25-26**—{1998 Forum on Cable/Telco Franchising & Competition," presented by the **Strategic Research Institute**. Embassy Row Hilton, Washington. Contact: (800) 599-4950.

- June 28-30**—**New York State Broadcasters Association** 37th annual executive conference. Sagamore Resort, Lake George, N.Y. Contact: Mary Anne Jacon. (518) 456-8888.
- June 28-July 1**—**CTAM** National Marketing Conference. Chicago Hilton & Towers, Chicago. Contact: M.C. Antil. (703) 549-4200.
- June 30**—Deadline for entries for the **Siegenthaler National Lesbian and Gay Journalists Association** Electronic Media Awards honoring excellence in TV and radio reporting on lesbian and gay issues. Contact: (202) 588-9888.

SEPTEMBER

- Sept. 17**—**BROADCASTING & CABLE** Interface XII conference. New York Grand Hyatt, New York City. Contact: Cahners Business Information. (212) 337-7053.
- Sept. 23-26**—**Radio-Television News Directors Association** international conference and exhibition. San Antonio Convention Center, San Antonio, Tex. Contact: Rick Osmani. (202) 467-5200.

OCTOBER

- Oct. 14-17**—**National Association of Broadcasters** Radio Show. Washington State Convention and Trade Center, Seattle. Contact: (800) 342-2460.
- Oct. 26-28**—**Southern Cable Telecommunications Association** Eastern Show. Orange County Convention Center, Orlando, Fla. Contact: Patti Hall. (404) 255-1608.
- Oct. 28-31**—**Society of Motion Picture and Television Engineers** 140th technical conference and exhibition. Pasadena Convention Center, Pasadena, Calif. Contact: (914) 761-1100.

NOVEMBER

- Nov. 9**—**BROADCASTING & CABLE** 1998 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Cahners Business Information. (212) 337-7053.

DECEMBER

- Dec. 1-4**—The Western Show, conference and exhibition presented by the **California Cable Television Association**. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 429-5300.

Major Meeting dates in red
—Compiled by Kenneth Ray
(ken.ray@cahners.com)

A love affair with radio, TV, research

In 1985, Bill Taylor crashed his hot-air balloon into a series of power lines just outside Dallas. Taylor, who had been flying balloons for nearly 10 years, thought he was going to die.

"Anybody who knows what they are doing up there knows that you are not likely to survive when you hit power lines like that," says Taylor, who is president of Media Advisors International.

Taylor survived, but he was knocked unconscious and pretty banged-up from the impact. When a surgeon told him that his status was not good, Taylor just laughed. "I was in serious pain, and the surgeon told me I had broken ribs, broken hips and that my pelvis was cracked," Taylor remembers. "But I asked him if I was ever going to walk again, and he said I would. Then I started laughing. I said, 'Doc, you don't get it. If you had told me I was never going to walk again, I was ready to accept that.'"

For Taylor, whose résumé lists him as a part-time motivational speaker, "the glass is always full or half-full." If anything, the accident made him an even more positive person.

He has managed to use his positive philosophy to reach his current position as the head of one of the world's largest media research firms, Media Advisors International, which Taylor and Edward Bewley started in 1978 as The Media Associates, now oversees five different research and consulting companies.

Under Taylor's supervision are subsidiaries Audience Research and Development, ASI Entertainment, The TV Strategy Group, Broadcast Research Ltd. and Talent Dynamics. The company is looking to branch out into newspaper and possibly radio audience research in the near future, he says.

Taylor's positive attitude helped get him to his current position, but it didn't get him started in the most likely of ways. After two years studying journalism at Bradley University in Peoria, Ill., Taylor dropped out of school and began working full time as a reporter at a local TV and radio station. He had begun working at WIRL (TV and radio back then) in Peoria during his freshman year at Bradley and had found himself "passionately" involved in the trade.

Taylor left Peoria in 1968 to become a producer and reporter at WCPO-TV Cincinnati—the second stop on a progress through



"The irony for me, as a kid who wasn't that interested in college, is that I'm now studying and doing research for a living."

