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## TOP OF THE WEEK / 4

**Sound and fury over cable rates** While Congress is taking yet another look at cable's rising prices to consumers, it's unlikely to take any legislative action this year. / 4

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**ABC to launch satellite HDTV by fall** ABC has selected compression vendor Tiernan Communications to supply the 720P satellite encoders and decoders it will use to launch its HDTV programming feed this fall. / 10

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**Push comes to shove for Springer** Host says editing likely has been loosened to boost sweeps ratings. / 12

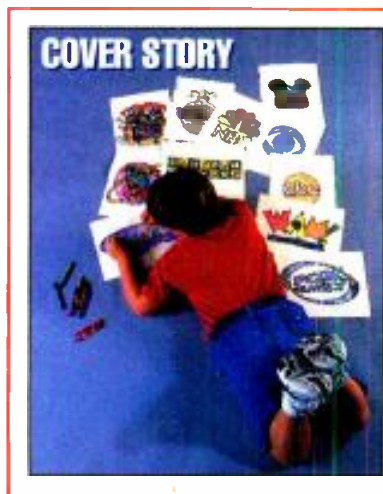
**Fox, affiliates meet on gridiron** Finally, late last Friday, there was a meeting of the minds between the Fox network and its affiliate board over a proposal for stations to help pay for the NFL. / 13

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**Jerry Springer says his show's editing likely has been loosened to boost sweeps ratings. / 12**



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*Special thanks to cover model Bryan Borucki. Cover photo by Dennis Brack/Black Star*

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# Cable dodges rate regs

Hill is more talk than action on issue of rising prices

By Paige Albinak

**A** lot of smoke and not much fire.

When it all clears out this week, Senate Commerce Committee Chairman John McCain (R-Ariz.) will have held another hearing examining cable rates; House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) will have introduced a bill intended to keep cable rates down, and consumer advocate Gene Kimmelman will have told Congress that cable rates are increasing at three times the rate of inflation.

But the cable industry still won't have to worry about any new regulation from Washington this year.

Congress has been trying to come up with a way to introduce competition into the cable industry before the March 1999 date for deregulating cable's upper programming tiers. But Republicans are balking at more cable

regulation. A short legislative session also is limiting what Congress can accomplish this year, and Congress is not reconvening after midterm elections until February, so the cable industry has time and postelection congressional disarray on its side.

With cable enjoying fat times on Wall Street, no new regulation is especially important for the cable industry. Cable and Wall Street executives say that lurk-

ing regulation is the biggest threat to cable's continued financial growth.

"The regulatory horizon set by the 1996 Telecommunications Act has permitted the financial markets to invest in cable," says Alexander Netchvolodoff, a lobbyist for Cox. "Changing that horizon would be unwise."

Cable's continued growth depends to a large extent on annual rate hikes. It's no accident

that the most aggressive increases last year came from the MSOs that posted the most revenue—Time Warner Cable and MediaOne Group. TCI, which two years ago stuck subscribers with a 13% hike and then fell into a financial crisis, has kept its increases to 5% ever since.

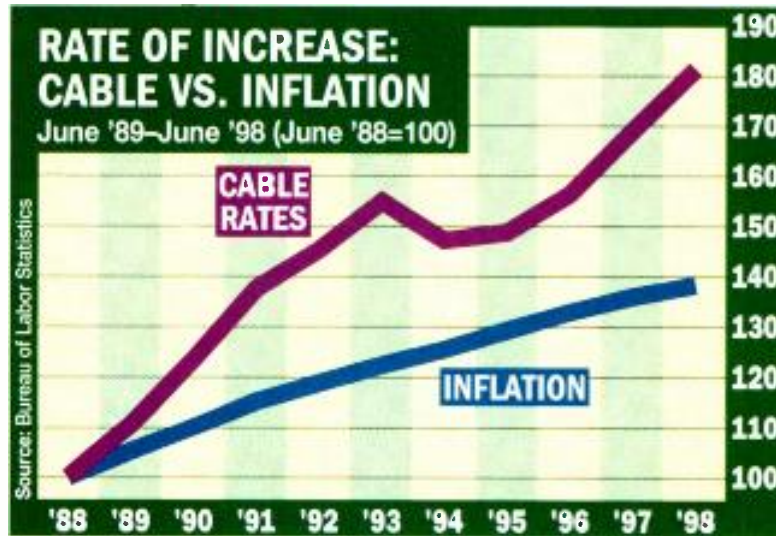
That fact may encourage Tauzin, who will be the lead-off witness at McCain's cable rate hearing next Tuesday, to introduce a gentle bill on Wednesday.

Industry lobbyists have not seen a draft of the bill, but they and Capitol Hill sources speculate that it could include any combination of three strategies to stave off cable rate increases.

One notion is that the bill will broaden the program access law, a measure close to Tauzin's heart because he both authored it and single-handedly got it passed.

That law forbids cable companies that own both systems and networks from selling programming on an exclusive basis. It also forbids all cable programmers from selling on an exclusive basis programming that is delivered via satellite, but not fiber. Broadening that law could result in a ban against nearly all exclusive programming deals.

Tauzin also could choose to extend cable regulation past the March 1999 expiration date in communities where there is no cable competition, although Tauzin says he "wants to find a solu-



## FCC to revise program access

FCC commissioners next week plan to tighten their enforcement of program access rules, but will not likely be expanding the regulations.

The commissioners hope to vote on new procedures for handling complaints at their meeting on Aug. 6. Sources say the revised access rules will require faster turnaround in processing complaints from cable competitors that they are not getting access to cable programming. More rapid complaint processing was one of a series of proposals that the FCC issued in December in response to a petition from Ameritech New Media for stronger program access rules.

In December, the commissioners also proposed expanding the program access rules to cover programming that had been moved from satellite distribution to distribution via land lines. Satellite carriers have charged that cable companies have switched to land-line distribution in order to evade program access rules. DirecTV has one such complaint against Comcast pending at the FCC, and officials held a meeting to discuss the complaint last week.

But sources do not expect the commissioners to expand the rules to cover programming moved from satellite distribution to land-line distribution when they vote on the new program access procedures next week. Commissioners Harold Furchtgott-Roth and Michael Powell voiced doubts about expanding the rules to cover the land-line programming when the FCC issued its proposal in December.

—Chris McConnell

tion that doesn't require us to keep regulation." Tauzin, who is working with Rep. Ed Markey (D-Mass.) on the bill, has been pushing legislation that would extend cable regulation past the March 1999 date.

A Markey staffer says that the bill likely would include a provision to "retain consumer price protections if [cable companies] did not offer effective consumer choices in their lineup of offerings or if they did not have competition in the area."

Finally, Tauzin could introduce a plan that would require cable operators to create tiers of specialized programming, such as sports, which would allow consumers to reject higher-priced programming for which they don't want to pay.

But cable programmers argue that putting a higher-priced channel, such as ABC-owned ESPN, in a separate tier would make that tier too expensive

and raise the cost of basic cable.

In response to that argument, Tauzin said: "It is not my business to do a tiering plan; it is my business to make sure consumers have some choice."

Regardless of which option Tauzin chooses, chances are slim that any bill that would bring new competition to the cable industry will be passed in this short legislative year.

In the Senate, McCain has steadfastly stuck by his view that competition is the answer to rising cable rates. His hearing, which will feature TCI President Leo Hindery, EchoStar CEO Charlie Ergen and Cox CEO James Robbins, will largely serve as a status report on the industry, says Commerce Committee policy director Mark Buse.

Early this year, hopes were high for legislation that would let satellite TV providers, specifically EchoStar, transmit local broadcast signals into local markets. But EchoStar says it doesn't

have enough capacity to offer all local signals, and broadcasters and the cable industry are strongly opposed to any law that would allow satellite broadcasters to offer only the local signals of the four major networks.

One likely success this year is a measure introduced in both houses by McCain and Tauzin that would delay a hike in satellite broadcasters' royalty fees for imported network signals and superstations. If that bill passes, it will help satellite remain as competitive with cable as it is today, but it will not introduce any new competition (see story, below).

A final indication that lawmakers are not overly concerned about rising cable rates: The Senate last week defeated 63-36 a measure offered by Sen. Russell Feingold (D-Wis.) that would have instructed the FCC to study why cable rates are rising and to say what they planned to do about it. ■

## Senate passes satellite royalty fee delay

By Paige Albiniak

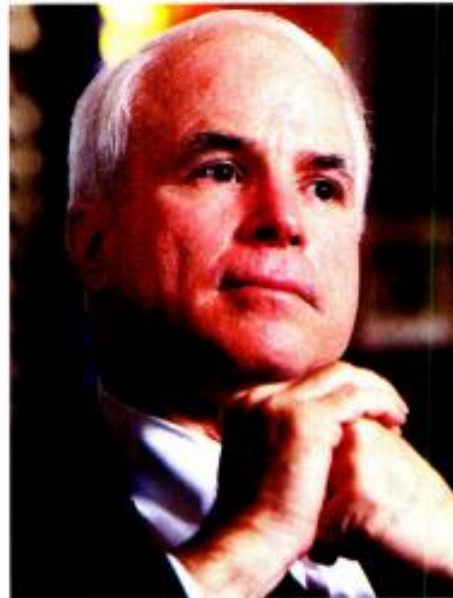
The Senate last week voted to delay until March 31, 1999 a royalty increase satellite broadcasters have to pay on imported broadcast signals. The House still must accept the measure, which is intended to keep satellite's rates close to those cable pays.

The Copyright Office last year raised the fees that satellite TV providers pay for imported network signals and superstations to 27 cents per subscriber per month—from a range of 6 cents to 17.5 cents.

The increase would result in an estimated \$40 million annually in additional revenue to copyright holders, says Bill Roberts, senior attorney at the Copyright Office. Cable operators pay less than 10 cents for similar services; the satellite industry says that gives cable operators an unfair advantage.

Satellite TV companies must pay the first round of increased fees by the end of next week. Nothing in the bill sponsored by Senate Commerce Committee Chairman John McCain (R. Ariz.) so far would allow for satellite TV providers to receive a refund of that money.

McCain would have delayed the



**Nothing in the bill sponsored by Senate Commerce Committee Chairman John McCain so far would allow for satellite TV providers to receive a refund of that money.**

fee hikes until Jan. 1, 2000, but Senate Judiciary Committee Chairman Orrin Hatch (R-Utah) asked to move the date back to March 31, 1999—the

same day that FCC regulation of cable's upper programming tier ends. McCain, on Hatch's request, also removed provisions in the bill that would have referred the issue to the FCC for study. McCain attached the measure to a Senate spending bill for the Commerce, Justice and State departments, which passed last week 99-0.

House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) has a similar bill pending before the House Judiciary Committee. If Judiciary amends the bill in a manner unfavorable to the satellite industry—which is possible because of Judiciary's traditional ties to copyright holders—Tauzin may resort to tacking the original version of the measure to the House State/Commerce/Justice spending bill, says Tauzin spokesman Ken Johnson.

The House also can choose to take no action on Tauzin's bill and then accept McCain's amendment when the State/Commerce/Judiciary appropriations bill goes to House-Senate conference, Johnson says. During a markup last month, Tauzin also discussed adding a provision that would, at a minimum, delay distributing the satellite industry's paid royalty fees until Congress resolves the issue. ■

# CBS wants a few good men

*Scheduling of second '60 Minutes' not nailed down; may consider dropping a movie night*

By Michael Stroud

**C**BS President Leslie Moonves laid out a good chunk of his prime time game plan for journalists at the semiannual press tour in Pasadena last week, but not all of it.

The network will continue to retain older viewers and women with shows like *60 Minutes*, *Maggie Winters* and *To Have and to Hold*, Moonves said. And it will reach out to young men with NFL coverage and shows like *Brian Benben* and *JAG*.

Two important blocks of prime time remain mysteries. Will CBS be the only major broadcaster to retain two nights of movies throughout the season? And where will the network put its upcoming *60 Minutes II* broadcast later this season?

On movies, Moonves said the network may be considering dropping one of its Sunday and Tuesday movie nights later this year if it finds good prime time replacement material. "It depends on what else is happening," he said. "The good thing about a movie is that you can put it on and pull it off throughout the year."

Moonves said the network is "working aggressively" to get a *Dr. Quinn* movie under way for next season. (The network has come under heavy fire

from fans for canceling its Saturday night drama, *Dr. Quinn, Medicine Woman*.)

As for *60 Minutes II*, Moonves said the show will air at 9 p.m. or 10 p.m. on Monday, Tuesday, Wednesday or Thursday later in the season, but he didn't nail it down. His decisions will be influenced by placement of midseason shows like *Magnificent Seven* and *Turks*—and a Melanie Griffith comedy. The network has ordered six episodes of the Griffith show, he said.

Moonves insisted that negotiations with *60 Minutes* producer Don Hewitt and other news producers wasn't as "acrimonious" as portrayed in the press. Hewitt "wanted an assurance from us that I wouldn't be calling him up and saying, 'there is a shooting on the 405 freeway. Let's have *60 Minutes* go cover it,'" he said. Hewitt will be involved in the new show, although his primary responsibility will remain with the original Sunday series, Moonves said.

The CBS president predicted that the network's household ratings and ratings among 25-54-year-olds will improve by January. "We see growth potential on a lot of nights," particularly on Sunday and Monday, he said. The network has revamped its comedy lineup on Monday night by putting *King of Queens* and *Brian Benben* on the schedule. It's also



debuting *L.A. Doctors*, starring *thirtysomething* star Ken Olin.

Moonves also predicted ratings improvements for its Tuesday drama *JAG* as it taps more males willing to forego ABC's *Home Improvement* and NBC's *Mad About You*. ■



## Hearst-Argyle on the big board

Hearst-Argyle Television stock began trading on the New York Stock Exchange last Wednesday, July 22. It previously had traded on Nasdaq. Company directors and officers gathered on the NYSE bell platform for the event, and chairman Bob Marbut (sixth from left) rang the opening bell. "Hearst-Argyle is growing rapidly, and we believe the NYSE's auction-based market will enhance the efficiency of trading in our stock. We also believe that the NYSE will offer our shareholders increased liquidity and reduced volatility," Marbut said.

According to *BROADCASTING & CABLE*, the TV group is the 15th largest, owning or managing 15 network-affiliated TV stations that reach about 11% of TV households. Hearst-Argyle's agreement in late May to buy Pulitzer Broadcasting's nine TV stations will change its ranking on the B&C list to number 10, with 16.4% coverage, when the deal closes at the end of the year. The company's stock, trading under the symbol HTV, closed at 36 last Friday, down 3/8.

—Kira Greene

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# Radio



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# Mr. Padden goes to Washington

*ABC TV Network chief to head Disney's government relations; replacement likely to be company insider*

By Steve McClellan

**W**ho will be the next president of the ABC Television Network? That question came to the fore last week with the announcement that Preston Padden is leaving the post to become executive vice president in charge of government relations for ABC parent Disney. As part of the move, Disney and ABC will combine their government relations offices



*Padden's successor at ABC is a question mark.*

in Washington, with Padden running the operation and reporting directly to Disney chairman Michael Eisner.

The identity of Padden's replacement is unclear, but there is a better-than-even chance, sources believe, that the choice will be made from within the ranks of ABC.

The list of internal candidates includes ABC Radio President Robert Callahan; ABC Daytime President Pat Fili-Krushel; ABC Broadcast Operations and Engineering President Preston Davis, and Buena Vista Television Chairman Walter Liss. Several ABC station general managers also are considered potential candidates, including

Tom Kane (WABC-TV New York), Arnie Kleiner (KABC-TV Los Angeles), Joe Ahern (KGO-TV San Francisco), Emily Barr (WLS-TV Chicago) and David Davis (WPVI-TV Philadelphia).

Others are seen as capable but unlikely candidates, including Steve Bornstein, president of ABC Sports and ESPN. His current post is arguably more critical in that it oversees a \$600 million profit center.

David Westin recently took over ABC News and is not interested in returning to his old post, sources believe.

Sources say Padden sought the post, and several say they weren't surprised he's making the move. "He's a Washington guy; that's what he loves, and that's what he's most familiar with and most comfortable doing," says one insider. Another says there was "some sense of tension" between Padden and other high-level network executives: "The Fox culture he came from is different from ours and the fit wasn't the greatest."

But others downplay the notion of tension between Padden and others at

ABC. His working relationship with his boss, ABC President Robert Iger, is said to be good. In fact, sources say that Iger recommended Padden for the new job to Disney Chief Eisner. Without that blessing, it's assumed that Padden would not have gotten the job.

Reached last week, Padden confirmed he urged the company to merge its government relations departments in Washington. ABC's Washington office is currently headed by Bill Pitts, well-regarded on both sides of the political aisle. He previously was chief of staff for former Rep. Robert Michel (R-Ill.). Pitts also served as chief legislative strategist for the House Republicans as well as the senior staff liaison to the House Democratic leadership. It's likely Pitts will stay in his post, sources say.

Disney's Washington office is headed by company veteran Richard Bates. Disney's lobbying effort in Washington has had a somewhat lower profile than ABC's, largely because much of what the major studios have tried to accomplish there is coordinated with the Motion Picture Association of America, headed by Jack Valenti.

Padden said he had hoped that Pitts and Bates would remain in their current posts: "I have enormous regard for both of them."

In a statement, Disney chief Eisner said, "there are few people with as much in-depth knowledge and experience in dealing with these [Washington] issues as Preston." ■

## ABC taps Tiernan for DTV gear

*Will use 720P encoders and decoders for satellite feeds starting this fall*

By Glen Dickson

**A**BC has selected compression vendor Tiernan Communications to supply the 720P satellite encoders and decoders it will use to launch its HDTV programming feed this fall.

According to Preston Davis, ABC president of broadcast operations and engineering, the network plans to buy a small number of Tiernan THE-1 DTV encoders and TDR6 integrated receiver/decoders to support the satellite

delivery of 720P hi-def programming to its owned-and-operated stations; ABC also will recommend the Tiernan decoders to ABC affiliates—such as WFAA-TV Dallas—that plan to launch HDTV within the next 18 months.

Although Tiernan was one of six encoder manufacturers that didn't show 720P encoding at a PanAmSat demonstration earlier this month (B&C, July 20), ABC is satisfied with the 720P prototype it has seen and expects delivery of a commercial product in September or October, Davis says.

If the Tiernan gear proves successful, sometime in 1999 ABC will probably "make a general recommendation to the affiliates at large to adopt this decoder," says Davis. Theoretically, affiliates should be able to buy any manufacturer's MPEG-2 IRD to receive and decode the Tiernan-generated ABC hi-def feed, adds Davis, but with "an early product that may not be the case" because of possible inconsistencies in software code.

Davis says that work on ABC's HDTV Release Center, which is being

outfitted by Panasonic, is progressing nicely. "We're right on track where we want to be," he says. "We should be on air Nov. 1, if not before."

ABC will support a 45 Mb/s digital satellite feed for its HDTV programming, which mainly will be prime time fare. There won't be any 480I or 480P standard-definition feed of digital programming for nonprime dayparts. "Affiliates will continue to get a standard NTSC analog feed for the rest of the broadcast day," Davis says. "I couldn't sit here and tell you what they will do with it—some may choose to upconvert, and some may simply pass it through. We have not made a recommendation to them as to what to do."

Although ABC has considered delivering its early HDTV feeds over fiber, as Fox will do with its DTV feeds (see story, page 43), Davis says terrestrial delivery wasn't feasible for ABC either from an economic or an operational point of view.

"If you look at the number of affiliates that are required to come on early, and another 15 to 30 that come online next year, you lose the early savings of fiber," he says. "Point to multipoint—there's still no better way." Davis adds that ABC would have to modify its network control system to deal with fiber delivery, which would make it difficult to implement operationally. ■

## Hicks, Muse adds 32 stations

Hicks, Muse, Tate & Furst tacked another 32 stations onto its burgeoning broadcast empire Friday when the company's Capstar unit said it was buying San Diego-based Triathlon Broadcasting for about \$190 million.

"The acquisition of Triathlon Broadcasting further solidifies Capstar's position as the nation's leading consolidator of mid-market radio stations," Capstar President Steven Hicks said of the deal.

Triathlon operates radio stations in Wichita, Kan.; Colorado Springs; Lincoln and Omaha, both Nebraska, and Spokane and Tri-Cities, both Washington. Capstar, 55% owned by Hicks Muse, will own 333 radio stations nationwide as a result of the deal.

The latest deal also means parent Hicks holds or is pursuing an interest in 441 radio stations. Additionally, Hicks owns or operates 25 television stations.

Last week's agreement calls for Capstar to acquire all the outstanding shares of Triathlon common stock for \$13 per share in cash and all of Triathlon's depository shares in cash. Capstar also will assume about \$60 million in debt as part of the deal.

The company said it expects to complete the transaction during the second quarter of 1999. The deal is subject to FCC approval.

In addition to the radio stations, Triathlon also owns a Muzak franchise in Omaha and a regional sports network in Nebraska that controls the rights to University of Nebraska football games.

"Our stated business strategy has always been to achieve growth by adding quality station assets, while providing value for our listeners, advertisers and investors," Hicks said. "Triathlon's properties are a perfect fit to that mandate."



Capstar President Steven Hicks

—Chris McConnell

# AT&T sets up TCI phone, marketing project

By John M. Higgins

**A**T&T Corp. and Tele-Communications Inc. are developing pilot telephone and marketing projects that may come on line before the sale of TCI closes.

AT&T Chairman Michael Armstrong says that the company will work with TCI to launch local telephone services in the MSO's Fremont, Calif., system—TCI's most technologically advanced property—perhaps before year's end. The companies also will work together on bundling long-distance and cable service in a single package in part of TCI's Chicago cluster.

In a conference call with securities analysts to discuss AT&T's mixed second-quarter financial results, Armstrong characterized the projects as "controlled rollouts," technology and



market tests rather than wide-scale launches. But the goal, in part, is to demonstrate to Wall Street what the two companies can accomplish once AT&T completes its \$48 billion takeover of TCI, combining the strength of AT&T's brand with the capacity of TCI's cable systems.

The Fremont launch will not be a test of the highly touted, but unproven, IP telephone service that employs Internet protocols to move phone calls in little digital packets.

Armstrong said that the Fremont system will use proven circuit-switched telephone service that Cox Communications Inc. and MediaOne Group Inc. have deployed in some systems. The Chicago marketing program will test whether the companies can reduce customer churn and increase penetration by simply selling—rather than physically delivering—cable and long-distance together, most likely in a discounted package.

Armstrong added that the company is in the midst of a careful study of TCI's operations to ensure that its "level of quality and service" is up to what consumers would expect from AT&T.

The long-distance company also has completed its \$11.3 billion takeover of competitive phone carrier Teleport Communications Group Inc. ■

# Putting the fight back in Springer

*Host says editing has been loosened to boost sweeps ratings*

By Joe Schlosser

**J**erry Springer says the editing on his controversial syndicated talk show has been "loosened up" in an effort to spike ratings for the July sweeps period. That move could prompt a protest in Los Angeles, according to one of the show's most vocal critics.

Springer, in Los Angeles last week to help launch a series of new home videos based on his talk show, told BROADCASTING & CABLE that the show has never changed, only the editing. Only two months ago, amid growing criticism and protest, Springer distributor Studios USA Television declared that the violence would be taken out of the show entirely. Studios USA vowed to have the fighting out by the second week of June.

"I haven't seen the shows, but we



*Springer's show features more action in July.*

taped them nearly two months ago. Clearly what they are doing is the editing—and apparently, you know, it's ratings month, so I assume it's going to be more loosely edited," said Springer, who is on hiatus until the end of August. "The shows have never changed. It was just a matter of at least editing out the contact. It's my understanding in June they [Studios USA] edited out a lot of the fighting—and now it's the [sweeps] book, so some of

it goes back in."

Studios USA executives had no comment. The fighting and contact on *The Jerry Springer Show* from June 8 through the first week of July was clearly toned down or edited out, but since then, critics say, the fighting has returned.

Springer says the issue of what is a fight and what is a "shove" has reached ridiculous levels and that the show will be produced in the same manner.

"Is hair pulling a fight?" Springer asked. "That's how silly this whole thing has gotten. It is not like this is a document of settling the Arab-Israeli war. No, we're going to do a wild show. We'll get rid of the violence, but that doesn't mean there are not going to be people confronting each other and stuff like that. There won't be guns or knives, and there won't be anybody getting hit in a way that they could get hurt."

The Rev. Michael L. Pleger, a staunch opponent of Springer's show whose Chicago-based church has organized rallies against Springer and his sponsors, says the fighting has clearly come back on the show and that Studios USA has apparently backed out of its deal with him and other protesters.

"Either they lied to us, or they are playing a game," Pleger says. "If their word is not good, they should tell us. If they've changed their minds, they should tell us. We trusted them on their word, and if their word is no good then we have to challenge them on it." ■

## Cable scores win on leased access

*D.C. court rejects challenge to FCC's leased-access rate rules*

By Chris McConnell

**A** Washington court Friday rejected challenges to the FCC's rules for setting cable leased-access rates.

In an effort to lower the rates that programmers pay to lease capacity on cable systems, regulators last year adopted a new formula for setting the leased-access rates. Low-power TV broadcasters and home shopping producer ValueVision, however, argued that the new rules do not go far enough in helping them to gain access to cable channels.

In their ruling, a three-judge panel of the U.S. Court of Appeals in Washington disagreed.

"The commission's choice of the

average implicit fee formula was a reasonable means of accomplishing the [law's] purposes," the court said.

The FCC rules allow cable operators to charge those who lease the channels an "implicit fee" based on the difference between the average price per channel that a subscriber pays the cable operator and the amount per subscriber that the cable operator pays a traditional cable programmer.

Previous FCC rules allowed cable operators to charge those leasing the channels the highest implicit fees paid by any programmer. Last year, regulators replaced those rules with a new system aimed at representing the aver-

age amount of subscriber revenue that programmers cede to cable operators for carriage.

In their challenge to the rules, low-power TV operators insisted that regulators should have focused on promoting program diversity rather than protecting the cable operators from financial hardship.

But judges said that the FCC took steps to promote program diversity.

"Many of the changes to its initial rulemaking were designed to improve conditions for leased access," the court said. "These changes belie petitioners' contention that the commission ignored the interests of leased-access programmers." ■



# Fox, affiliate board agree on NFL payments

By Steve McClellan

**F**inally, late last Friday, there was a meeting of the minds between the Fox network and its affiliate board over a proposal for stations to help pay for the NFL.

Fox began mailing to stations and group owners last week its proposed agreement on affiliate NFL contributions, after the affiliate board of advisers said earlier in the week it would not approve the proposal as it was worded. The proposals will begin arriving at stations today (July 27).

As reported last week, the proposed agreement calls for a total annual NFL rights payment contribution from Fox affiliates of \$45 million–\$50 million. Fox agreed to pay \$550 million annually for the next eight years to keep NFL rights.

Fox affiliate board chairman Murray Green said last Friday that the board had problems with several “nitpicking language issues,” which he declined to describe. The board met by conference call late last Friday and approved revisions.

But Fox forged ahead anyway. “No one was arguing over any of the key issues, and we feel we have enough support from stations to go ahead with this,” a network source said.

Two weeks ago the two sides settled the last major issue: the amount of promotion time Fox affiliates would be obligated to devote to children’s programming on the broadcast network and the Fox/Saban Family Channel. Program exclusivity is still an issue, but essentially has been separated from the NFL agreement. Talks about program exclusivity will continue.

Fox station contributions for the NFL will come from advertising inventory that stations will sell for the network. Stations also will redirect payments back to Fox from the sale of their stake in Fox Children’s Network and from retransmission consent fees. ■



## CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

### NEW YORK

#### Double duty at Sci-Fi

**U**SA Networks’ VP for programming and production, Bonnie Hammer, will most likely pick up the slack left by the departure of Sci-Fi Channel programming VP Barry Schulman, sources say. Hammer has overseen production of USA Network wrestling coverage along with original specials and interstitial programs for both networks. She is expected to add Schulman’s duties to her to-do list. While some sources say they expected USA’s new president of programming and marketing, Stephen Chao, to bring someone in to replace Schulman, others say that adding Sci-Fi duties to Hammer’s responsibilities is more consistent with recent downsizing at Sci-Fi.

### NASHVILLE

#### EchoStar pays up

**C**harlie Ergen’s EchoStar Communications Corp. has been so busy signing up new customers that there just hasn’t been time to pay annual dues to the Satellite Broadcasting and Communications Association, the industry trade organization. Heading into the SBCA ’98 show last week in Nashville, the trade group was a bit peeved that EchoStar was nearly seven months in arrears. But as the show was drawing to a close last week, EchoStar had anted up and was once again a member in good standing.

### DENVER

#### Primestar supporters

**D**irecTV/USSB and EchoStar Communications Corp. have been outspoken in their opposition to Primestar taking over ASkyB’s 110 degree west longitude slot. But they’re getting little support within the Satellite Broadcasting and Communications Association, the DBS trade group. According to one SBCA source, at least two-thirds of the association membership doesn’t have a problem with cable ownership of Primestar and figures three

platform providers—DirecTV/USSB, Primestar and EchoStar’s Dish Network—are better than two. Not surprisingly, those quiet supporters are primarily equipment suppliers, dish dealers and retailers, all of which benefit from having more competition.

### WASHINGTON

#### Cumulus complaints

**T**he FCC’s Mass Media Bureau came under attack last week as broadcasters responded to a review of ownership rules. Cumulus Media complained the bureau is sitting on radio transfer applications that would result in one company holding a large percentage of the local radio revenue and that one of its applications has been pending for more than five months. “Cumulus believes that it has been victimized on a number of occasions by the aforementioned Bureau initiative, which, incidentally, remains largely covert,” the company told the FCC. Commission officials during past months have voiced concerns about such transactions and have said they hope to agree on a plan for dealing with deals that propose to leave one company with a large chunk of the local radio market. But last week Cumulus said it is tired of waiting. “In a number of currently pending transactions, Cumulus and its selling parties have been forced to wait for months while the commission reportedly works toward either a formal policy or rule ... or abandoning the initiative altogether,” the company said.

#### Low-power play-by-play

**T**he NFL likes the idea of creating a new low-power radio service for delivering the play-by-play and other coverage to fans at sporting events. In comments filed with the FCC last week, the league said it has used the service at six Super Bowls and would like to see a permanent service established. “It allows our fans attending these events to listen to broadcasts that they may not have the opportunity to hear inside the stadium or venue,” the league told regulators.

# Broadcasters cry 'foul' over V-chip sets

*Object to plans to allow blocking of unrated shows*

By Paige Albinak and  
Chris McConnell

**T**he two-year-old TV ratings system may be in danger if television set makers stick to a plan to allow new sets to block unrated programs.

Set manufacturers—specifically Thomson, with others appearing ready to come on board—say they will include a feature in new V-chip-enabled digital TV sets that would allow viewers to block unrated programming, such as news and sports.

"We believe there will be parents who wish to block violent news programming or aggressive sports," says David Arland, spokesman for Thomson Consumer Electronics. Thomson sells TV sets under the GE, Proscan and RCA brands.

Irate broadcasters and an irked cable industry immediately discredited the idea, calling it a threat to the new television ratings system that was hammered out between an industry coalition and family advocates last summer.

"The proposed action by the consumer electronics industry goes beyond an agreement between the entertainment community and children's advocacy groups," says NAB President Edward Fritts. "As a result of the FCC's failure to implement a separate agreement between the entertainment community and television set manufacturers, this action could place the TV program rating system in jeopardy."

"We're concerned about steps television set manufacturers may take that could lead to families inadvertently blocking news, sports, public affairs programming, emergency messages and reports, and local advertising," said the NCTA in a statement. "We hope the manufacturers won't proceed down a path that makes the operation of the V-chip confusing for parents."

During the FCC's rulemaking on the



**NAB President Edward Fritts says that sets put ratings in jeopardy.**

television ratings system, which was completed in March, the commission left open whether sets could block unrated programming: "[W]e will not prohibit features that allow the user to reprogram the receiver to block programs that are not rated," the FCC wrote in its March decision.

Gary Shapiro, president of the Consumer Electronics Manufacturers Association, says that if broadcasters "don't like the FCC ruling, I don't know why they

didn't challenge it."

A broadcast source says that broadcasters "thought at the time that we had an understanding with the manufacturers, but we did alert the commission" that this problem of blocking unrated content might come up.

The ratings system warns parents of objectionable content or language in entertainment programming, using letters—such as S, for sex, or V, for vio-

lence. It also groups shows according to the age for which they are appropriate. TV-Y marks shows meant for young children, for example, while programs labeled TV-G are for general audiences.

Broadcasters could keep their unrated programming from being blocked by rating it TV-Y or TV-G. But one source says that broadcasters do not want to rate news and sports, programming that advocacy groups had agreed to leave unrated. Rating these programs also would incur discussion about the content rating an individual news or sports program deserved. Adding ratings to live programming is nearly impossible, because producers can't know the exact content of a program as it unfolds.

Broadcasters last week met with staffers for Vice President Al Gore and Rep. Ed Markey (D-Mass.)—the two politicians most involved with the V-chip and ratings system—to jump start negotiations with all the parties, sources say.

"We want to try to meet with influential players that we hope will convince the set manufacturers that this is not the right way to begin an era of cooperation with the broadcasters," says one broadcast source. "And an era of cooperation is necessary to achieve a successful digital transition."

But political involvement at this early stage is unlikely, says another source. "It would be extraordinary if the FCC or Congress were to intervene at this point." ■

## Broadcasters say more is better

*Ask FCC to loosen ownership rules*

By Chris McConnell

**B**roadcasters took aim at a series of ownership restrictions at the FCC last week.

Commenting on a commission inquiry into the merits of the national ownership cap, the newspaper/broadcast crossownership restriction and other rules, several station owners argued that the FCC should lift the restriction on common ownership of stations and newspapers.

"The success of the new media competitors that are not burdened by the crossownership rule requires the commission to remove that burden or risk jeopardizing the ability of over-the-air stations to provide the news, children's

and public affairs programming the commission has recognized serves the public interest," Tribune Co. said.

"The newspaper rule has long outlived whatever utility it might have had," added Chronicle Publishing Co.

The commission is not preparing to kill the rule. But it is required by the 1996 Telecommunications Act to review it and the rest of its broadcast restrictions every two years. Complying with the requirement, the FCC in March launched an inquiry into several ownership rules. Another group of ownership restrictions—including the ban on common ownership of two local stations—already was under review in a separate proceeding.

While several groups focused on the

newspaper/TV crossownership ban last week, the networks put a relaxation of the national ownership cap at the top of their wish list. The rule restricts station ownership to reaching 35% of U.S. TV homes.

"The cap prevents owners such as Fox and USA from expanding their business in a rational manner," Fox Television Stations and USA Broadcasting said in a joint filing. "Television station owners continue to be prevented by regulation from realizing the efficiencies and economies of scale achievable through increased national ownership of stations," added NBC.

CBS and ABC also urged the FCC to

lift the cap.

But the NAB said the FCC should not change the national ownership rule, a position supported by the Network Affiliated Stations Alliance.

Also arguing against loosening of the national ownership cap or other rules was the Media Access Project. "Recent revelations of fabricated news stories and controversies regarding the validity of news programs graphically highlight the value of diverse and competing gatekeepers of political and factual information," the group said in a joint filing with the United Church of Christ and Black Citizens for a Fair Media.

NAB and the National Cable Television Association, meanwhile, crossed swords over the cable/broadcast crossownership restriction. The cable group told regulators that the ban on common ownership of TV stations and cable systems "no longer remains necessary to serve its original purpose—to ensure that local broadcasters do not suppress the development of cable television."

But the NAB argued that the FCC should leave the restriction in place until it decides how must-carry rules will apply to digital television: "Until digital must-carry rights are ensured for digital broadcasting, cable television. ■



## WASHINGTON WATCH

By Chris McConnell and Paige Albiniak

### Granite's airtime offer

Granite Broadcasting Corp. last week said it will offer free airtime to gubernatorial, House and Senate candidates this fall. Granite stations in California, New York and Illinois will offer Senate and gubernatorial candidates in the general election up to two minutes of airtime a week during the six weeks leading up to the election. Some of the Granite stations also will offer the same amount of time to House candidates. The company's stations plan to pose questions of local and national interest to the candidates, who will respond in

one-minute, unedited segments. "These unedited responses from candidates on important issues will air both in and around our highly rated newscasts, when viewership by potential voters is high," Granite CEO Don Cornwell says.