William W. Taylor

President/CEO, Media Advisors International, Dallas; b. July 16, 1946, Aurora, Ill.; attended Bradley University, Peoria, Ill., 1965-66; reporter, WIRL-AM-TV Peoria, 1965-68; reporter/producer, WCPO-TV Cincinnati, 1968-70; news director, WRXK-AM-FM Rockford, Ill., 1970-73; news director/anchor, WREX-TV Rockford, 1973-75; news director/anchor, WISN-TV Milwaukee, 1975-76; Frank N. Magid Associates, Marion, Iowa: consultant, 1976-77; VP, 1977-78; co-founder/senior partner, The Media Associates, Dallas, 1978-81; managing partner/COO, Audience Research and Development, Dallas, 1981-95; present position since 1995; m. Donna Coar, 1971; children: Kasey, 19; Ryan, 18

radio and television over the next nine years. He remained in Ohio for two years with the station and then went back to his home state of Illinois for a return to radio. In 1970 Taylor was named news director at WRXK-AM-FM Rockford, Ill., and quickly was given his own half-hour daily talk show. Taylor lined up Illinois senators and politicians and spoke with a number of best-selling authors.

He went back into television in 1973, taking the position of news director and lead anchorman at WREX-TV Rockford, where he stayed until 1975. Taylor worked his way into the same two positions at the Hearst-owned station in Milwaukee, WISN-TV. He had made it to a top-25 market, but it didn't come without a lot of work.

"Being both the news director and anchorman meant I had to work all day, then go home for dinner and come back and do the 10 o'clock news," he says. "It was total devotion."

His interest in television led him in 1976 to Frank N. Magid Associates, where he began as a TV research consultant. Taylor says he went to Magid, then the largest U.S. TV audience research firm, to get his "practical PhD in television" and "to get a lot smarter" about the business. Once again, Taylor says he found himself enjoying his work so much that he couldn't think of doing anything else.

After two years, Taylor was named a vice president and was approached by Ed Bewley, a former Magid consultant who had left the company a year earlier. Had he ever considered starting his own TV research firm, Bewley wanted to know? Shortly thereafter, Taylor left Magid with Bewley and another partner he started The Media Associates in Dallas. "We started the company with five clients; that was it," he says. "It's the old American dream of any entrepreneur."

Taylor had to put up the title to his car and a life insurance policy to help acquire a \$50,000 loan from a Texas bank. Within a few months the loan was paid off, he says, and The Media Associates was in the black. In 1981 the firm merged with a San Francisco consulting company and was renamed Audience Research and Development. In 1995, after a number of acquisitions, Taylor assumed his current position at Media Advisors International.

"The irony for me, as a kid who wasn't that interested in college, is that I'm now studying and doing research for a living. And I love what I'm doing." —Joe Schlosser

Fates & Fortunes

BROADCAST TV

Paul Gaulke, marketing director, KOLD-TV Tucson, Ariz., joins Media General Broadcast Group, Tampa, Fla., as creative services manager.

Richard Heideman, VP/GM, WHMP-AM-FM Northampton, Mass., joins WGGB-TV Springfield, Mass., as local sales manager.

Mercedes Sabio, director, broadcasting, Ohio University Public Television, Athens, Ohio, joins WTVI(TV) Charlotte, N.C., as VP, program and educational services.

James Lowery, director, broadcast operations, WOWT(TV) Omaha, joins KOCO-TV Oklahoma City as chief engineer.

Ken Smith, director, news, sports and operations, WNAB(TV) Nashville, named acting GM.

Appointments at Univision Network, Los Angeles: **Nicolas Valls**, VP, integrated sales and marketing, adds additional responsibility for Miami regional sales; **James Baral**, VP, Western area manager, Harrington, Richter and Parsons, joins as VP, Western region sales manager; **Judy Kenny**, senior account executive, ABC Network, joins as VP/New York sales manager; **Michael Burch**, national spot sales account executive, Chicago, named regional sales manager, Dallas.

Bill Saddler, owner, Saddler and Associates, joins KOLR-TV Springfield, Mo., as business manager.

Charles Lachman, co-executive producer, *Inside Edition*, King World, New York, named sole executive producer, starting with the show's 10th anniversary tele-

vision season in September 1998.

Marilyn Jaffe, sales manager, WHOI(TV) Peoria, Ill., joins WNCT-TV Greenville, N.C., as local sales manager.