### Packing it in

Rep. Thomas Manton (D-N.Y.), who serves on the House Commerce Committee, will not seek re-election after 14 years in Congress, his spokesperson said last week. Manton is endorsing the candidacy of New York Assemblyman Joe Crowley, who announced last week

that he would run for the seat.

### Star power

FCC Chairman William Kennard has been hearing from some high-profile people this year on the subject of minority ownership in the broadcast industry. Stevie Wonder paid a visit earlier this year, and this month Don Cornelius and Quincy Jones stopped by the commission's M Street headquarters to talk with the chairman. Kennard has been pushing broadcasters to come up with ideas for promoting increased minority participation in

the business.

### Thomson's ITC triumph

Thomson Consumer Electronics, maker of DBS receiving gear, won a battle at the International Trade Commission last week. Thomson had been charged by Innovatron with infringing on its patents for receiver access cards, and an administrative law judge initially agreed with Innovatron. The commission, however, decided Thomson is not guilty.

### Kidvid fine

The FCC fined WACY(TV) Appleton, Wis., \$10,000 for violating rules that limit how much time may be spent on commercials during children's programming. WACY is owned by Ace TV Inc.

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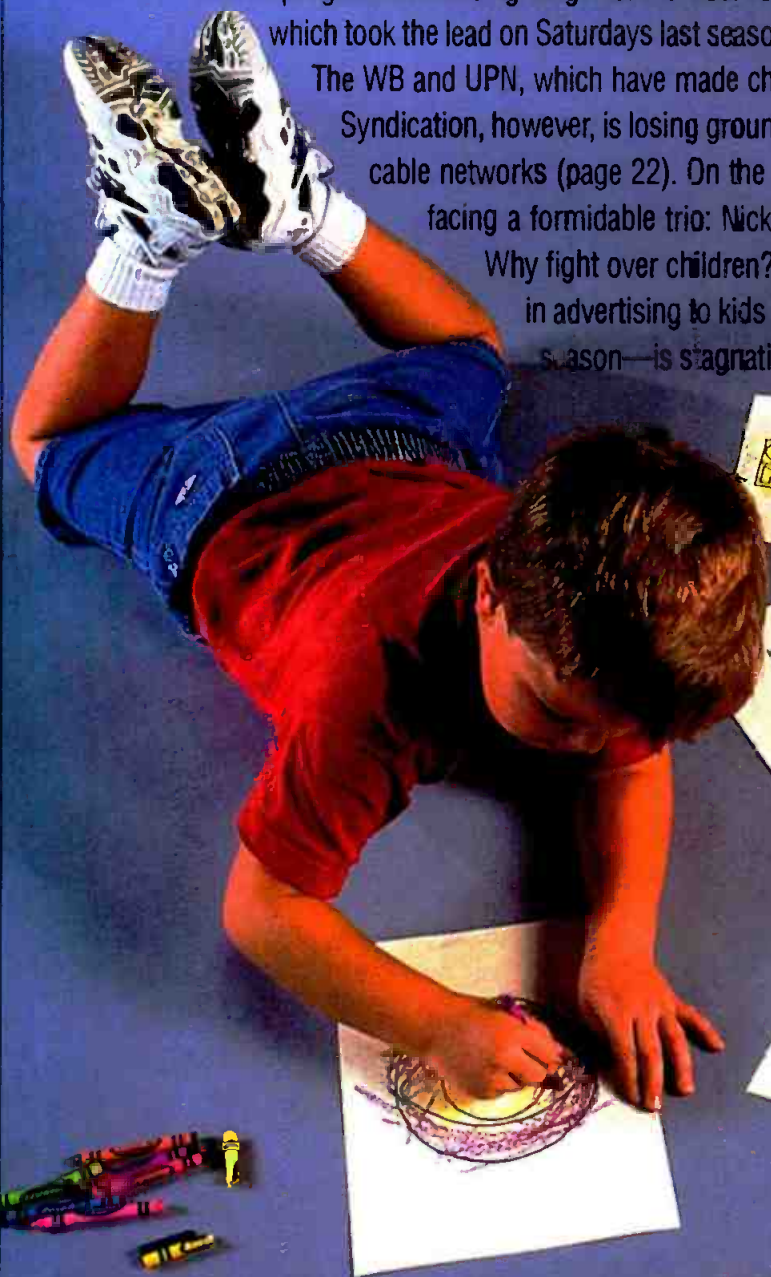
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# COVER STORY

## KIDS TV

# Color It Competitive

TV programmers are fighting over the kids. Fox has an arsenal of new shows ready for fall to counter ABC, which took the lead on Saturdays last season. And both those networks face growing competition from The WB and UPN, which have made children's programming central to their strategies (page 18). Syndication, however, is losing ground quickly, a victim of consolidation, FCC mandates and new cable networks (page 22). On the cable front, Fox Family Channel joins the fray next month, facing a formidable trio: Nickelodeon, Disney Channel and Cartoon Network (page 26). Why fight over children? For ratings and advertisers. But while the money invested in advertising to kids is on the rise, this year's upfront market—the major buying season—is stagnating and there's no consensus as to why (page 24).





# CBS revamps its weekend

*Signs Nelvana to bolster struggling Saturday slate of kids shows*

By Steve McClellan

L

ike all the networks, CBS has its share of programming problems. One of the most challenging is its weekend morning block of children's shows.

The network's Saturday morning block has been eroding for years, but this year's lineup has turned in a particularly poor performance.

Despite the challenges, CBS is making an aggressive push, basically from scratch, to get back in the game on Saturday mornings. It has signed a two-year deal that has Nelvana, the well-regarded producer of animated kids shows (its credits include PBS's *Magic School Bus*), programming the network's entire slate of kids fare. CBS says all the shows will conform to the FCC educational guidelines.

According to Lucy Johnson, CBS senior vice president, daytime and children's programming, most of the effort in recent months has been not on the new shows themselves but on how to reach kids—an increasingly smaller part of the CBS audience—and get them to sample the new shows.

Many of the marketing initiatives will be locally focused and linked to CBS's Website ([www.cbs.com](http://www.cbs.com)), which will direct viewers to local time periods for the new kids season (bowing Sept. 19). With so few kids tuning in on a regular basis to CBS, she says, "I don't want to have to depend on my own promos to be the call to action. We're looking outside the network for that, and then we'll reinforce with promotion once they're there."

The network is attempting to fashion an on-air identity for its weekend block through a new wraparound segment that will have its own characters and interstitial material. Called The CBS Kidshow, it's not unlike ABC's One Saturday Morning wraparound,



'Birdz' is the comic adventure of a family of birds and their mischievous 10-year-old Eddie Storkowitz.



which viewers can go to learn about watch-and-win contests.

The network also is doing a tie-in with Zany Brainy, a children's specialty store chain that carries the books on which five of the new shows in the kids block are based: *Franklin*, *Anatole*, *Dumb Bunnies*, *Mythic Warriors* and *Flying Rhino Junior High*.

In addition, O'Nealy says, a deal has been made with the Baskin-Robbins ice cream chain to name a flavor after the Flying Rhino show. The B-R outlets also will carry local tune-in times for the kids block.

Separately, the network has extended its In Flight program arrangement with American Airlines to include a kids block activity book for young fliers. O'Nealy

says that talks are under way for a host of other efforts, including one with a major fast-food chain that will be phased in during the new season.

For the broadcast year to date (through July 11), the CBS kids block is down 54%, to a 0.6 rating/3 share, which equates to an average of about 230,000 viewers 2-11, according to Nielsen Media Research. The network's ratings free-fall over the past couple of seasons has resulted in a comparable drop in revenue.

In this spring's kids upfront market, CBS is said to have generated well under \$10 million in advertising commitments, compared with about \$45 million in 1996.

For CBS and kids, one question is: Has the network hit bottom yet? Another question is: How long can the network afford producing fairly expensive shows for an audience of less than a quarter million viewers? There's talk that if the Saturday morning performance doesn't improve, the network might try to reduce those costs by adopting a setup more like syndication, in which affiliates would be offered programs in exchange for a fee or ad inventory.

But Johnson says that she has not

## The CBS Saturday Morning Lineup Fall 1998

- 7:00 a.m. *Franklin*
- 7:30 a.m. *Anatole*
- 8:00 a.m. *Dumb Bunnies*
- 8:30 a.m. *Flying Rhino Junior High*
- 9:00 a.m. *CBS News Saturday Morning*
- 11:00 a.m. *Birdz*
- 11:30 a.m. *Mythic Warriors: Guardians of the Legend*



Note: The six new kid's programs are produced by Nelvana; CBS says all conform to FCC guidelines for children's educational programming.

although Johnson says the latter is "more extensive." She says that Kidshow will embrace all the promotions and interstitials throughout the block: "As a viewer, you will be aware of The Kidshow as the theme that holds it all together. It will introduce shows and have its own 30-second moments."

Brian O'Nealy, CBS vice president, children's programs, reports that several marketing initiatives have been completed, including a tie-in with Target department stores through which the network will give away 1 million posters promoting the kids block. The posters will identify a Website to



'Franklin' is based on the best-selling books about a turtle.

had conversations about such a restructuring: "That's not something we are in the process of moving toward. Right now—certainly for the coming season—we are in our traditional model."

Is it the educational nature of the content (as defined by the FCC) that has the kids running from CBS? The

network's executives don't believe so. And other networks, including ABC, The WB and Fox, have generated substantially better ratings while meeting FCC educational-content requirements.

Clearly, part of the problem rests with the network's addition of a two-hour Saturday morning news program this season to compete with *Saturday Today* on NBC. CBS's dilemma

is a pledge made by Westinghouse to the FCC after it acquired CBS to continue programming at least three hours of weekly educationally oriented kids shows. That network commitment ends after the 1998-99 season, but the FCC still will require all local TV stations to program three hours weekly of educa-

tional kids fare.

Part of the FCC requirement is that educational kids shows air in a regular time slot to make it easy for viewers to find the shows. Thus, CBS has told its affiliates that they can choose the time periods in which to air the kids block.

Johnson says less than half the affiliates air the Saturday morning lineup in pattern, starting at 7 a.m., with two hours of kids, followed by the news show and then the remaining hour of kids at 11 to noon. Many air some of the kids shows later in the day on Saturday, and some put them on Sunday morning.

Johnson says the coming season is "pretty crucial" for both CBS and Nelvana. "We've been dealt a certain set of cards, and I think we are aware of what the pressures are about how to keep an audience and satisfy the advertisers, the FCC and the market at the same time, primarily by producing good programming." ■

# Big battle for little viewers

ABC overtakes Fox on Saturday, but Fox has a game plan for a comeback

By Michael Stroud

**T**he most fascinating kids battle today is not among superheroes; rather, it's the war raging between ABC and Fox for young viewers.

With shows like *Life with Louie* and *Bobby's World*, Fox for years has been the dominant broadcast network creator of kids animation. But ABC's close ties to parent Walt Disney Co. have paid off in recent months as innovative interstitials and a flood of popular new cartoons—including *Disney's Doug* and *Pepper Ann*—has helped it to surge ahead of Fox on Saturday morning.

But the rivalry is far from over. Fox Kids General Manager Maureen Smith says Fox has roughly doubled its programming budget over the last year, retooling its fall schedule with nine new animated shows and two live-action adventures that it hopes will pull back many of the young viewers who have strayed from the fold. This week, it will introduce new interstitials designed to take on ABC's successful Disney's One



ABC's 'Pepper Ann' (l) and 'Doug' (r) will face off with Fox's 'Mad Jack' (below) on Saturdays this fall.



Saturday Morning block.

ABC isn't standing still either. It plans to tweak its successful interstitials with new hosts and effects and is introducing a new show this fall based on its animated movie "Hercules."

The competition reflects how seriously broadcast networks now take children's programming, once a barren terrain pop-

ulated by superheroes, oafish animals chasing smaller ones and Captain Kangaroo.

"It proves that kids business is stronger than ever in terms of demand for product," Smith says. "A few short years ago, people didn't talk about kids television."

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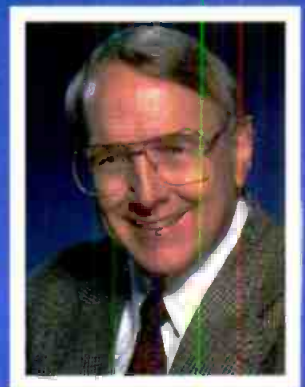
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rattled Fox and ABC executives recently when for the first time it scored higher children's numbers on Saturday morning than the two broadcast networks. And Time Warner's Cartoon Network and USA Network also are stealing growing numbers of young viewers.

Fox and ABC also face growing competition from newly minted broadcast networks The WB and UPN, both of which have made children's programming central to their strategies. The WB is relying on its ownership of famous cartoon franchises like Superman and Looney Toons to power its Kids' WB!, while UPN has bought rights to Disney cartoons for its weekday schedule.

That could put new pressure on NBC, which targets teens, and CBS (see story, page 17) to increase their efforts.

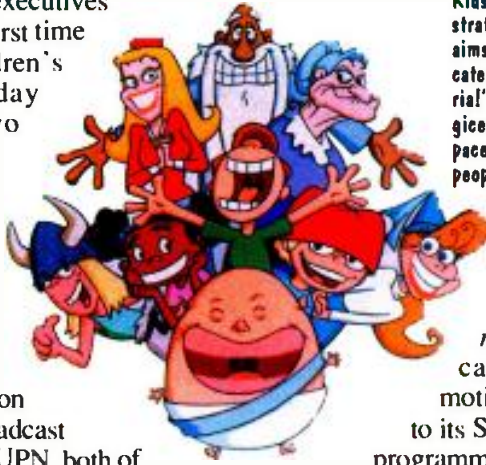
For the moment, though, Fox vs. ABC is the children's broadcasting game to watch, and ABC clearly won the most recent round. Its season-to-date Saturday morning ratings among children 2-11 are 3.6, up 33% from last year's figures, according to Nielsen Media Research. Fox is down 30% in the same period, to 3.3. The WB has gained 25%, to score 2.0.

ABC's gains—one of the few examples of so-called synergy actually paying off after Disney's \$17 billion acquisition of ABC—stems from a close partnership between Disney TV animators and ABC programmers to create a well-defined two-hour block of programming on Saturdays, Disney's One Saturday Morning.

To stem the erosion, Fox struck back this season with its own 90-minute block. The No Yell Hotel, built around its scary shows—*Goosebumps* and *Eerie, Indiana*—and hosted by wise-talking, computer-animated goons. It also moved *Power Rangers in Space* from a weekday spot to Saturday morning at 8:30 a.m.

Fox's strength is in weekday programming, where it has scored a season-to-date average of 2.2 among children 2-11 for its three hours of morning and afternoon programming. That's exactly twice The WB's numbers, according to Nielsen Media Research.

While Saturdays are the showplace, weekdays are critical to both companies' strategies. ABC relies on its Friday



Kids are central to the strategy of The WB, which aims to entertain and educate with its new 'Historia!' The weekday show gives tiny viewers a fast-paced look at events and people of the past.

night TGIF mix of family shows like *Sabrina* and strategically placed promotions to drive kids to its Saturday morning programming.

Fox is trying to build a corps of loyal viewers with weekday fare like *Power Rangers in Space* and *Life with Louie*.

Next season, ABC will face an onslaught of new Fox shows designed to narrow the gap between the two networks. On Saturday, five of eight shows will be new: *Mr. Potato Head*, *Woody Woodpecker*, *Godzilla*, *Mad Jack* and *Captain America*.

On weekdays, half of Fox's 10 shows will be new: Scholastic's *Magic School Bus*, *The Space Goofs & Oggy Show*, *Spy Dogs* and live-action adventures *Mystic Knights* and *Young Hercules*. ■

## 'Teletubbies' targets tots



Tinky Winky, Dipsy, Laa-Laa and Po will be back for 15 new episodes on PBS this season. Public stations are pitching *Teletubbies* to viewers as young as one year old, and PBS says the show is attracting some 2.4 million preschool viewers. PBS also says its Alexandria, Va., headquarters has received more than 1,300 e-mails about the series since it first aired in the U.S. in April. That's compared to an average of 1,400 e-mails for all PBS programs during a three-month period.

—Chris McConnell

## Angels in the sandbox



'Cloud Nine'

ABC and Fox are putting their biggest animation bets on Saturday and Sunday. Pax Net is putting its bets on both Saturday and Sunday.

The new network has nailed down most of the five hours of programming on the two days for the weekend following its Aug. 31 launch. They include a newly acquired live-action version of *The Swiss Family Robinson* and five animated programs from the library of Paxson partner DIC Entertainment. DIC, a Disney subsidiary, also has created a series of interstitials that will run on both days. The Cloud Nine interstitial series features an angel theme and will include hosts.

"Angels are an uplifting theme that everyone can relate to," says DIC President Andy Heyward.

*Swiss Family Robinson*, acquired from coincidentally named Cloud Nine of the UK and starring *The Waltons* actor Richard Thomas, will air on Sundays. It will be joined by another newly acquired live-action show, *Inquiring Minds*. From Canada's TV Ontario, it is a how-to show that will introduce kids to making such things as fireworks. Sunday also will feature a live-action show from DIC's library called *The Hurricanes*.

Saturday will skew younger with kids shows from DIC's library, including *Zak Tales*, a mixture of live-action and animation that takes children to the come-alive pages of great books and literature; *The Sylvanian Family*, a kind of children's *Fantasy Island* set in a forest, and *The Get Along Gang*, about the adventures of a group of animals living together.