Appointments at Audience Research & Development, Dallas: **Michael Castengera**, station manager/news director, WINK-TV Fort Myers, Fla., joins as a consultant; **Connie Timpson**, consultant, The TV Strategy Group (a sister company of AR&D), London, joins as consultant.

PROGRAMMING



Amos

Paul Amos, VP, International Business Development, Jones Education Co. Inc., and VP/GM, Jones Health Network, Englewood, Colo., joins South Carolina ETV Commission, Columbia, S.C., as president/CEO.

Britt Allcroft, creator/producer, *Shining Time Station* and the *Thomas the Tank Engine* property, has signed a broadcast deal with Fox Family Channel (premiering in August) to air both *Shining Time Station* and her newest property, *Britt Allcroft's Magic Adventures of Mumfie*.

Appointments at Worldvision Enterprises Inc., London: **Lesley Drukker**, sales executive, Turner International, and **Charles Farmer**, international sales executive, Primetime Television, join

as directors, sales.

Patti McTeague, executive director, media and talent relations, UPN, Los Angeles, named VP, media relations.

Appointments at Paramount Television Group, Hollywood: **Robert Sheehan**,



Fimiani

executive VP, business affairs/finance, Paramount Domestic Television, moves to Paramount Television Group in same capacity; **Lisa Fimiani**, executive director, program lineups, named VP, sales administration and program lineups, domestic television division.

Charles Fancher, Jr., VP, communications and public affairs, Philadelphia Newspapers Inc., joins the Corporation for Public Broadcasting, Washington, as VP, communications.

Julie Piepenkotter, executive director, research, Buena Vista Television, Burbank, Calif., named VP, syndication research.

Robert Johnson, senior VP, Bonneville International Corp., Salt Lake City, named executive VP/COO.

JOURNALISM



Ruiz

Michele Ruiz, anchor, *KTLA Morning News: First Edition*, KTLA(TV) Los Angeles, joins KNBC(TV) Los Angeles as general assignment reporter.

Anna Allen, anchor, KIII(TV) Corpus Christi, Tex., joins WICS(TV) Springfield, Ill., as anchor, *Sunrise*.

David Blaustein, producer, *Victoria Jones Show*, United Stations Radio Network, joins MSNBC, Secaucus, N.J., as day-side producer.

Kandice Kelly, anchor/reporter, KFDA-TV Amarillo, Tex., joins WFAA-TV Dallas as news writer.

Lee Williams, news director, WAND(TV)

Detroit Public TV planning for digital conversion

Detroit Public Television has initiated a series of personnel moves designed to bolster efforts to convert to digital technology by 2003. Appointments: **J. Raymond Avedian** named executive VP, business development; **Chuck Rossi** named president, Lark International Inc. (a program production and distribution partnership of DPT); **Bob Rossbach**, VP, education and outreach, named VP, corporate and foundation development; **Catherine Anderson**, VP, corporate and foundation development, named head of National Public Television, Detroit; **Diane Bliss**, VP, station development, named VP, fund-raising program development and industry relations; **Laura Stern**, manager, community outreach, named director, foundation development; **Gerald Smith**, director, community development, named director, local program development; **Fred Nahhat**, editor, *Signal* magazine, named director, individual giving; **Kelley Hamilton**, manager, donor services, named director, direct marketing; **Charles Raulston**, administrative assistant, named director, corporate systems.

Decatur, Ill., joins KTUL(TV) Tulsa, Okla., in same capacity.

Debra Harris, assistant news director, WAND(TV) Decatur, Ill., named news director.

Greg Little, news director, WATR(AM) Waterbury, Conn., joins WQUN(AM) Hamden, Conn., as morning news anchor.

Brian Trauring, VP, news and operations, WRDW-TV Augusta, Ga., joins WATE-TV Knoxville, Tenn., as news director.

Debbie Bush, assistant news director, WTAE-TV Pittsburgh, joins WRTV(TV) Indianapolis as news director.

RADIO

Appointments at Pacific Star Communications: **Scott Hogle**, general sales manager, KOB(FM) Albuquerque, N.M.,



Hogle



Milburn

joins as general sales manager, Honolulu stations; **Patti Milburn**, senior account executive, KITV(TV) Honolulu, joins KSSK(AM) Honolulu as local sales manager.

Ramona Holloway, news and public affairs director, WNCI(FM) Columbus, Ohio, joins WTLC-FM Indianapolis in same capacity.



Harris

Eleanor Harris, VP, marketing services, West Group, joins Public Radio International, Minneapolis, as senior VP/director, marketing.

Jennifer Skjodt, director, sales, WFMS(FM) and

WGRI(FM) Indianapolis, named VP/marketing manager.

The Arbitron Co., has announced an expansion and realignment of its research organization. The new worldwide research division will consist of

research standards and practices; domestic radio research, and information integration and modeling. Appointments: **David Lapovsky**, executive VP, operations and research, named executive VP, worldwide research; **Bob Patchen**, director, research, named VP, research standards and practices; **Carol Morin** named manager, methods research, domestic radio; **Diane Woodard** continues as manager, customer analysis for domestic radio.

CABLE

Scott Barton, publicity manager, *Extra*, Warner Bros. Domestic Television Distribution, joins Playboy Entertainment Group Inc., Beverly Hills, Calif., as national director, public relations.

Monica Harron, benefits administrator, Bresnan Communications, White Plains, N.Y., named benefits manager:

Appointments at DMX Inc., Los Angeles: **Noel Nishi**, director, national account sales, named VP; **David Duff**, senior account executive/sales supervisor, AEI Music Network, joins as director, sales.

Discovery hires

Appointments at Discovery Communications Inc., Bethesda, Md.: **Lia Tysdal**, VP, satellite and commercial markets, The Golf Channel, joins as VP, network distribution of affiliate sales and marketing, Discovery Networks U.S.; **Jessica Algazi**,



Tysdal



Algazi



Burton

VP, business affairs, international television distribution, MGM Inc., joins as VP, business affairs; **Jo Ann Burton**, VP, shared program services, Discovery domestic networks, named senior VP, operations and administration, Discovery Networks U.S.



Juris

Marc Juris, senior VP, programming and production, Rainbow New Ventures, joins American Movie Classics, Woodbury, N.Y., as senior VP, original programming, packaging and productions.

Wendy Rasmussen, director, system operations, outer markets, MediaOne Tustin, Calif., joins Charter Communications, Alhambra, Calif., as VP, marketing, Western region.

Appointments at Lifetime Television, New York: **Laura Brandt**, manager, new media, named director; **Brett Henne**, manager, public relations, named director, corporate communications; **Maureen Hassett-Lindsey**, producer, National Basketball Association, joins as director, sports ventures/production; **Stacy Hanely** joins as director, public affairs.

Appointments at Turner Network Sales, Atlanta: **Stacey Hornsby**, director, retail sales and marketing, Turner Home Satellite, named account director, Southeast; **Keller Withers**, regional marketing manager, named account director, Central region; **May Mountcastle**, sales assistant, Northeast, named regional marketing manager; **Bobbi Lee**, sales assistant, Central region, named regional marketing manager.

DEATHS

Ken Page, 69, television executive, died April 6 in Toronto. Born in England, Page emigrated to Canada, where he joined the growing television industry. He held positions as president, worldwide television distribution, and executive VP, Lorimar Productions. He also was executive VP, Columbia Pictures Television. Page is survived by his wife and two children.

Steven Lynn Smith, 38, died April 6 in Los Angeles. The broadcaster committed suicide. Smith's broadcasting career began in 1982 as a producer for what later became KCBS-TV Los Angeles. He had most recently been editorial director at KNX(AM) Los Angeles.

—Compiled by Denise Smith
e-mail: dsmith@cahners.com

Lowell "Bud" Paxson has put together the management team for his soon-to-launch broadcast network Pax Net.

Paxson announced the general managers for 48 of his 77 owned stations and the national sales representatives in major markets. Daniel Scher is the GM at WPXN-TV New York, Terry Crosby will run KPXN-TV Los Angeles and Jonathan Rix is GM at WCFC-TV Chicago. Karen Schmidtke-Lincoln was named senior VP of national network sales, and Mike Gannon will be VP of network sales in New York.