If the lineup is successful, Heyward says, Pax Net will consider expanding children's animation programming to weekdays.—Michael Stroud

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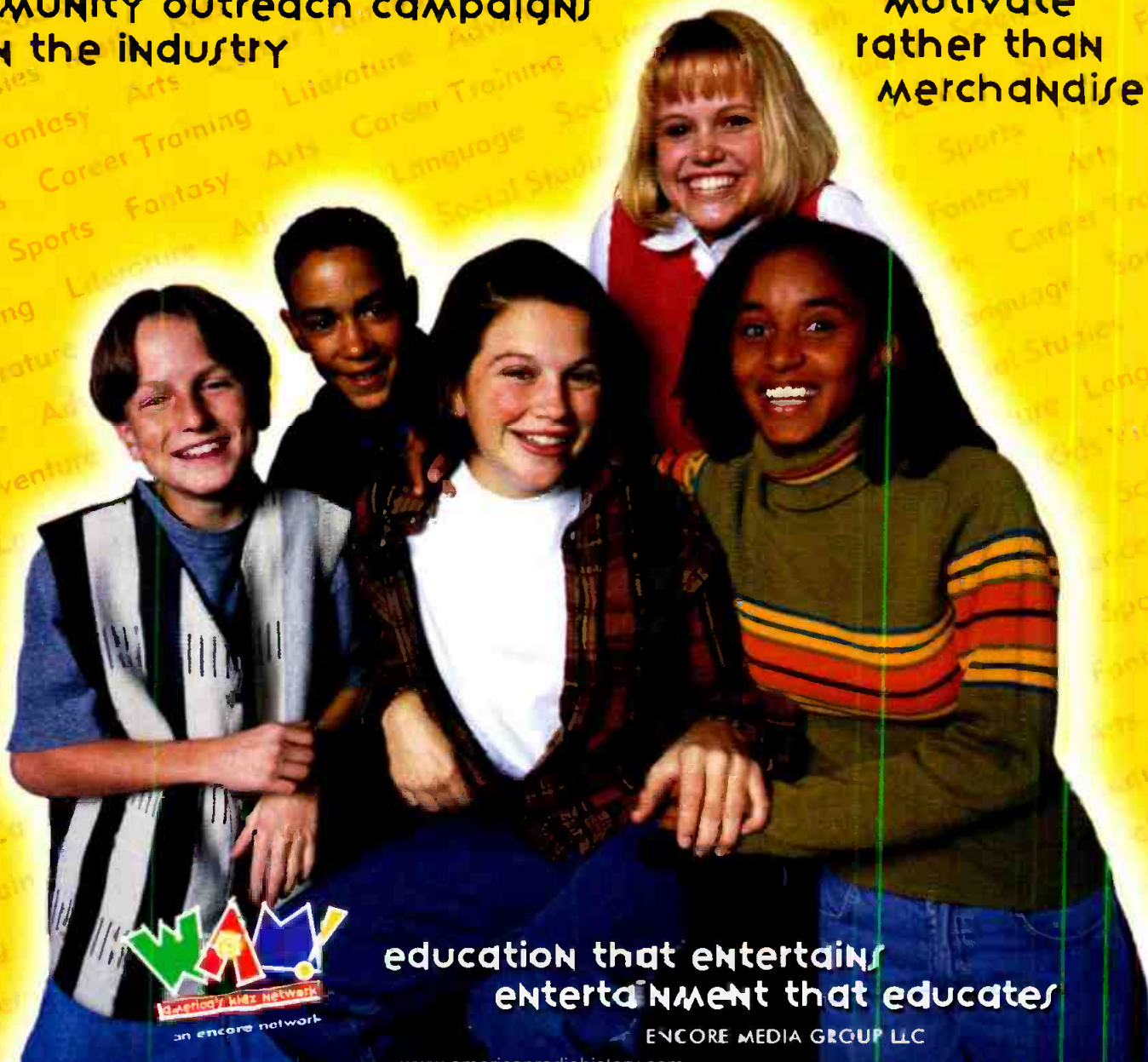
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# Honey, they shrunk the kids syndication market

*Business hit hard by consolidation, FCC mandates, emerging cable networks, Internet and home video*

By Joe Schlosser

It was only a few years ago that top Hollywood syndicators ran the children's television industry on a seven-day-a-week basis.

Production companies like Saban Entertainment ruled the genre with shows like *Mighty Morphin Power Rangers*, raking in millions of dollars in cash and license fees.

Today, Haim Saban's powerful children's production company is co-owned with News Corp.'s Fox broadcast and cable networks and is all but out of children's syndication. And Saban is just one of a number of top children's syndicators no longer vying for clearances on individual stations. The name of the game in children's TV: Hook up with a strong broadcast or cable network or face possible extinction.

Along with Saban, Warner Bros. now produces mainly for its own broadcast network. The WB, Disney produces for its in-house cable and broadcast entities (not to mention UPN), and Viacom produces for its highly regarded cable network, Nickelodeon.

"Cable networks like The Disney Channel and Nickelodeon have been doing such a great job, it has become a very big problem for broadcasters," says Petry vice president and director of programming, Dick Kurlander. "It is not like it used to be just five or six years ago, when [children's syndication] was a thriving environment."

"The mergers and consolidation have certainly made for a far more competitive marketplace," says Robby London, executive vice president, creative affairs, DIC Entertainment, one of the few children's syndicators that still seems to be thriving in the tough marketplace. "Things sure have changed over the last five years—and with the changes, fewer companies are able to succeed. We are very fortunate."



The syndication industry not only has been hit hard by Hollywood consolidation but also has been smacked around by FCC mandates, emerging children's cable networks, the Internet and the booming children's home video market. Syndication is no longer the outlet of choice in the children's entertainment industry, and some TV executives are not too keen on its future.

"A lot of things have hurt the syndication business," says Sally Bell of Cluster Television, one of Hollywood's top children's syndication companies over the past two decades. "The networks have more control over the affiliates, and they take the best time periods. The time periods for syndication on stations are not as good as they used to be. And children have 9,999 different ways to get content now; if they don't want to watch [syndicated] TV programming, they'll just go somewhere else."

Bell, whose company is offering two children's programs in syndication to stations this fall, says her company is looking to broaden its reach and to move into home video and possibly other markets. Bell did not rule out an alignment between Cluster and a broadcast or cable network.

This September marks the one-year anniversary of the FCC's three-hour-



Hearst Entertainment's 'Popular Mechanics for Kids' (l) is FCC-friendly and back for a second season.

DIC's large slate of syndicated kids shows includes 'Archie's Weird Mysteries' (above), based on the comic books.

per-week mandate for educational children's programming on TV stations. Some analysts originally believed that producing FCC-friendly programming could keep smaller syndicators alive.

But some of the syndicators that have followed the FCC-friendly route have not been pleased with the results. Hearst Entertainment President Bill Miller, whose company is bringing back *Popular Mechanics for Kids* and introducing a new FCC-friendly show this fall, says that the networks carrying those shows are airing them in slots that are not economically viable.

The only requirement for so-called FCC-friendly programming on the big networks is that it airs between 7 a.m. and 10 p.m. Many stations fulfill their FCC requirements at 7 a.m. or in time periods throughout the day that Miller says are undesirable to advertisers.

"You have to get your ratings, and the networks don't exactly play it in their prime time schedule," says Miller, whose shows rely mainly on barter revenue. "We have gone back to the people at the FCC, to Congress and anybody we could talk to in Washington. There is a big difference between meeting your [FCC] requirement and actually allowing people to find your show. If the shows are not given favorable time slots, then they won't get the

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ratings necessary to keep them alive.” FCC spokeswoman Barbara Kreisman says not to look for the government to change the rules any time soon. “We have always given the broadcasters as much digression as possible with respect to scheduling programming, but we did feel compelled last year to set the 7 a.m. to 10 p.m. guidelines in place after seeing much of the programming being broadcast so early,” Kreisman says. “But I do not see us restricting that time period further.”

Miller says the only way that small syndicators can survive in the children’s genre these days is with large international sales of their programs.

On the other side of children’s syndication sits DIC Entertainment, which aligned itself with The Walt Disney Co. a few years ago and is set to launch its brightest syndication season ever. DIC will bring three separate five-day-a-week syndicated series to stations this fall, the most in the company’s history.

## New syndicated series set for fall



**Disney’s Hercules** (Buena Vista)—Saturday mornings on ABC, with 52 episodes exclusively for syndication and 13 episodes exclusive to ABC

**The Lionhearts** (MGM/distributed by Claster)—FCC-friendly animated weekly about MGM Studio’s Leo the Lion and his family

**Secrets of the Animal Kingdom** (Hearst in Association with Walt Disney Attractions Television)—An FCC-friendly live-action weekly



**Monkey Magic** (Sachs Entertainment)—An FCC-friendly animated weekly about the adventures of a magical monkey and a young priest



**Sonic Underground** (DIC Entertainment/distributed by Bohbot)—An animated daily described as “*The Fugitive* meets *Alvin and the Chipmunks*”

**Sherlock Holmes in the 22nd Century** (DIC/Scottish TV/distributed by Bohbot)—An FCC-friendly daily half-hour high-tech take on the venerable sleuth

**Archie’s Weird Adventures** (DIC/Bohbot)—A daily animated half-hour featuring the Riverdale High gang of comic book fame

# The downside of the upfront

*Lackluster buying for fall programming attributed to new players, big players*

By Kristine Lamm

After two years of double-digit increases, upfront sales for advertising on children’s television stagnated this year. “Last year the upfront was \$750 million; this year it was \$736 million,” says Jon Mandel, senior vice president of Grey Advertising.

Children’s upfront, a market that broke in February last year, didn’t get

rolling until April this year, never charging full speed ahead.

What happened? Why such a slow start? Why such an unimpressive end?

There is consensus that the market was flat. However, there is little agreement as to the cause.

Some point to corporate mergers in the toy industry, while others emphasize that buyers already had invested with Nickelodeon. And many buyers believe that the entry of the Fox Family

Channel was significant.

With more than 70 new hours of children’s programming and 94,000 additional ad spots, Fox Family added a wealth of new inventory to the upfront. The upfront is driven by supply and demand, and the new inventory shifted the supply curve out, putting buyers in control.

Although Fox Family downplays its impact, its debut did not go unnoticed. Buyer Gary Carr, who represents Burger King and Lego, says that everyone

## Advertising on Children’s Programming

Time Period	Network	Growth	Cable	Growth	Syndication	Growth	Total	Growth
Sept. 93-April 94	\$284,030,700		\$110,134,381		\$161,644,567		\$555,809,648	
Sept. 94-April 95	\$273,482,000	-3.7%	\$133,232,603	21.0%	\$171,661,200	6.2%	\$578,375,803	4.1%
Sept. 95-April 96	\$227,228,800	-16.9%	\$184,744,879	38.7%	\$152,682,400	-11.1%	\$564,656,079	-2.4%
Sept. 96-April 97	\$283,213,800	24.6%	\$244,916,675	32.6%	\$130,385,850	-14.6%	\$658,516,325	16.6%
Sept. 97-April 98	\$400,781,200	41.5%	\$294,600,694	20.3%	\$73,554,900	-43.6%	\$768,936,794	16.8%

Includes animation, children’s educational/instructional, children’s news, children’s sports, children’s/family entertainment and prime time kids shows—1998 Competitive Media Reporting



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1999



expected a slower start. There was no new money added to the market to meet the increased supply, and fewer dollars were chasing increased inventory, he says.

The new inventory created by Fox Family Channel, which premieres in August, will create a redistribution of existing money. Advertisers have siphoned some dollars away from other children's programming, taking a chance on the new channel. Buyers estimate that Fox Family grabbed some \$40 million in the upfront.

Sirvaitis would not reveal exactly how much Fox Family sold, but he says that the channel met its goal of debuting with CPMs between those offered by Nickelodeon and Cartoon Network.

Perennial leader Nickelodeon doesn't dismiss its newest competitor but isn't convinced by the increased inventory argument, calling it "overly dramatic."

"We don't buy it," says John Popkowski, president of ad sales for MTV Networks U.S., parent of Nickelodeon. "If you run the numbers, there is maybe 4% more supply, and that's if it's all additive."

"Buyers are using that argument to negotiate and posture," says Popkowski. "This year wasn't a buyer's market. It was a heavily negotiated market."

But Nickelodeon wasn't negotiating. Buyers credit \$270 million of the upfront to Nickelodeon, up 15%-20%, representing an additional \$40 million—\$50 million over last year. But 99% of those dollars were committed last year, since Nickelodeon signed many two-year deals.

Cable's other big player, Cartoon Network, improved its position in the market, taking in nearly \$100 million in the upfront, according to Karl Kuechenmeister, Cartoon vice president of sales. He says the five-and-a-half-year-old network earned 70% more advertising dollars, the fastest upfront growth of the year.

Kuechenmeister agrees this was not a year for big growth in children's advertising—but, like Popkowski, he doesn't think that Fox Family's entrance slowed the market: "Fox Family just isn't a major player yet."

Instead, Kuechenmeister stresses the late entry of important toy advertisers and the mergers of toy companies. There was significant consolidation in

the toy industry this year: Mattel bought Tyco and Hasbro acquired Tiger. He predicts that toy companies are waiting to test products and that there will be a bigger scatter market once they decide which products to advertise.

Major advertising representatives and agencies did take their time. Some blamed Grey's Mandel for the holdup. His clients, including toy giant Hasbro, account for more than 30% of all sales.



Ratings for Nickelodeon preschool series 'Blues Clues' were up 102% among kids 2-5 last February over February '97.

Mandel is proud of the late start: "It's just more appropriate to do it in April."

"The kids market has to grow up," he says. "I'm glad that this industry is finally getting its act together." Not surprisingly, Mandel is happy to see buyers in control.

He says the entrance of Fox Family kept smaller buyers from panicking. Buyers knew they would have increased options, putting them in good bargaining positions. "In reality, it didn't change much, but it changed perceptions," Mandel says.

Neither broadcast nor syndication did particularly well at the bargaining table.

Fox's broadcast arm struggled in the upfront this year. It attracts the most broadcast dollars—but only because it has so much inventory. Kids can be fickle, and if *Power Rangers* becomes passé, so might Fox. Fox pulled in about \$120 million in the upfront, compared with the \$160 million it sold last

year. CPMs were said to be off.

Despite flat CPMs, ABC got a better upfront response than in the past: up some \$15 million, to about \$64 million. (ABC/Disney's Saturday morning ratings have increased 35% since last year.)

The other two major networks had little impact on the market. NBC has walked away from kids 2-11, while CBS continued to struggle, selling only about \$3 million. Kids' WB! pulled in a substantial share—\$70 million, according to Jed Petrick, head of Media Sales at The WB. That's up from \$60 million last year; The WB was helped by increased CPMs.

Competitive Media Reporting's figures show syndication sliding over the past few years. With the growth of The WB and UPN, it is increasingly difficult to place spots on local stations. But Mike Shaw of Disney syndicator Buena Vista wonders whether the problem is classification: The WB and UPN, categorized as networks, often are distributors of syndicated programs.

Shaw concedes that it was a tough year for syndication and that Buena Vista took in less than last year because of lower ratings. "The money didn't trickle down far enough," he says. "But it is really

very cyclical. Next year may be syndication's big rebound." Buena Vista is preparing a study that Shaw hopes will convince advertisers that they have been over-indexing cable.

So was it Fox Family's entrance that kept growth flat? Was it Nickelodeon's two-year deals that caused the slow upfront? Or was it toy company mergers and advertisers' patience?

Probably a bit of each. The consensus is that the slow pace of this year's sales is not a sign of sickness but rather the natural give and take of a complex market system. Next year, an influx of demand could meet this year's supply. There is talk of a spending spree by kids clothing makers. The National Youth Anti-Drug Media Campaign has a \$2 billion budget for advertising over the next five years. Nickelodeon will be back in the upfront, and Fox Family will have had a chance to show its stuff. And who knows who will have the hot show next year. Says Shaw: "If you have a good program, kids will find it faster than any other demographic." ■

# Cable competition for kids intensifies

On Aug. 15 Fox Family Channel jumps into the fray against Nickelodeon, Disney and Cartoon Network

By Donna Petrozello

S

elling cereal and action figures on children's cable networks will become a bit more complicated when Fox Family Channel (FFC) debuts Aug. 15.

Not only does the revamped Fox Family Channel threaten to swallow a slice of the estimated \$736 million kids advertising pie, but it also hopes to wrest ratings from established children's programmers Nickelodeon, Disney Channel and Cartoon Network.

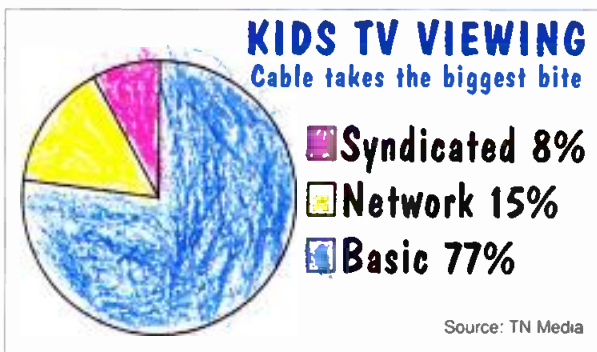
After spending \$1.9 billion to take over International Family Entertainment Inc.'s Family Channel last year, News Corp. has revamped the channel, changing it from a network

with a large proportion of viewers older than 50 to one that, in the words of FFC officials, provides family entertainment with "attitude."

FFC President Richard Cronin prefers to describe the channel as "quirky," comparing its brand of prime time comedy to shows like *The Simpsons*.

With a \$500 million programming budget over two years, FFC plans to serve up a schedule ranging from the Spice Girls in concert to *Captain Kangaroo* to biographies of Michael Jordan and Leonardo DiCaprio. Its daytime lineup includes the remake of *Pee-wee's Playhouse* and cartoons based on classic children's characters Casper the Friendly Ghost and Dennis the Menace.

In prime time, FFC will debut a slate of original programming aimed at luring families to original comedies and game shows, some building on the *Candid Camera* theme. It also will air a family-style entertainment movie each week-night and three movies back-to-back in



prime time on weekends. FFC's strategy includes beginning its prime time shows at 6 p.m., to counterprogram the broadcast channels' newscasts.

But FFC also seems hesitant to give up its roots. The channel will maintain a midmorning block and late-night showing of *The 700 Club*, carried over from IFE's Family Channel.

FFC top brass are expecting this new mix to translate into top ratings and ad revenue. According to industry sources, FFC has told media buyers and advertisers to expect the channel to earn an average 1.0 Nielsen rating after the first year. Media buyers say they expect the channel to garner an average rating closer to 0.5.

Programming aside, cable industry pundits say that FFC faces formidable competition from Nickelodeon, Disney Channel and Cartoon Network that would put any upstart children's programmer on shaky ground, regardless of its lineup.