NYPD Blue star **Jimmy Smits**, who will leave the ABC hit after this season, is in discussions to develop another show for the network, probably for the 1999-2000 season, according to Steve Tao, ABC drama development chief. Details aren't yet available on the plot. Smits will return for four to six episodes next season "so we can transition the character," Tao says. "This will mark the end of his official [last] season." The plot for the transition hasn't yet been worked out, Tao says. Smits, who previously starred in *L.A. Law*,

EchoStar wins round against FX

EchoStar won a round last Friday in its efforts to procure programming.

FCC officials granted the company's program-access complaint against FX Networks and Fox/Liberty Networks and said that FX has 45 days to make its programming available to EchoStar.

"We find that FX unreasonably has refused to sell its programming to EchoStar," the Cable Services Bureau said in the ruling. "We do not agree with FX that its once-valid exclusive contracts justify its refusal to sell to EchoStar."

Program-access provisions of the 1992 Cable Act prohibit exclusive contracts between cable operators and vertically integrated program vendors. FX had argued that its exclusive contracts should remain exempt from the rule because the company was not a vertically integrated programmer when the contracts were signed.

The FCC rejected the argument. "We do not think that the Communications Act silently validates the exclusive contracts of programmers that subsequently became vertically integrated," the bureau said.

—Chris McConnell

decided to leave because "he has creatively exhausted himself on this show," Tao says. "He's been four years on the same character and is looking for his next creative challenge."

NBC won the 29th week of the television season among adults 18-49 as its midseason comedies *Lateline* and *For Your Love* gave the number-one network a boost. *Seinfeld* scored lower than expected, with a 19.9 Nielsen rating/31 share. For the week, NBC notched a 5.6/17 among adults 18-49, while ABC was second, with a 4.2/13.

Primestar President Dan O'Brien says he is confi-

dent that Primestar will reach a settlement with the Justice Department within 6-8 weeks that will allow the satellite TV company to enter the high-power DBS business. Justice fears that Primestar's deal to acquire high-power DBS channels at 110 degrees west longitude might prove anti-competitive because Primestar is owned by TCI, Time Warner and other leading cable operators. As the lone medium-power service, Primestar now requires its subscribers to have relatively large receive antennas. With high-power channels, Primestar could reach subscribers with 18-inch dishes

and be the technological equal of DirectTV, USSB and EchoStar. Speaking at the SkyForum conference in New York last week, O'Brien said the company had proposed 12 conditions that Justice could place on Primestar to insure that it competes against its cable owners and not unfairly against other high-power service providers. He would talk about only one: independent directors who would have to approve all Primestar marketing plans. "We're trying to be creative without encumbering our ability to run the business," O'Brien said of the dozen proposals.

The Academy of Television Arts and Sciences has ruled that **HBO's critically acclaimed miniseries *From the Earth to the Moon* is eligible for an Emmy Award.** Questions concerning the number of different directors and writers on the Tom Hanks-produced miniseries were raised to the Academy in recent weeks as the group debated whether the production could compete in the miniseries category.

Registration for the **National Cable Television Association's Cable '98 convention** in Atlanta are running slightly

WSB-TV goes hi-def

Cox Broadcasting's WSB-TV Atlanta signed on last Friday morning on ch. 39 with a broadcast of 1,080-line interlace (1080 I) high-definition video from the \$10 million all-digital facility it's been building since 1996.

The broadcast began with a 17-minute segment of 1080 I footage: WSB-TV news studio footage shot with Panasonic hi-def cameras was intercut with 1080 I footage from the model HDTV station in Washington. The segment then was rebroadcast throughout Friday.

"It's true hi-def all the way," says John Swanson, Cox vice president of engineering. The 1080 I material was mastered on Panasonic D-5 HD tape, dubbed onto a file server that produced an ATSC-compliant bit stream, and then fed into a Harris Sigma DTV transmitter for broadcast.

The 1080 I pictures were received by an off-air antenna mounted on top of WSB-TV's studio, decoded by a prototype Zenith receiver and displayed on two Panasonic monitors. Swanson says that the Advanced Television Technology Center and the ABC Television Network were instrumental in rounding up equipment to get the hi-def signal on air.

—Glen Dickson

SGI looks to 'Wintel' platform

Silicon Graphics Inc. Chairman Rick Belluzzo traveled to New York last week to announce a new direction for the financially struggling supplier of graphics workstation and video servers.

As sales of SGI's UNIX-based graphics workstations that run on its MIPS microprocessors continue to decline, the Mountain View, Calif.-based company is now looking to Microsoft's Windows NT operating system and Intel microprocessors to drive its "visual computing" products.

SGI has formed a strategic relationship with Intel to use its chips in its workstation and server products, including its next-generation Merced 64-bit microprocessor; it plans to introduce a 32-bit Windows NT workstation by the end of 1998. In return, Intel will gain access to SGI's graphics technology, and the two companies will jointly market SGI's Intel/Windows NT workstations.

SGI is also looking to spin off its MIPS Technologies

Inc. unit, which makes the MIPS chips, and is planning an initial public offering of up to 20% of the unit's shares. However, SGI will maintain a majority stake in MIPS Technologies and will continue to develop MIPS chips for the UNIX-based systems it will continue to manufacture.

The moves with Intel and MIPS aren't surprising. As Intel's processing power has grown dramatically over the last few years, more and more effects software suppliers that previously relied exclusively on SGI hardware have rolled out graphics systems on the Intel/Windows NT platform.

As part of its new corporate direction, SGI also is looking to control costs. Steven Gomo, SGI's CFO, announced a hiring freeze and said that 1,000 jobs at SGI will be cut through attrition and divestitures (SGI is also looking to unload its Cosmo Web software unit). The company plans to reduce its operating expenses by \$200 million for fiscal 1999.

—Glen Dickson

behind last year's signups at the same time, but NCTA executives say they anticipate even higher attendance than last year. So far this year, 15,915 people have registered, compared with 16,447 at the same time last year. But exhibitor sign-ups, at 372, already have outpaced last's total of 366. John O. "Dubby" Wynne, CEO of Landmark Communications and convention committee chairman, says there will be considerable emphasis on new technology and new businesses and services—but with an increasing emphasis on how consumers will use them. Watch for a lot of interest in ZDTV and in enhanced TV products like those offered by Wink, WorldGate and WebTV, organizers say. While this year's convention is the industry's 47th such annual affair, it celebrates the 50th birthday of the cable

industry. NCTA is promising a high-tech party featuring four bands and a 3-D laser light show on Tuesday night, May 5.

Seagram Co. will expand plans to advertise hard liquor over the airwaves, CEO Edgar Bronfman told attendees at an Advertising Club of Los Angeles lunch last week: "We have been buying spot time on television and radio stations around the country at an accelerating pace." The company's spirits advertisements have been seen on 107 television stations in 51 markets and have been heard on 300 radio stations in 119 markets since the company announced in 1996 that it would no longer abide by the distilled spirits producers' self-imposed ban on radio and TV advertising. Distilled spirits producers are at a disadvantage in competing with beer and

wine producers, who routinely advertise on TV and radio, Bronfman said.

Larry Marcus, co-founder of River City Broadcasting, is back in the business after a year's respite (he left the company when the River City/Sinclair merger was announced). Marcus and Frank Quitoni, another River City/Sinclair colleague, are forming their

own television company, Peak Media LLC. Peak has bought its first station, WWCP-TV, (with an LMA for WATM-TV) in the Johnstown/Altoona, Pa.-market for \$18.5 million from US Broadcast Group. For the time being, Marcus says, the group is not looking at any other properties. "We want to fix these before we start looking at acquisitions."



Drawn for BROADCASTING & CABLE by Jack Schmidt

"I think we're an incredibly diverse group already. Bill shoots in the 70s, I can't break 90 and Bob doesn't even play golf."

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Incorporating The Fifth Estate TELEVISION Broadcasting

Playing to your strength

Sometimes we get the feeling that if lawmakers were presented with the option of achieving the same result with or without penalizing broadcasters and with or without increasing government's hold on program content, they would opt for penalizing and controlling. Regulating is, after all, what keeps food on a regulator's table. And penalizing broadcasters, well—that just seems the right thing to do, given that they are so darn profitable (although, of course, they profit in direct proportion to their ability to provide a mix of news and entertainment that serves the largest possible public).

With that preamble, Gore commission member and Belo President Robert Decherd has put forth an elegant blueprint for increased public service in the digital age. It is a solution that plays to everyone's strength. Now, it doesn't penalize commercial broadcasters for the sake of penalizing them, and it doesn't open the door to greater content regulation. But we hope it won't immediately be rejected inside the Potomac on those grounds.