"Fox Family Channel has a tough



Nickelodeon's 'Animorphs' (above), about five friends who can morph into animals, debuts this fall. Fox Family Channel will revive *Mr. Bill* (l) for a family audience in prime time.

road ahead in terms of capturing the hearts and minds of children," says Whitey Chapin, vice president of research at TN Media, a buying firm whose clients include Mattel, Nabisco, Campbell's Soup and Quaker Oats.

"Children have very strong loyalty, especially to brands, and Nickelodeon is the preeminent kids programmer," Chapin says. "It's tough to break through."

Jon Mandel, director of national broadcast for Grey Advertising, predicts that while FFC "will do OK in the beginning, we do not have very high expectations of them for the first year. But we expect they will grow over time."

Mandel says he's not anticipating a ratings surge for FFC at the outset because "it takes a while to be discovered." Unlike Chapin, Mandel contends that "children are willing to try new things." But, he adds, it really becomes a question of "at what point will the coolest kid in the schoolyard discover Fox Family and give them a try."

PaineWebber media analyst Christopher Dixon argues that Cartoon and Nick combined claim the vast majority of children's viewing. Because of that, "the real challenge for Fox Family will be to get kids to switch from Nickelodeon and Cartoon," he says. "Kids are loyal to what they're watching now."

"Just because you put yourself out there as a kids network doesn't mean kids will go there," says Nickelodeon President Herb Scannell. "A network isn't made by hanging a shingle outside. And the idea that kids are fickle

isn't so true. Kids are loyal."

The trio of established children's cable programmers—Nickelodeon, Disney Channel and Cartoon—pose a formidable ratings threat.

In terms of ratings, Nickelodeon still is the preeminent children's cable channel, reaching 72 million basic cable homes. Nick averaged a 3.0 rating/22 share (820,000 kids 2-11) in total daytime, representing a 17% share of kids in all U.S. households for 1998, year to date, according to Nielsen Media Research data. And children make up 56% of Nick's total audience, according to Nielsen.

In the same time period, Cartoon earned an average 1.7 rating/12 share (335,000 kids), representing 7% of kids 2-11 throughout the U.S. Children 2-11 are 59% of Cartoon's viewership, according to Nielsen. Likewise, Disney Channel averaged a 2.0 rating/14 share (332,000 children), delivering 7% of U.S. kid viewers. Children make up 52% of its overall audience, Nielsen says.

But Family Channel earned a mere 0.1 rating/0.8 share (30,000 kids 2-11) in its 72 million homes, or just 0.6% of kids in the U.S. And children account for just 6% of Family's overall audience.

FFC is hoping to jump start children's awareness—not only with programming, but with a \$100 million marketing campaign.

"It will be highly competitive for Fox Family to enter the market now," Dixon says. "Because there was a strong upfront sales season for Nickelodeon and Cartoon, the question is how many dollars will be left for Fox." Dixon estimates that Cartoon doubled its ad sales revenue and Nickelodeon saw a 15% increase in the upfront selling season.

"I think advertisers have a wait-and-see attitude about Fox Family Channel," says Cyma Zarghami, Nickelodeon executive vice president/GM. "That channel will add more gross ratings points to the mix, but they're promising an average rating point that I'm not sure they can deliver."

Cartoon Network President Betty Cohen says she's not overly concerned about competition from Fox Family, particularly because the channel doesn't have a strong identity with children: "Fox Family has to overcome its history of having very little kids viewing for Family Channel content, and I think it will take kids a long time to find the network. Cartoon has



'Powerpuff Girls' (l) is an original production for Cartoon Network, and Disney Channel's 'Rolie Polie Olie' (below) targets kids 2-5.



momentum and a history of children's viewing. Fox will have to come from behind."

Regardless of Fox Family's as-yet-uncertain potential to steal some of their audience, cable's big three children's programmers have been developing original new programming for daytime and prime time.

Nickelodeon is expanding its prime time lineup to 9 p.m. starting Aug. 31 with the debut of the Nickel-O-Zone block, which pairs existing original series with new originals. Zarghami says Nickelodeon wants to create a "prime time destination" for kids with Nickel-O-Zone, similar to its Saturday evening Snick block that Nick launched six years ago.

"I think kids will definitely check out Fox Family, but they'll come back," Zarghami says. "Kids know where their home is."

This fall, Nickelodeon will debut *The Wild Thornberries*, an animated series from the creators of Nick's top-rated *Rugrats*, and *Cousin Skeeter*, a live-action series starring a puppet. Nick also announced a partnership with Bill Cosby to produce *Little Bill*, a show for

preschool children based on Cosby's best-selling children's book of the same name.

Nickelodeon also debuts *Animorphs*, an animated sci-fi series about five friends who can morph into animals and who try to save the world from aliens. The show is based on the Scholastic book series of the same name.

At the end of June, Cartoon started stripping its original series *Dexter's Laboratory* and *Cow and Chicken* at 8 and 8:30 p.m. Over the past four weeks, *Dexter's* earned an average 1.6 rating/816,000 homes and *Cow and Chicken* got an average 1.6 rating/808,000 homes. Cartoon says that those ratings mark a 33% increase over the same time period last year.

Cartoon Network also will launch a Saturday night movie series, *Cartoon Network Theater*, on Aug. 1. Car-

toon says it will premiere its newly acquired *Animaniacs* series from Warner Bros. productions in prime time this fall and in November will debut an original series, *Powerpuff Girls*. Disney Channel President Anne Sweeney says she's not

worried about Fox Family's entry. First, Disney Channel doesn't sell advertising, so it won't be competing in the most heated part of the kids battle. More important, Sweeney contends that Fox Family is just one of dozens of contenders for her audience's attention.

"Focusing on one channel and one competitor and focusing on beating one competitor is a sure way to lose your audience in big numbers," she says. "It's not about a new TV channel being added, it's [about] the amount of time they spend with you overall."

Disney Channel plans to go further in the direction of kids programming this fall with new shows—including a 3-D animated series, *Rolie Polie Olie*, and *Out of the Box*, both aimed at children 2-5. For older children, Disney debuts the channel's first game shows in late July: *Off the Wall* and *Mad Libs*.

Last April, Disney launched Toon Disney, a 24-hour channel featuring Disney animation that is designed for carriage on expanded basic tiers. ■

# NBC, Fox diverge for fall

*NBC tells critics its strategy is to 'hold' its top position; Fox will take risks to make gains*

By Michael Stroud

**N**BC's Warren Littlefield and Fox's Peter Roth last week offered radically different approaches to the problem of declining network viewership.

To Littlefield, president of NBC Entertainment, the network's job next season is to tweak its schedule to keep ratings from slipping—shoring up its post-*Seinfeld* Thursday night, adding a new night of *Dateline*, continuing to make event miniseries like *Merlin*. "Our goal is really to hold," he told reporters at the semiannual television critics press tour in Pasadena. "If we're able to do that, we'd be very happy."

For Roth, Fox's Entertainment Group president, the job is to dramatically improve ratings by taking risks—launching new series over the summer and moving its freshman hit *King of the Hill* to Tuesday night from its sheltered home next door to *The Simpsons* on Sunday night. "Holding the line is as [much] anathema to Fox philosophy as anything I could imagine," he said.

It's hard to fault the two networks' strategies so far. Last season, NBC was number one for the third straight season in both households and adults 18-49; Fox beat ABC for number two among young adults for the first time.

For the upcoming season, the stakes are higher than ever. Without *Seinfeld*, NBC's number-one position is more open to attack than at any time in the past three seasons. Analysts estimate that the network's profit could drop from last year's \$500 million to \$250 million.

Fox needs to prove that its first-ever victory over ABC among 18-to-49-year-olds last season wasn't a one-shot deal.

If they can't deliver, they become part of the alarming statistics that both network entertainment chiefs cited during their press tour presentations, with the six broadcast networks sinking to new lows against their cable competitors.



*Warren Littlefield would be happy to keep on keeping on.*

in the ad dollars. For a third-straight year, the network attracted more than \$2 billion in the advertising upfronts, about 37% of total upfront dollars. NBC is \$700 million ahead of ABC, its nearest competitor, Littlefield estimated.

With that kind of payoff, NBC wasn't about to jeopardize its cash flow by making a huge change in its prime time schedule. That was the motivation behind moving proven hit *Frasier* into the vacant *Seinfeld* slot on Thursday night. "If Thursday looked a little soft, you know, maybe [we'd have] been vulnerable to significant dollars" in the upfront marketplace, Littlefield said.

Similarly, the network's decision to pay \$1 million apiece per episode to *Mad About You* stars Paul Reiser and Helen Hunt was motivated by a desire for stability. "In a year where we knew *Seinfeld* would not be back, we didn't want to say goodbye to *Mad About You*," Littlefield said.

Most of the network's new comedies—shows like *Will and Grace* and *Conrad Bloom*—are carefully tailored to fit its tradition of sophisticated urban comedies. One notable exception: *Encore! Encore!*, starring comedian Nathan Lane as a retired opera singer trying to adjust to a new life in wine country.

Network officials quickly assured



*'Encore! Encore!' stars and clips were no-shows, but NBC said not to worry.*

journalists that the show was not in trouble after Lane failed to make an appearance and the network didn't have episodes available for viewing in Pasadena (see "Get With the Program," page 31).

Adding another night of *Dateline* also lets NBC retain its ratings punch at a time when many freshman dramas are tanking. That reality was behind NBC's decision to switch *Dateline* from 9 p.m. to 8 p.m. on Friday, where it will be the lead-in to the network's freshman John Wells drama, *Trinity*. "We believe that 9 p.m. was the right time period for the best chance of success for this show," Littlefield said. Further leveraging shows it already owns, NBC announced that the network would begin filling its late-night slots after 2 a.m. with repeat programming, including *The Tonight Show with Jay Leno*.

NBC also will continue its event-driven appointment TV strategy that has seen programs like *Merlin* and *Gulliver's Travels* garner huge audiences for the network. On tap for the upcoming



NBC has a good reason for not changing strategy in the upcoming season: it's bringing

season are small-screen renditions of *The Tempest* and *Crime and Punishment* (starring Ben Kingsley) and Richard Dreyfuss as Albert Einstein.

The wild card in NBC's strategy is a possible merger or alliance with a big entertainment player, such as USA Networks. An additional revenue stream from syndication or movies might reduce the pressure to deliver the top ratings in order to remain profitable. Littlefield hinted in his press tour remarks.

"It seems today that, more than anything, size does matter," he said. "Some of the possibilities that have been discussed are very exciting."

Littlefield didn't comment directly on talks with USA's Barry Diller, which ended after USA partner and Seagram Co. Chief Executive Edgar Bronfman Jr. reportedly nixed the combination. But he acknowledged that a merger was possible. NBC Chairman Bob Wright and NBC parent General Electric Co. Chairman John Welch "have been very consistent in saying we need partners," he said.

Other possible suitors for the network include Viacom Inc., Liberty Media and Japan's Sony Corp.

**FOX** Fox's biggest risk for the upcoming season may have been moving its freshman comedy *King of the Hill* to Tuesday nights. Roth acknowledged the network might take a short-term ratings hit from the move.

The move is necessary, though, to establish a new beachhead for Fox prime time comedy programming on Tuesday night, Peter Roth said. "We will not do as well on either of these two nights as if we had kept [*King of the Hill* and *The Simpsons*] both on [the same night]," he said. "This is a long-term play."

By putting *King* on Tuesdays, the network is betting it can pull in a younger audience that may be tiring of such aging shows as ABC's *Home Improvement* and NBC's *Mad About You*.

The outlook for Fox's freshman comedy, *Costello*, is less clear. Critics

at the press tour criticized comedienne Sue Costello for her sometimes rough-edged language in early episodes—part of the actress's tough, South Boston persona, which could either pull in viewers or turn them off next fall.

The network's new *Brimstone* drama at 10 p.m. on Tuesday is also a bold but risky move in the Fox tradition. The show stars *thirtysomething*'s Peter Horton as a man trying to earn his release from Hell by destroying demonic beings who have already escaped. Not your typical network drama.



Fox's Peter Roth calls the move of *King of the Hill* a "long-term" play.



Roth is also taking risks on Sunday, where *King of the Hill* and *The Simpsons* had supplied a one-two ratings punch.

After *Simpsons*, Fox is taking another stab at live-action comedy—a genre in which it has had only modest success so far—with *That '70s Show*.

That show also caught flak from the critics over a scene in which some of the actors appear to be getting high and having a good time. "It is not our intention to glamorize drugs," Roth said, noting that drugs were an integral part of the '70s scene. Still, the network will talk "much, much more" with the show's producers about how best to present the scene, he said.

Roth also reiterated his plans to launch even more new shows over the summer and other "off-season" periods during the year. "I think throwing 62 shows in one (fall launch) is insane," he said. Fox disclosed plans to launch *That '70s Show* and another new comedy *Holding the Baby* on Sunday, Aug. 23. The second season of *World's Funniest!* will launch the night at 7 p.m. *Holding the Baby*, about a single workaholic dad forced to rely on an undependable brother and unwilling nanny for help, will air at 7:30; *That '70s Show* will air at 8:30 p.m. ■

## Alliance, Atlantis are new allies

*Merger of Canadian production companies creates one of industry's biggest independents*

By Joe Schlosser

**T**he top two Canadian production companies, Alliance Communications and Atlantis Communications, have agreed to a \$127 million merger that will create one of the largest independent film and TV production houses in the entertainment industry.

Executives from both companies say the merger was a necessary step in the ever-consolidating world of TV and film production. They also say that it is only the first step in a much bigger overall development plan. The new company will go by the name Alliance Atlantis Communications and will be based in Toronto, Ontario, where both

companies are currently headquartered.

"This deal wasn't designed to just get the top Canadian companies together; the thinking was that we have to get bigger as the world around us continues to get bigger and consolidate," says Peter Sussman, who has seeded the Atlantis operation in Los Angeles and will run Alliance Atlantis Communications' L.A. office. "Alliance happened to be, from our perspective and I guess from theirs too, a natural candidate for the first move in our much bigger plans."

Sussman would not elaborate on the company's immediate plans, but said that network television will be given



## GET WITH THE PROGRAM

By Michael Stroud and Joe Schlosser

### Magic adds

#### Tommy Davidson

Comedian Tommy Davidson is joining Twentieth Television's *The Magic Hour* as a regular featured performer. Davidson, who starred on Fox's *In Living*



Davidson is joining 'Magic.'

*Color* and has appeared in a number of motion pictures. will join the cast of the late-night show this week. Davidson will act and write comedy elements for the show, which scored a 1.8 rating for the week ending July 8, according to Nielsen Media Research.

### Will she or won't she?

Eyemark Entertainment's summer test for *Jackie Collins' Hollywood* is almost at the halfway point and the studio is still trying to decide whether or not to bring the half-hour lifestyle program out this fall. Eyemark currently has the show running daily in New York, Los Angeles and Phoenix and is contemplating a full syndication rollout this fall. The famed author's show scored a 2.7 rating/7 share for its first four weeks on WCBS-TV New York in the 4:30 p.m. time slot, according to Nielsen Media Research.

Last week, the show moved from the early fringe time period to 9:30 a.m. on the CBS O&O in New York; it now follows Eyemark's *Martha Stewart Living* in the Big Apple. Sources say Collins' show may run with Stewart's daily program in syndication starting this fall if it passes muster during the summer. Eyemark executives would not comment.

### Pasadena no-shows make news

No-shows at this year's Television Critics Association press tour in Pasadena are generating as much buzz as the featured fall players. Fox didn't showcase its *Hollyweird* actors and producers because it is calling for a total remake stemming from its dissatisfaction with the Studios USA show's plot. Earlier in the week, *Encore!* *Encore!* lead actors Nathan Lane and Joan Plowright failed to appear at NBC's rollout of fall shows, leading to press speculation that NBC already might be considering pulling the plug on the freshman comedy. Not so, said a Paramount spokesperson, who explained the absence by saying that the two were out of the country shooting movies.

### Hartman tribute

The opening episode of next fall's *NewsRadio* will explain actor Phil Hartman's absence by saying that the character he played, Bill McNeal, died of a heart attack. NBC Entertainment President Warren Littlefield said,



'NewsRadio' will say goodbye to Hartman.

"They will attend a service for him, and they will have a chance to celebrate and mourn the loss of Bill McNeal and, of course, Phil Hartman." Littlefield told reporters at the Pasadena press tour. Hartman was killed on May 28 by his wife, who then killed herself.

### Don't touch that dial

While we're tuned to *NewsRadio* (see above), Columbia TriStar Television Distribution has cleared the sitcom in more than 90% of the country for a fall debut in syndication. New stations include KJZZ-TV Salt Lake City, KVVU-TV Las Vegas and WNPA(TV) Pittsburgh.

### CBS News bets on ABC vet

CBS has hired Betsy West, who helped launch *Prime-Time Live* and *Turning Point* while at ABC News, to oversee prime time news broadcasts. West, who won 18 Emmy Awards during her career at ABC, will oversee *48 Hours*, *60 Minutes* and the new *60 Minutes II* news magazine, which will launch next year. West most recently helped to

create ABC's new medical and legal news units. She reports to CBS News President Andrew Heyward.

### Tribune action

Tribune Entertainment Company has cleared its two action hours, *Gene Roddenberry's Earth: Final Conflict* and *Nightman*, in over 90 percent of the country. *Earth: Final Conflict* is sold in over 94 percent of the country and in all top 50 markets for its second season. *Nightman* is cleared on 156 stations representing 91 percent of the country in its sophomore season.

### Spelling disaster

The earthquake and tsunami that engulfed NBC's *Sunset Beach* on Friday was just unfortunately coincidental with the identical real-life disaster that hit Papua, New Guinea, on the same day, producer Aaron Spelling says. "Our shooting of these episodes occurred weeks before the New Guinea catastrophe," he said in a statement. "I sincerely hope that our fans and the press realize that."

### Fore! charity

NFL quarterbacks will tee up once again as Fox telecasts the Ace Hardware CMN Champions Quarterback Golf Shootout on Saturday, Aug. 1. An abbreviated version of the shootout aired on the CMN Champions telethon May 31. According to the public relations firm representing the event, the greenside bunker shots of Vinny Testaverde and the putts of Drew Bledsoe will represent a historic first in the annals of television, since "no fund-raising program or program segment has ever aired on a broadcast network independent of the charitable cause for which it was created."



work TV series and runs two cable channels. Alliance developed *Due South* for CBS in the early 1990s and owns cable channels Showcase and History TV. Atlantis owns and operates Canadian cable's Life Network and Home & Garden TV Canada. Combined, the two studios

**Atlantis brings shows including 'Gene Roddenberry's Earth: Final Conflict' (l) and UPN's new 'Legacy' to the merger.**

added attention and financial resources. Atlantis, which is the stronger of the two companies on the television front, just completed its first network TV series deal, signing on with UPN for the upcoming fall drama *Legacy*.