Here's the deal: Public broadcasters get to keep their second channel in perpetuity. They also get a direct source of funding—the fees that commercial broadcasters must pay for any nonbroadcast use of their digital channels. (Nobody knows how much these fees will amount to, but we suspect the number will be substantial.) In exchange, the public stations take on the additional public interest chores—be it free time for political candidates, more children's educational programming or whatever else the policymakers think up. Yes, we know that sounds like a "let George do it" solution. But what if, as in this case, George is the most qualified person?

The proposal leaves broadcasters free to continue to serve the public with programming that is both vital and profitable, mostly news. And all that without additional constitutionally suspect intrusions into broadcast content. Minimizing such intrusions should be at the top of anyone's list of serving the public. (We know, that doesn't

penalize broadcasters either.)

Let's face it, the public service mission for public broadcasting makes a lot of sense. Commercial broadcasters, in turn, can and will go right on serving the public through their mix of news and community outreach, of good will and good business.

Room at the top

These are not good days for FCC Chairman William Kennard. First, Congress forces him to back off on proceedings aimed at mandating free broadcast time for candidates and regulating beer and wine ads. Then, last week, a federal appeals court delivers a blow to his goal of increasing minority participation in TV and radio by throwing out agency EEO rules that require stations to seek out minority employees. As Kennard knows, fewer minority employees today means fewer minority managers and owners tomorrow.

Despite Kennard's apparent determination to reverse the ruling, we don't think the EEO rules will be coming back. Such government-mandated affirmative action programs have seen their day. But, in addition to cheering the lifting of the not-inconsiderable EEO paperwork load, broadcasters should look for ways to voluntarily put more minorities and women on payrolls and station ownership rolls. At the NAB convention two weeks ago, Kennard challenged broadcasters to come to him in 60 days (early June) with practical ways of boosting minority and female ownership. Substantial recruitment and mentoring programs should be high on every broadcaster's list. Big groups should ante up for a larger capital fund to help finance stations. And the entire industry should press for the return of an abuse-proof (and that's the key) tax certificate program that gives tax breaks to those who sell stations to bona fide minorities.

With fewer than three percent of stations in the hands of minorities, broadcasters should look on last week's EEO ruling not as an end, but as a beginning.

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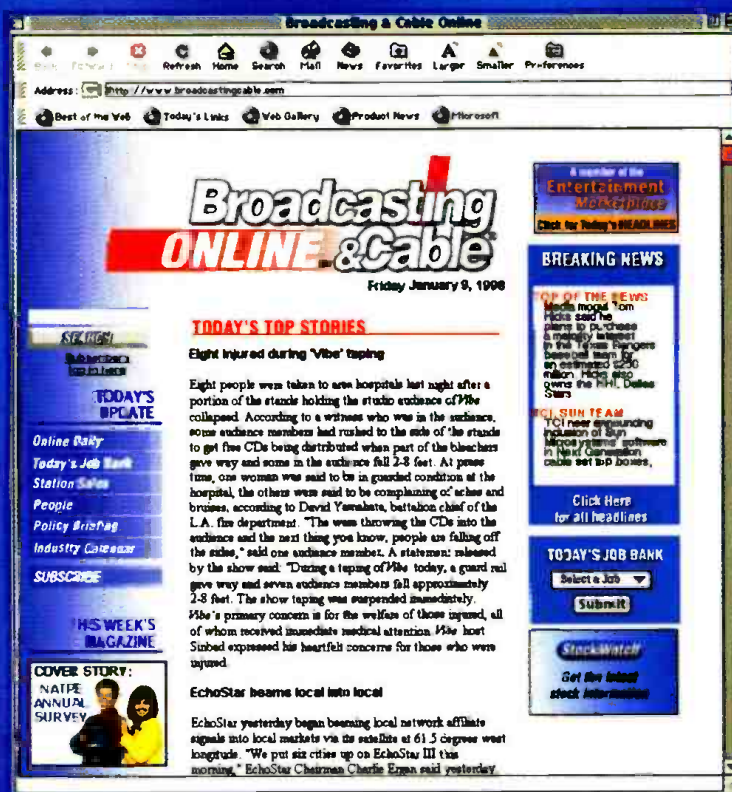
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