Atlantis has developed a number of made-for-TV movies and currently produces five first-run syndicated series, including *Gene Roddenberry's Earth: Final Conflict*, *Traders*, *Psi Factor*, *Nightman* and *Cold Squad*. Alliance, which brings the stronger film side to the table and is Canada's largest film distributor, also has produced a net-



will produce 350 hours of TV programming this year alone.

"I haven't added it up, but I believe the combined companies have 18 series in production right now and that is certainly as much or more than any of the television division's of the studios," Sussman says. "So I think this will heighten our profile in Hollywood dramatically."

Atlantis co-founder Michael MacMillan will be the chairman and CEO of Alliance Atlantis, while Alliance founder and chairman Robert Lantos will step out of an executive position and into a three-year film production deal with the company. Lantos will also take on the title of chairman emeritus.

Hollywood television executives speculated last week that the merger will lead to more U.S. producers teaming up with the combined companies to take advantage of the cheaper production costs in Canada. Both Alliance and Atlantis own extensive production facilities in Toronto. ■

## Palm Beach wants to define news

*Exclusive community proposes to restrict magazine-type shows*

By Dan Trigoboff

In the town that brought the gold to Florida's Gold Coast, the fences can never be high enough to keep out the cameras. As night spot and bedroom to many of the rich and famous, Palm Beach is an unwilling host to camera crews seeking footage related to such events as the rape charges against William Kennedy Smith—and, recently, the kidnapping charges against Stephen Fagan.

But while the First Amendment clearly protects the gathering of news, Palm Beach's town council will consider later this month a way to restrict access of camera-carrying intruders by tightening the definition of news within its jurisdiction.

A proposal under discussion by the council would attempt to distinguish between news—characterized by its immediacy—and documentaries and "magazine-style shows" subject to fees

and regulation under local ordinances.

Councilman Leslie Shaw, who is behind the idea, was prompted by local filming for a national news magazine show that concerned recovered jewelry that had been stolen from a home in town. In a memo to acting town manager Peter Elwell, Shaw suggested distinguishing between "news protected under the First Amendment [and] a commercial venture producing with an interesting subject matter that could be classified as a documentary."

Shaw, who did not return phone calls, recommended that news be defined as "an event requiring immediate coverage and urgent time-transfer of information to the public." All other filming could be regulated by the town and would require permits and fees and be subject to restrictions. Restrictions apparently would depend on the potential of the filming to "interfere with the residents," particularly during the winter vacationing season. Distinguishing

between news and other filming on the basis of time sensitivity, Shaw said, would "eliminate a loophole in our code."

Under current town ordinance, permits for non-news film crews can cost \$1,000, with daily fees of \$800. Palm Beach is a small part of Palm Beach County—which, ironically, has a commission that promotes the area to the television and film industries.

Local media lawyer Barbara Boltzen-Litten finds many flaws in Shaw's proposal. "The time element seems to be what guides Mr. Shaw's definition of news," she says. "Investigative reports, even done by local camera crews, would not qualify as news. Given the nature of the residents [in Palm Beach], much of what they do is considered newsworthy. A town can't restrict access to newsgathering. Forcing news crews to pay a fee is patently unconstitutional. It's a classic prior restraint, bolder than I've ever seen." ■





## Weather advisory

Weather reporters at Chicago's WMAQ-TV were told to promote a major advertiser and partner in the station's "Live Doppler Radar" segment in newscasts. A July memo from the sales department reminds weathercasters that Ameritech is the station's largest advertiser and instructs them to mention Ameritech "at such times as NBC 5 shall deem appropriate." Costs for the Doppler system are being shared by Ameritech and the station under a multi-year agreement.

"A typical example," says the memo, first reported by Robert Feder in the *Sun Times*, "would be: 'Now let's go to the NBC 5 live Doppler Radar on the Ameritech Tower in Naperville.'" Sales is to be notified of these mentions, the memo instructed.

A reporter at the station confirms that the agreement and memo had circulated and says that while "people are talking about it, there's been no protest. Management has not really pushed." The reporter suggests the reaction might have been stronger had a similar issue been raised over a different part of the newscast.

Asked about the agreement, Larry Wert, president and GM of WMAQ-TV, said: "Our partnership with Ameritech has made it possible for us to pro-

vide Chicagoland with the most advanced weather detection system in the world. We are proud of our technology and our partnership with Ameritech. Obviously, this agreement has no influence over weather or our news content."



wtvj gets the beat on the Miami ship fire

## Where there's smoke, there's TV news

NBC affiliate WTVJ(TV) Miami was apparently the first to air footage from last week's fire aboard the Carnival cruise ship *Ecstasy*. A caller who spotted smoke streaming from the ship's stern alerted the station, which immediately focused one of its 13 remote-site cameras on the ship, says WTVJ News Operations Manager Bruce Carter. Carter says the station went on the air two minutes after spotting the blaze at 5:46 p.m. Monday to report the fire. WTVJ even broadcast a description of the event from an eyewitness on board the *Ecstasy* who called from a cellular phone. WTVJ dedicated the remainder of its newscast to the story, then provided footage for *NBC Nightly*

*News*. MSNBC also picked up the reports.

## Up, up, upmanship

Hearst-Argyle's NBC affiliate in Baltimore, WBAL-TV, was scheduled to launch its first dedicated news helicopter July 20, according to GM Phil Stolz. Meanwhile, CBS's WJZ-TV was also planning to add a dedicated 'copter for news coverage, according to GM Marcellus Alexander, and decided to launch the bird July 1 to be first up. Since its special-order chopper wouldn't be ready until the 20th, and not wanting to be one-upped in the chopper-launch department, WBAL-TV leased a chopper so it could hit the skies July 1 as well. (For the record, WJZ-TV says it launched its coverage in the morning, while WBAL-TV says it debuted its eye-in-the-sky coverage in the evening).

While there were suggestions from both sides that the other's chopper launch was a copycat move, Stolz says that adding the new chopper had been in the works for a year, while Alexander says initial conversations about the new news chopper also began about a year ago.

## Akron accord

The *CNN-Time* magazine *NewsStand* debacle notwithstanding, apparently there's still a place for broadcast/print partnerships. Cleveland ABC affiliate WEWS(TV) and Akron's *Beacon Journal* are forming a strategic partnership that will link their news services and Websites, with each gaining from the other's

strength in its respective community. Akron is a significant part of the Cleveland DMA.

The station will use the newspaper's resources to beef up its Akron coverage, possibly featuring stories from the *Beacon Journal* newsroom. Also planned are collaborations on news, features and special reports. "Due to limited resources and a saturation of news options," says WEWS Vice President and General Manager John Lansing, "we can no longer afford to stand alone and expect to serve our audience in the best way."



John Deushane moves to Atlanta.

## Deushane upped at Granite

John Deushane has been promoted to senior vice president for the Midwest at Granite Broadcasting. Deushane had been president and general manager at Granite's Fresno, Calif., station, KSEE(TV). Following relocation to Atlanta, he will oversee Fort Wayne, Ind., ABC affiliate WPTA(TV); Peoria/Bloomington, Ill., NBC affiliate WEEK-TV, and KBJR-TV, the Duluth, Minn./Superior, Wis., NBC affiliate.

*All news is local. Contact Dan Trigoboff at (202) 463-3710, fax (202) 429-0651 or e-mail to d.trig@cahners.com.*

JULY 13-19

Broadcast network prime-time ratings according to Nielsen



PEOPLE'S CHOICE

NBC's 8.7/16 for Thursday's lineup was this week's highest rating for a night; 'Just Shoot Me' pulled that evening's best numbers.

Week 43	abc	CBS	NBC	FOX	U/PIN	WB
	<b>5.8/10</b>	<b>7.7/14</b>	<b>6.0/11</b>	<b>4.6/8</b>	<b>1.5/3</b>	<b>2.7/5</b>
<b>MONDAY</b>	8:00 65 America's Funniest Home Videos 4.8/9 9:30 26 Stephen King's The Stand, Part 2 6.4/11	8:00 38 Cosby 5.9/12 8:30 33 Ev Loves Raymd 6.1/11 9:00 21 Ev Loves Raymd 7.0/12 9:30 23 Cybill 6.8/12 10:10 3.48 Hours 10.1/18	8:00 15 Dateline NBC 7.3/14 9:30 49 NBC Movie of the Week—The Odyssey, Part 2 5.4/9	8:00 84 Damon 3.3/7 8:30 79 Damon 3.8/7 9:30 40 Ally McBeal 5.6/10	8:00 106 Love Boat: The Next Wave 1.6/3 9:30 108 Clueless 1.4/3 10:00 108 Clueless 1.4/2	8:00 85 7th Heaven 3.2/6 9:30 98 Buffy the Vampire Slayer 2.2/4
<b>TUESDAY</b>	8:00 21 Home Imprvmt 7.0/14 8:30 26 Soul Man 6.4/12 9:30 32 Stephen King's The Stand, Part 3 6.2/11	8:00 25 JAG 6.7/13 9:30 35 CBS Tuesday Movie—Summer of Fear 6.0/11	8:00 62 Mad About You 5.0/10 8:30 49 NewsRadio 5.4/10 9:00 7 Frasier 9.0/16 10:00 10.3rd Rock fr/Sun 8.2/14 10:30 2 Dateline NBC 10.4/18	8:00 81 Fox Tuesday Night Movie—Star Trek: Generations 3.6/7	8:00 105 Moesha 1.7/3 8:30 101 In the House 1.9/3 9:00 103 Malcolm & Eddie 1.8/3 10:00 103 Good News 1.8/3	8:00 96 Buffy the Vampire Slayer 2.4/5 9:30 85 Dawson's Creek 3.2/5
<b>WEDNESDAY</b>	8:00 35 Dharma & Greg 6.0/12 8:30 53 Two Guys, a Girl 5.3/10 9:00 26 Drew Carey 6.4/12 9:30 68 Ellen 4.6/8 10:00 4 PrimeTime Live 9.6/17	8:00 55 The Nanny 5.2/11 8:30 62 The Simple Life 5.0/10 9:00 26 Public Eye with Bryant Gumbel 6.4/12 9:30 44 Chicago Hope 5.5/10	8:00 66 The Pretender 4.7/9 9:00 62 3rd Rock fr/Sun 5.0/9 9:30 35 Working 6.0/11 10:00 13 Law & Order 7.6/14	8:00 55 Fox Summer Movie Special—Striking Distance 5.2/10	8:00 106 The Sentinel 1.6/3 9:30 98 Star Trek: Voyager 2.2/4	8:00 94 Jamie Foxx 2.4/5 8:30 96 Jamie Foxx 2.5/5 9:00 93 The Wayans Bros. 2.6/5 9:30 89 Steve Harvey 2.8/5
<b>THURSDAY</b>	8:00 68 ABC News Thursday Night 4.6/9 9:30 39 Stephen King's The Stand, Part 4 5.7/10	8:00 57 Promised Land 5.1/10 9:00 19 Diagnosis Murder 7.1/13 9:30 16 48 Hours 7.2/13	8:00 10 Friends 8.2/17 8:30 16 Suddenly Susan 7.2/14 9:00 7 Seinfeld 9.0/16 9:30 5 Just Shoot Me 9.3/16 10:00 6 ER 9.2/17	8:00 40 World's Wildest Police Videos 5.6/11 9:30 72 Fox Files* 4.4/8		
<b>FRIDAY</b>	8:00 44 Sabrina/Witch 5.5/13 8:30 49 You Wish 5.4/12 9:00 40 Boy Meets World 5.6/12 9:30 53 Teen Angel 5.3/11 10:00 9.20/20 8.4/17	8:00 57 Kids/Darndest 5.1/12 8:30 57 Candid Camera 5.1/12 9:00 71 Family Matters 4.5/10 9:30 76 Step by Step 3.9/8 10:00 40 Nash Bridges 5.6/11	8:00 49 NBC Friday Night Movies—Deceived by Trust 5.4/12 9:30 23 Dateline NBC 6.8/13	8:00 76 Beyond Belief: Fact or Fiction? 3.9/9 9:30 88 Millennium 2.9/6		
<b>SATURDAY</b>	8:00 98 Timecop 2.2/5 9:30 85 ABC Saturday Night Movie—Reality Bites 3.2/7	8:00 72 Early Edition 4.4/10 9:00 44 Magnificent Seven 5.5/12 10:00 14 Walker, Texas Ranger 7.5/15	8:00 68 World's Greatest Magic 4.6/10 9:30 33 Unmasked! Exposing Secrets 6.1/13	8:00 66 Cops 4.7/12 8:30 57 Cops 5.1/12 9:30 57 AMW: America Fights Back 5.1/11		
<b>SUNDAY</b>	7:00 83 Wonderful World of Disney—Black Beauty 3.4/7 8:00 16 ABC Sunday Night Movie—Sleep, Baby, Sleep 7.2/13	7:00 1.60 Minutes 11.0/24 7:30 12 Touched by an Angel 7.7/15 9:30 44 CBS Sunday Movie—Scarlett, Part 1 5.5/10	8:00 81 TV Censored Bloopers 3.6/8 9:00 19 Dateline NBC 7.1/14 9:30 31 Frasier 6.3/11 10:00 44 Working 5.5/10 10:30 26 Law & Order 6.4/12	8:00 79 World's Funniest! 3.8/8 8:30 72 The Simpsons 4.4/9 9:00 76 King of the Hill 3.9/7 9:30 75 The X-Files 4.2/8		8:00 108 The Parent 'Hood 1.4/3 8:30 101 The Parent 'Hood 1.9/4 9:00 94 Sister, Sister 2.5/5 9:30 90 The Smart Guy 2.7/5 10:00 90 Unhap Ever After 2.7/5 10:30 90 Steve Harvey 2.7/5
<b>WEEK AVG</b>	<b>5.6/11</b>	<b>6.4/12</b>	<b>6.4/12</b>	<b>4.4/9</b>	<b>1.7/3</b>	<b>2.6/5</b>
<b>STD AVG</b>	<b>7.8/13</b>	<b>9.1/15</b>	<b>9.8/17</b>	<b>6.6/11</b>	<b>2.6/4</b>	<b>2.9/5</b>

KEY: RANKING/SHOW [PROGRAM RATING/SHARE]  
 • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED  
 • TELEVISION UNIVERSE ESTIMATED AT 98.0 MILLION HOUSEHOLDS: ONE RATINGS POINT IS EQUAL TO 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

# Adult contemporary sings a happy tune

*Interop study says depth of AC formats is key to success*

By John Merli, B&C correspondent

**C**urrently enjoying the top ranking for format share in the winter Arbitron ratings, adult contemporary will try to hold its lead in upcoming books in the adult 25-54 audience this summer and fall. AC and sister formats soft AC and hot AC are pulling in high shares these days. That may be because of their flexibility in recent years in incorporating crossover artists (such as country's Shania Twain and modern AC's Jewel), according to an analysis by radio marketing company Interop.

Allowing crossover performers into

the AC stable "adds depth" to the format, says Interop's Michele Skettino, and "this depth has not been lost on the audience, as reflected by strong ratings across the country." At least one AC station ranks among the top five adult 25-54 outlets in all top 10 metro measuring regions. In six of the top 10 metros, AC ranks first among adults 25-54. Nearly 60% of AC listeners are women.

Also, based on Arbitron's 92 continuously measured metros, AC enjoys the highest 25-54 average quarter hour (AQH) of all formats. AC, which came into its own about 20 years ago, currently is second only to news/talk in

persons 12-plus shares. All AC formats (known as total AC), consisting of adult contemporary, soft AC and hot AC, garnered a national share of 14.1 in the winter Arbitron book, the highest share among all formats.

The study indicates that AC listeners are above the national average in virtually all major categories defined as "upscale," with nearly half (48%) enjoying a household income of more than \$50,000. Typical AC artists include Elton John and Backstreet Boys; for soft AC, Leann Rimes and Gloria Estefan, and for hot AC, Goo Goo Dolls, Natalie Imbruglia and Natalie Merchant. ■



By Kristine Lamm & John Merli

## Radio Disney enters the Valley of the Sun

**K**CWW(AM) Tempe, Ariz./Phoenix becomes the newest addition to the Radio Disney network when the children's format debuts on the station today (July 27). ABC/Radio Disney announced last week that it was buying the station from Owens Broadcasting for \$5.85 million. Radio Disney has affiliates in 27 markets. It recently acquired WTAQ(AM) and WTAU(AM) Chicago for an estimated \$20 million (B&C, July 13). Media Venture Partners represented ABC in Chicago and in Phoenix. Blackburn & Co. represented Owens in the



KCWW deal.

Radio Disney, which continues to target the top markets—Phoenix is the country's 16th-largest—is aiming to have a station in each of the top 20 markets.

The next market that ABC/Radio Disney will enter is Dallas, where it's buying KAAM (AM) for about \$12 million from Collin County Radio LC.

## Marconi finalists

**T**he NAB has released a list of 100 finalists for its annual Marconi Awards, which honor excellence in radio sta-



tions and personalities. Five stations or personalities in each of 20 categories were chosen for the ballot, which will be sent to NAB member stations in mid-August. The winners will be announced at an awards dinner on Oct. 17 in Seattle. The dinner will feature Tom Joyner—who, along with Paul Harvey, Don Imus, Rush Limbaugh and Howard Stern, is a finalist for network syndicated personality of the year.

## Bayliss winners

**T**wenty college and graduate students have been awarded \$5,000 each for the upcoming academic year by The John Bayliss Broadcast Foundation. The scholarship recipients were selected for their excellence in pursuit of radio-related studies and activities. The Bayliss Foundation chose students whose radio involvement ranges from broadcast journalism to engineering. The students will be honored at the 13th Annual Bayliss Media Roast on Oct. 27. Randy Michaels, Jacor

CEO, will be the subject of the roast. The event will be held at The Pierre Hotel in New York City, with proceeds to benefit the scholarship fund.

## AMFM brings home the Bacon

**W**ell-known actor and less well-known musician Kevin Bacon will host his own weekly guitar show on AMFM Radio Networks, starting Labor Day weekend. AMFM says that the two-hour weekly offering will feature Bacon—"the accomplished guitarist and recording artist" and co-star of such movies as "A Few Good Men" and "Apollo 13"—along with such celebrity musicians as Eddie Van Halen, Carlos Santana and Bonnie Raitt.

*The Guitar Show with Kevin Bacon* will be produced by Ben Manilla Productions, which also produces *The House of Blues Radio Hour*, hosted by actor (and musician) Dan Aykroyd, aka Elwood Blues. AMFM is a division of Chancellor Media.

# Hindery sees DTV deals before fall

Also says AT&T merger is still on track, given recovery of stock price

By Paige Albiniak

**B**roadcast networks and cable operators should successfully complete negotiations on implementing digital television and retransmission consent deals before the fall, TCI President Leo Hindery Jr. told a Women in Cable and Telecommunications conference in Washington last week.

"I've never been more proud of the attempted collegiality between the broadcasters and the cable industry as I am today on both [high-definition] in general as a transmission issue and must carry as a policy issue. I think things will work out real well before the fall," Hindery said.

Hindery also said that AT&T's \$48 billion deal to buy TCI is going "full steam ahead," with AT&T's stock price back to predeal levels. Hindery expects the much-watched deal to close by the end of this year or the beginning of the next. As of last Wednesday, neither the Justice Department nor the Federal Trade Commission had taken over regulatory review of the merger.

Hindery is set to testify at a Senate Commerce Committee hearing on rising cable rates this Tuesday (July 28).

During that hearing, he is likely to predict that Congress should not worry too much about rising cable rates, because digital technology eventually will keep costs down.

"I ... anticipate that as deployment of digital set-top boxes takes place, as competition from the RTCs increases and involvement by advertisers and marketers grows, the cost to our customers will be more effectively constrained, thereby further compounding digital's inherent appeal," Hindery told WICT.

Although Hindery last April told the House Telecommunications Subcommittee that TCI would make sure that high-definition television—in whatever format broadcasters choose to offer it—is available to all cable customers, he still is preaching caution.

"I hope we don't fall too much in love with this high-def world, because



TCI President Leo Hindery says that he is extremely proud of the "attempted collegiality" between broadcasters and cable

it's very unfriendly to customers, and it's almost prohibitive as to its entry costs," Hindery said.

TCI has expressed concerns in the past about the plans of CBS and NBC to transmit HDTV in the 1080i interlace format instead of the 720 progressive format, which compresses more easily and works more smoothly with computers. CBS and NBC argue that 1080i offers the best available high-defini-

tion picture.

With regard to digital must carry, which the FCC began considering earlier this month, Hindery said that cable systems do not have the technical capacity to carry all broadcasters' digital and analog signals as broadcasters make the transition to digital.

"I believe ... that the broadcasters and the cable industry are very close to some common understandings that will bridge the gap during this period of time when [the cable industry's] technical capacity is not capable of handling digital must carry."

The FCC is deciding what cable operators' responsibilities to broadcasters will be once broadcasters start the transition to digital. The commission is considering several possibilities, from requiring cable operators to carry all commercial digital and analog signals (up to a one-third-capacity limit) to delaying must-carry obligations for digital channels until broadcasters cease analog broadcasts.

Hindery also said that TCI plans to sell at or near its cost the nearly 10 million advanced digital set-top boxes it is buying from General Instrument over the next three to five years.

"I'm in the products and services business, not the device business. I want to be in the razor blade business, not the razor business." ■

## New Sunday heat for USA

USA Network preempted its popular Sunday Night Heat lineup last week, but the new shows generated plenty of heat themselves.

The network premiered episodes of two new original series, *The Net* and *Sins of the City*, with *The Net* delivering the largest audience ever for a series premiere on USA, according to the network.

Both series drew ratings strong enough to rank them among basic cable's top 25 shows for the week. *The Net* garnered a 3.1 rating/5.3 share, with 2.3 million homes at 9 p.m., and *Sins of the City* earned a 2.9 rating/5.0 share, with 2.1 million homes at 10 p.m.

Both shows earned better debut ratings than the network's original *Silk Stalkings* and *La Femme Nikita*, two series that anchor USA's Sunday Night Heat franchise and are consistently among basic cable's top-rated original dramas.

USA Network's Stephen Chao, president of programming and marketing, says that based on response to *The Net* and *Sins of the City*, the network will continue with its strategy of developing additional original series.

*The Net* and *Sins of the City* will move to their permanent time slots at 9 p.m. and 10 p.m., respectively, on Saturday nights next week. USA is expected to add another original series on Saturday nights to round out its Saturday Night Heat programming plan.

—Donna Petrozzello

# EVERYDAY HERO

“When the kamikaze hit,  
I had no idea I’d live to tell the story 54 years later.”

- George Diem, Store Keeper, 2nd Class, US Navy



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# Make or break for wireless cable

*Down to penny-stock performance, companies still see hope in two-way digital*

By Price Colman

**D**epending on whom you ask, the wireless broadband sector is poised either for breakthrough or breakdown.

While much of the evidence points to the latter, leaders of what used to be called the wireless cable industry displayed considerable optimism at the Wireless Communications Association International's recent annual convention in Philadelphia.

Skeptics would argue that such optimism is simply wishful thinking. Wireless providers are laden with expensive debt; two operators—CAI Wireless and Heartland Wireless—have defaulted on bond interest payments, and CAI is on the brink of filing Chapter 11 bankruptcy (see box below). In addition, all the publicly traded companies have equity that's deteriorated from modest valuations two years ago to penny-stock levels today.

On the plus side, wireless is converting to digital transmission. The resulting video service has more channel capacity and is more nearly comparable to what the competition is doing. But instead of exploiting digital technology to compete in video, wireless executives want to mine its potential as a platform for high-



*WCA President Andrew Kreig remains optimistic on wireless's future.*

speed data services.

"We have launched two high-speed data systems, one in Detroit and one in Phoenix, and both are doing pretty well," says Michael Whalen, vice president, finance and acquisitions, for Shelton, Conn.-based People's Choice TV. Since launching its SpeedChoice service in Phoenix in

March, PCTV has signed up about 500 customers.

PCTV has at least a temporary advantage over competitors Cox and US West in the Phoenix market: With a microwave transmitter atop a nearby mountain, it can reach as much as 90% of Phoenix homes. Cox, meanwhile, is racing to upgrade its network to offer two-way, high-speed data, and US West only recently launched the Megabits service.

But in order for PCTV's high-speed data business plan to work, "We need

to go two-way in a year or so," acknowledges Whalen. "Time to market is absolutely critical to get ahead of cable and DSL."

Still, even wireless's staunchest supporters won't argue that the sector's ready for a toe-to-toe battle with cable, DBS and telephone companies.

So why the optimism?

"The concept of a full range of broadband services, first to the SOHO [small office, home office] market, then to the home, is one of the most lucrative and exciting prospects in the entire telecommunications world," says WCA President Andrew Kreig. "Many of these companies are quite well-positioned to share in that."

Several factors could help to reinvigorate wireless. The key one is that the FCC appears poised to authorize two-way digital transmission for wireless. Such a move would substantially increase the value of wireless spectrum. At worst, that would give wireless

## Wireless Cable's Big Drop

Company	Price as of 7/31/95	52-week high as of 7/21/98	52-week low as of 7/21/98	Current price
American Telecasting Inc./ATEL	\$12.250	\$2.0625	\$0.6875	\$0.6875
CAI Wireless/ CAWS	\$12.875	\$1.6875	\$0.0500	\$0.0500
Heartland Wireless/HART	\$24.250	\$3.5625	\$0.6875	\$0.6875
People's Choice TV/ PCTV	\$24.750	\$3.0000	\$1.0625	\$1.0625

*NOTE: All of the above stocks have been delisted by Nasdaq.*

## Book could close on CAI Chapter 11

CAI Wireless Systems' effort to file a prepackaged Chapter 11 reorganization plan has hit what could be a deal-killing snag.

A splinter group of creditors holding about 33% of CAI's debt has vowed to vote against CAI's Chapter 11 plan and to advise other bondholders to reject the plan unless certain changes are made.

Those proposed changes include: Merrill Lynch, CAI's senior lender, would provide the full \$100 million of new senior debt; the interest rate on the new debt would be raised to 15%, from 13%, and a provision in the debtor-in-possession (DIP) financing that would increase creditors' commitment fees from 1% to 4% after 90 days would be rescinded.

Details of the dispute are outlined in a recent Securities and Exchange Commission filing by CAI. In the filing, CAI

says it cannot make the changes. Merrill Lynch, which holds some 36% of CAI's debt, also found the proposed changes unacceptable and resigned from the unofficial bondholders' committee, according to the SEC filing.

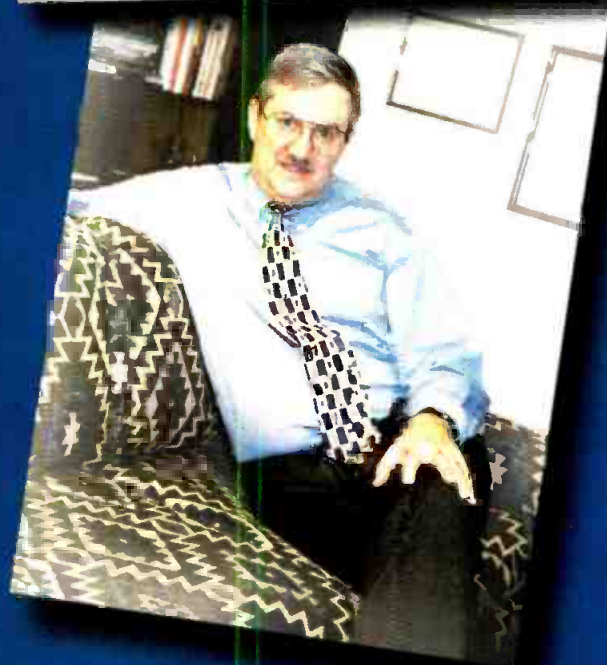
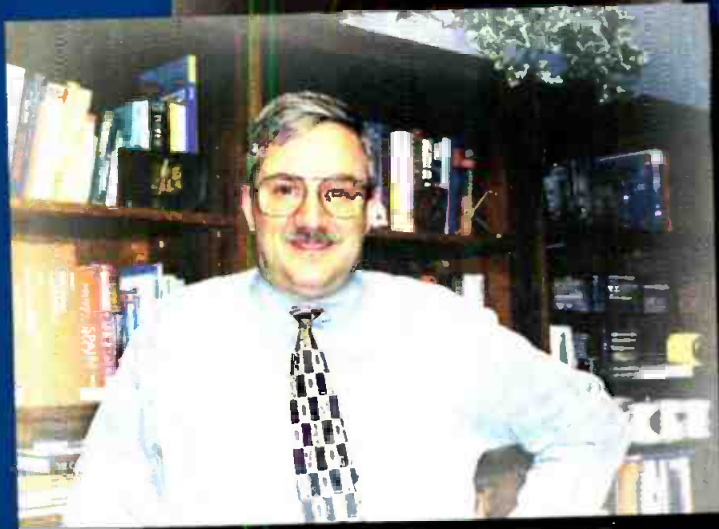
Terms of the original plan called for CAI to pay senior debt holders \$16.4 million in cash, \$100 million in new senior debt and 91% of the equity in the reorganized company. Subordinated debt holders would receive the remaining 9% of the company's common stock on a pro-rata basis. Current holders of common shares would get nothing.

In addition, CAI says it has arranged for \$60 million in DIP financing, of which \$48 million would be used to repay an existing loan and \$12 million to operate during Chapter 11.

Voting by bondholders is scheduled to be completed by July 28.

—Price Colman

*"I was heavily involved in Boy Scouts.... That's probably had the biggest single influence on me."*



**Michael L.  
Pandzik**

President  
National Cable  
Television  
Cooperative, Inc.

Member  
C-SPAN Board  
of Directors

**"M**y father was a career Navy officer so we moved around a lot. I have two sisters and a brother and we were all born in different states. My grandfather joined the British Merchant Marine when he was 13. All of the relatives on my mom's side—if you go back far enough—are Vikings. So the sea has been in my family a long time."

"I always wanted to be a naval aviator, but I flunked the eye test. I looked around for another way to serve and the Naval Reserve had a program that if you had a master's degree and four years of experience, you could get a direct commission as a Naval Reserve public affairs officer. It seemed like the best way to scratch an itch that was really important to me. I was commissioned in October of 1977 and am now a captain."

"I was heavily involved in Boy Scouts—was a camp counselor and became an Eagle Scout. That's probably had the biggest single influence on me. The adults that were our troop leaders were terrific men and the guys that I went through that program with have all been successful in business and education."

"I went to graduate school at Kansas University with a fellowship in radio-TV-film. In 1971, I went to interview Dolph Simon about building a cable system in Lawrence, Kansas. He made me a job offer a few weeks later."

"Cable TV was new, it was local and I'd had both public television and commercial TV experience so it seemed like a great, brand new thing to get hitched up with. I've never regretted it. In 1978, I joined Home Box Office in Kansas City. About five years later, I went to New York with HBO, then came back to Kansas City about a year and a half later and started the co-op in my living room."

"I think the cable TV business has become a bigger piece of society than any of us ever thought it would. Probably the biggest effect on our customers is instantaneous news and comments. The greatest thing that C-SPAN does is just show you what's going on from beginning to end and let's you draw your own conclusions. C-SPAN is kind of the cable industry's gift to America. We did this. Not the satellite guys. Not the government guys. We paid for C-SPAN and it's our gift to the public."

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providers some leverage for strategic partnerships. At best, it would make them attractive acquisition targets. But two-way authorization isn't the winning lottery ticket for wireless.

"Even once the rulemaking comes out, the spectrum is so complex, I still need to deal with leaseholders because I don't own it all," says Whalen. "It's going to take a longer time frame to get the spectrum turned around the right way and used the right way. ... It's not going to have [greater] value three to six months from now."

Bundled services—primarily video, data and voice—is quickly becoming the mantra of the telecommunications industry. Given wireless's shortcomings on the video side, few see it being able to stand alone in the bundling wars. But wireless has certain strengths that could be a foundation for partnerships with DBS or telephone companies.

"The trick is to marry multiple technologies and multiple frequencies to

provide bundled services," says John Mansell, wireless analyst at Paul Kagan Associates.

If wireless has weaknesses, so do DBS and telephone companies. On the DBS front, the lack of local programming is among the most commonly cited reasons that consumers don't buy a satellite service.

"The one thing you have to remember about wireless cable is they can deliver local channels," says Jimmy Schaeffler of the Carmel Group. "The system has the potential to be as robust as satellite in certain markets."

In addition, DBS has made little headway in the high-speed data realm, and a DBS/wireless alliance or acquisition could be an opportunity to offer bundled services.

The telcos may be strong on the voice side and equipped to compete on data, but with the exception of Ameritech they're weak in the video arena. BellSouth, at least, saw enough

promise in digital wireless video to buy wireless licenses for New Orleans, Atlanta and several other markets. By most accounts, BellSouth's digital wireless cable launches in New Orleans and Atlanta are doing well.

But wireless's potential doesn't ease the pain for stock and bondholders. Two years ago, before the wireless sector crashed, Heartland and People's Choice TV traded in the \$20s. They're now at or below \$1. Likewise, American Telecasting and CAI Wireless, which were trading in the mid-to-high teens two years ago, are now trading under \$1.

The debt picture is even darker. Rating agencies have downgraded wireless companies' debt across the board to a level characterized as meaningless.

PCTV is in the midst of a complex debt exchange offer under which it's proposing to swap \$332 million in senior discount notes at 13.125% interest—current accreted value about \$260 million—for \$42.5 million in cash, bonds worth \$68 million today that would accrete to \$100 million in three years, and equity. If bondholders go for the deal, they would end up owning about 24% of PCTV. PCTV executives won't discuss the exchange offer, citing the current quiet period, but sources familiar with the situation say that the company should know bondholders' response in the next month. Even if the exchange is approved, PCTV still may conduct a prepackaged Chapter 11 filing to give the company financial breathing room.

Bad as that sounds, PCTV has about \$80 million in cash as a result of dropping out of analog wireless cable in 1995, at least a year earlier than peer companies, and is better-positioned financially than the others. At the other end of a short spectrum, there's CAI. Along with Heartland, it defaulted on a debt interest payment due earlier this year. CAI's senior lender, Merrill Lynch, granted an extension through July 30, giving CAI time to prepare a prepackaged Chapter 11 filing. But now certain creditors oppose the plan, and there are no guarantees it will win bondholders' approval (see box, page 38).

CAI may be the deepest in distress, but others aren't far behind. People's Choice, American Telecasting, CAI and Heartland are offering to exchange the hundreds of millions in high-yield debt they hold for pennies on the dollar in an effort to stay alive.

Prepackaged Chapter 11 filings, an effort to buy time as the sector seeks a turnaround, are likely to follow. ■



## CABLE'S TOP 25 PEOPLE'S CHOICE

*The premiere of USA Network's new original series, 'The Net,' landed a spot among basic cable's top 25 shows last week with a 3.1 rating/5.3 share and 2.3 million homes.*

Following are the top 25 basic cable programs for the week of July 13-19, 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. Sources: Nielsen Media Research, Turner Entertainment.

Rank	Program	Network	Day	Time	Duration	Rating	U.S.	HHs (000)	Cable Share
1	WWF War Zone	USA	Mon	10:00P	63	4.9	3.6	3,574	8.1
2	WCW Monday Nitro	TNT	Mon	10:00P	60	4.7	3.5	3,467	7.9
2	WCW Monday Nitro	TNT	Mon	8:00P	60	4.7	3.5	3,420	8.4
4	South Park	COM	Wed	10:00P	30	4.5	2.4	2,305	7.6
5	WWF Raw	USA	Mon	8:57P	63	4.4	3.3	3,260	7.2
6	Thunder	TBS	Thu	10:04P	68	4.2	3.2	3,092	7.4
7	Thunder	TBS	Thu	9:03P	61	4.0	3.0	2,973	7.0
7	WCW Monday Nitro	TNT	Mon	9:00P	60	4.0	3.0	2,891	6.4
9	Movie: 'Casino'	USA	Sun	6:00P	180	3.7	2.8	2,730	7.5
10	Rugrats	NICK	Sat	10:00A	30	3.3	2.4	2,382	11.7
11	Thunder	TBS	Thu	8:05P	58	3.2	2.4	2,375	6.3
11	Rugrats	NICK	Fri	10:00P	30	3.2	2.4	2,356	6.1
11	Rugrats	NICK	Sun	10:00A	30	3.2	2.4	2,331	10.7
14	Movie: 'Kindergarten Cop'	USA	Fri	9:00P	150	3.1	2.4	2,310	6.1
14	The Net	USA	Sun	9:00P	60	3.1	2.4	2,303	5.3
14	Rugrats	NICK	Mon	7:30P	30	3.1	2.3	2,223	5.8
17	MLB: Los Angeles vs. St. Louis	ESPN	Sun	8:00P	189	3.0	2.2	2,202	5.4
17	Angry Beavers	NICK	Sun	10:30A	30	3.0	2.2	2,184	9.6
17	Rugrats	NICK	Wed	7:30P	30	3.0	2.2	2,141	5.9
20	Rugrats	NICK	Fri	7:30P	30	2.9	2.2	2,135	6.7
20	Rugrats	NICK	Fri	10:30P	30	2.9	2.2	2,127	5.6
20	Hey Arnold	NICK	Sat	11:00a	30	2.9	2.2	2,108	10.0
20	The Brady Bunch	NICK	Tue	10:00P	30	2.9	2.1	2,101	4.7
20	Maurice Sendak's Little Bear	NICK	Tue	9:00A	30	2.9	2.1	2,100	11.9
20	Sins of the City	USA	Sun	10:00P	60	2.9	2.1	2,098	5.0
20	Angry Beavers	NICK	Sat	10:30A	30	2.9	2.1	2,094	10.0
20	Blues Clues	NICK	Tue	9:30A	30	2.9	2.1	2,092	11.7
20	Real World VII	MTV	Tue	10:00P	30	2.9	2.0	1,984	4.7



# Fired producers fire back

*In retraction rebuttal, Tailwind team say they were scapegoats; CNN settles with Admiral Moorer*

By Steve McClellan

One day after the Pentagon issued its report last week concluding that their story was incorrect, fired CNN producers April Oliver and Jack Smith issued their own report—and in so many words called the Pentagon review a cover-up.

Separately last week, sources confirmed that CNN has reached an out-of-court financial settlement with retired Admiral Thomas Moorer, former chairman of the Joint Chiefs of Staff, who was a key on-the-record source for the original CNN Tailwind story. Details on the settlement were scant, but one source said it involved a "small amount of money." The 87-year-old Moorer said after the story aired that his statements were twisted by the producers to fit their thesis.

However, producers Smith and Oliver say that they gave Moorer a copy of the final script for the Tailwind story, which he read before it aired. His one objection, they say, did not address the poison gas allegations but instead concerned the overall number of defectors during the war.

The Pentagon's report on Operation Tailwind, issued last Tuesday (July 21), supports the conclusion CNN came to earlier in the month: The evidence did not support the allegation in a story the network aired June 7 that U.S. troops used poison gas to kill defectors during the Vietnam War.

The Pentagon report also said that Tailwind was a diversionary operation designed to draw enemy troops away from another campaign that U.S. and South Vietnamese troops were mounting during the war and not an effort to track down or kill defectors.

The report did say that tear gas was used during Tailwind—but not poisonous sarin gas, as reported on the premiere edition of *NewsStand: CNN and Time*, a prime time magazine. The Pentagon said the closest that sarin gas got to Vietnam during the war was a storage facility in Okinawa, Japan. But Smith and Oliver maintain that sarin also was stored at two "secret" airbases in Thailand.


The two producers stand by their

story, which the network retracted and apologized for July 2 after a review by outside attorney Floyd Abrams. "Every single line was buttressed by multiple sources," Oliver said at a seminar in New York sponsored by the Freedom Forum.

Since Tailwind was a secret opera-

tion, the producers said, the military essentially falsified all relevant information, such as the tours of duty of those involved. With a secret operation, said Oliver, "they always figure out what the cover is and what the code words are," so that "need-to-know" military personnel can figure out what really went on.

The pair suggested that the Abrams report was little more than support for what Smith described as "CNN's corporate cave-in." Oliver and Smith alleged that once the negative feedback from the original story erupted, CNN



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simply wanted the messy affair to go away. They quoted CNN President Rick Kaplan as saying: "This is not a journalism problem; this is a public relations problem."

They also said that the Abrams report was tainted because it was co-authored by CNN General Counsel David Kohler, who they said gave the original story his legal seal of approval.

The pair argued in their report that

CNN raised the acceptability standard after the fact by saying the story lacked "proof," as opposed to the normal "journalistic standard" of relying on credible sources. Reacting to the Smith-Oliver report, CNN said it remained convinced that it did the right thing July 2, by retracting the story and firing the producers.

Oliver said that the impetus for the Tailwind story was a story that aired on

another CNN magazine, *Impact*, last Sept. 14. The earlier story quoted retired Major General John Singlaub, head of the Army's Studies and Observations Group (which oversaw Tailwind), as having requested an "incapacitating agent" for the group's covert operations. She said Singlaub then acknowledged that such agents, which Oliver said he refused to identify, were sometimes lethal. ■



### Basic on a roll

**F**or the third consecutive week, basic cable networks garnered a larger rating and audience share in prime time than the Big Four broadcast networks combined, according to Nielsen data and the Cabletelevision Advertising Bureau. For the week of July 13-19, basic cable delivered an average 22.6 million homes in prime time, earning a 23.1 rating/44.6 share, while ABC/NBC/CBS and Fox combined delivered 22.3 million homes, a 22.8 rating/44 share, according to Nielsen and the CAB.

USA Network ranked first in prime time, with an average 2.5 rating/4.5 share and 1.8 million homes from July 13-19, according to Nielsen Media Research. Nickelodeon ranked second in prime time, with a 2.2 rating/4.0 share/1.6 million homes, and TBS ranked third, with a 1.9 rating/3.6 share/1.4 million homes. USA Network's coverage of the World Wrestling Federation on Monday, July 13, earned cable's top slot last week, with a 4.9 rating/3.6 million homes. In total day ratings for the week, Nickelodeon ranked first, with a 1.7 rating/5.6 share/1.2

million homes, TBS ranked second, with a 1.1 rating/3.5 share/813,000 homes, and Cartoon Network ranked third, with a 1.1 rating/3.6 share/581,000 homes, according to Nielsen.

### Adelphia sells shares

**A**delphia Communications plans to sell 4.1 million shares of class A common stock in a public offering for about \$177.3 million (based on the \$43.25 closing price on July 16.) The offering will result in little, if any, dilution of the Rigas family's control because members of the family intend to buy some 3.026 million shares for about \$124 million when the public offering closes. The Rigas family includes Adelphia founder John J. Rigas, who either owns or has voting control of about 96% of the company's stock. Adelphia plans to use proceeds from the public offering to reduce debt.

### Romancing the tube

**R**omance Classics has launched its first original travel-themed series—*Romancing America*, a prime time weekly show spotlighting restaurants,



Colin Cowie has 'Everyday Elegance.'

landmarks, hotels, vineyards and other romantic destinations across the U.S. *Romancing America* will spotlight one U.S. city each week for its initial 13-week run. Romance Classics also launched *Everyday Elegance with Colin Cowie* this month. The prime time series stars the renowned party planner, who shares his techniques for creating and hosting a variety of home parties, from an anniversary party to a Sunday brunch.

### Monkeys come home

**A**merican Movie Classics goes ape next month when it airs the five classic *Planet of the Apes* movies Sept. 6-7 and a two-hour original special, *Behind the Planet of the Apes*, hosted by "Apes" star Roddy McDowall. The special includes behind-the-scenes footage, screen tests and home



Damn dirty apes.

movies of the making of the first sequels. It features stars of the films, including Charlton Heston, Linda Harrison and Ricardo Montalban, among others. The ape-fest precedes AMC's week-long Monsterfest: House of Horrors special event this fall. From October 26–November 1, AMC will feature 25 classic horror movies, introduced by the event's host, filmmaker Tim Burton.

### Mouse earnings down despite ESPN

**T**he Walt Disney Co.'s third-quarter earnings slid despite particular strength at the company's ESPN unit. For the three months ended June, Disney's revenue increased 5% after adjusting for asset sales and acquisitions, to \$5.2 billion, while operating income dropped 6%, to \$923 million. The company was hurt by the lack of strong home video product in its theatrical production operation. The TV unit was strong, largely because of gains in advertising and subscription fee revenue at ESPN, but also because ABC relied more heavily than usual on reruns, slicing short-term programming costs.

# KTVU buys HDTV encoder from NDS

*Cox's Oakland station will use the unit for 720P broadcasts*

By Glen Dickson

**C**ox Broadcasting's KTVU(TV) Oakland, Calif., has purchased an HDTV encoder from NDS Americas, the American division of UK-based compression supplier (and News Corp. subsidiary) NDS. The Fox affiliate will use the compression system to begin 720P broadcasts beginning Nov. 1, keeping pace with San Francisco/Oakland competitors KGO-TV, KPIX-TV and KRON-TV.

KTVU is the first Fox affiliate to purchase NDS's hi-def encoder, but the second Cox station to order one (ABC affiliate WSB-TV Atlanta also has selected the NDS system for its 720P broadcasts [B&C, July 20]). KTVU's complete encoding system, which is due for delivery in mid-August, will include NDS's E5810 HDTV encoder, Stream-Server PCpro management system, and a microwave DS-3 interface for the station's newly installed California Microwave DAR-45 digital studio-to-transmitter link.

While no financial details for the NDS deal were disclosed, Ken Manley, KTVU engineering manager, says the price of the NDS encoder was lower than the competing Harris/Lucent Flexicoder, which Cox corporate engineering has tested at WSB-TV Atlanta. He says the fact that the Fox network is going with NDS for its DTV contribution encoders and decoders (see story at right) was a big factor in KTVU's purchase. "It just made sense," says Manley, who adds that the NDS encoder should be "easier to plug in" to the station's overall DTV architecture than other manufacturers' systems.

While Fox will do a mix of 480P SDTV and 720P HDTV programming (and has yet to give any details about its HDTV programming plans), KTVU will broadcast 720P hi-def signals all the time in accordance with Cox's corporate mandate, Manley says. So KTVU has purchased a Snell & Wilcox HD 5050 upconverter to convert both Fox's 480P programming and its own NTSC local and syndicated program-



*KTVU Oakland, Calif., expects to receive its NDS E5810 HDTV encoder in August.*

ming to 720P. Manley says KTVU has converted about 60% of its plant to serial 601 digital, buying a Grass Valley 4000 switcher and Sony Digital Beta-

cam tape decks. The station also has purchased its first widescreen studio camera, a 4:3/16:9 switchable Sony 550 with a Digital Beta recorder. "So about six hours a day could be upconverted 601 programming versus [upconverted] NTSC," Manley says.

He adds that KTVU has spent more than \$2 million so far on its DTV conversion, including the purchase of a Harris IOT digital transmitter that will be installed at the Mount Sutro tower cooperative in San Francisco. The station plans to begin DTV broadcasting at half-power, or 100 kw, on ch. 56 by Nov. 1. Since KTVU's digital assignment is adjacent to KRON-TV's ch. 57, the station will wait until its competitor goes to full power before it also goes to 200 kw.

"Sometime in the future, we'll kick in the second IOT," Manley says. "KRON will probably do it first, and then we'll have to—we can't be out of balance with an adjacent channel." ■

## Fox goes underground for DTV

*Will deliver fiber-optic feeds to early digital stations*

By Glen Dickson

**W**hile other networks plan to launch their DTV programming this fall via digital satellite delivery, Fox will feed its early DTV stations using 45 Mb/s DS-3 terrestrial links.

The DS-3 DTV network will use fiber-optic capacity for all long-haul transport, with some coax and twisted-pair capacity utilized for short local runs, says Andrew Setos, executive vice president of News Corp.'s news technology group.

Fox's decision to use fiber as a temporary DTV distribution solution is based on simple economics, Setos says. While the network will eventually send its NTSC and DTV programming simultaneously off a completely

new digital satellite system, he says that "right now, it's simply not economically smart" to convert all of its analog satellite infrastructure to digital to support a handful of stations.

Come Nov. 1, Fox will need to deliver DTV feeds to only four stations: owned-and-operated KDFW-TV Dallas, O&O WTXF(TV) Philadelphia, Cox's KTVU(TV) Oakland, Calif., and O&O WJBK-TV Detroit, which is on schedule to launch DTV broadcasts on Nov. 1 after resolving frequency coordination issues with Canada and receiving its construction permit from the FCC.

While six more Fox O&Os are due to launch DTV by May 1, 1999, Setos says terrestrial DTV delivery will remain more economical through Nov. 1, 1999, when all the Fox O&Os and affiliates in the top 30 markets are

required to launch DTV.

"There's no question someplace between 30 and 50 stations it becomes much cheaper to deliver via satellite than terrestrial," he says, "but right now, we'll get it out there as we need to for the least amount of money." Setos stresses that O&Os and affiliates will have the same sort of direct connection into their routers with the DTV feed as they do today with Fox's NTSC service.

The temporary DTV solution also will use the same NDS MPEG-2 encoders that Fox eventually will use for satellite

distribution, and NDS decoders at the stations. NDS also is supplying the DS-3 interface units, modulators and demodulators; they eventually will need to be replaced by new satellite modems on the network side and digital satellite receivers at the local station level. Since NDS doesn't make digital satellite receivers, Fox is shopping among various receiver manufacturers to supply that component, Setos says.

While Setos isn't giving details about the amount of 720P HDTV programming Fox will offer, he says the

network will "absolutely" deliver both 480P and 720P material: "That's what we said to Congress." Setos also confirms that Fox's DTV programming will be sent in widescreen form.

At least one affiliate is encouraged by Fox's fiber plans. "That's wonderful," says Ken Manley, engineering manager of KTVU Oakland. "I was not expecting that so soon." Manley says the fiber solution makes sense, especially since Cox already has fiber in place between Oakland and Los Angeles to transport news feeds. ■



## CUTTING EDGE

By Glen Dickson

### PHoenix using newsBYTE for sports

**P**hoenix Communications Group, South Hackensack, N.J., has purchased Panasonic's newsBYTE DVCPRO-based nonlinear editor to help it cut the sports highlight packages that it feeds to NBC News Channel five times a day. PHoenix's Sports NewSatellite (SNS) division is installing four newsBYTE systems, which will complement its existing stable of DVCPRO studio VTRs. Tim Roberts, PHoenix vice president/news director, expects to be up and running with the newsBYTE systems in the next month or two, which should make editing highlights from 7,000-8,000 games a year an easier task. "In theory, nonlinear will allow us to digitize as we go on in a game, allowing us to access all of our media much more efficiently and quickly cut packages," Roberts says. He adds that newsBYTE's ability to dub DVCPRO material at four times real time was a big selling point: "We do dozens of two-minute packages in a night; now



PHoenix Communications has purchased Panasonic's newsBYTE nonlinear editor to cut sports highlights.

we should be able to do each one in 30 seconds."

### Charlex composites 'Safety'

**N**ew York-based Charlex handled design and effects compositing for *Safety*, a 60-second spot for Ford Motor Co. by the Ogilvy & Mather agency that takes viewers through the scrapbook of an employee in Ford's "dummy" crash testing lab. Charlex used the Discreet Logic Flame to handle the compositing for the spot, which features live-action scenes that take place inside the photo frames of the

scrapbook. "Getting the animation of the book right was the most challenging aspect, because it involved placing the photographs in the book and compositing them with the background, adding shadows and other crucial details," says Grey Oyen, Charlex Flame compositor.

### KTLA's new digital digs

**T**ribune has signed an agreement to sell KTLA(TV)'s lot and studios at

5800 Sunset Boulevard in Los Angeles to M. David Paul Development, which will construct a new digital studio and offices to Tribune's specifications and lease them back to Tribune for KTLA. The project should be completed no later than 2000. The System Group of Hoboken, N.J., will handle systems integration for the plant, while architectural



Charlex produced the design and compositing effects for this Ford spot.

firm HLW International, New York, will do the design. "We're going to come up with a new, very efficient digital plant," says Frank Geraty, KTLA director of broadcast operations and engineering. "While everybody seems to already have rebuilt [their plants], the time of our rebuilding is perfect for the new technologies now being introduced." Geraty says the Tribune facility, on the corner of Sunset and Van Ness, also will serve as the "eastern gateway" to Hollywood's new development plan.

### SeaChange/GI digital deal

**S**eaChange International has made an agreement with General Instrument to integrate its MPEG-2 digital ad insertion systems into GI's digital cable platform, allowing the seamless insertion of commercial spots into digital video streams. While SeaChange SPOT systems use MPEG-2 storage, the servers currently output analog streams for SeaChange's existing customers. By adding a new decoder, the systems can output pure MPEG-2 streams. SeaChange says it also has developed the ability to do seamless splicing between different MPEG-2 streams, such as switching from a program feed to a local commercial.

# Lycos puts new spin on 'Net biz

*Signs deals with Juno, AT&T; adds 'WhirlGirl' to Lycos 'Net guide*

By Richard Tedesco

The search engine Lycos became an even bigger online player last week, striking deals with Juno and AT&T WorldNet.

Lycos is the designated content provider for Juno Web, a new Internet access service to be marketed for the standard \$19.95 monthly rate. Juno, which brings 5.5 million subscribers to its current e-mail service, also plans to sell a Juno Gold e-mail service with souped-up graphics for \$2.95 monthly.

The combination of Lycos's portal as one of the most popular Web search engines and Juno's e-mail base presents a challenge to America Online's dominance. It certainly sets up the potential for Juno Web to assume a strong second position to AOL, which currently claims more than 12 million subscribers in the wake of its CompuServe acquisition.

"By allying with Lycos, service providers like Juno are able to augment their existing services and enhance Web content for their users," says Bob Davis, Lycos president.

Internet analysts agree that Lycos's leverage gives the venture legs, but warn that it could encounter the same technical snafus that have hamstrung AOL.

In another announcement last week, Lycos linked with AT&T WorldNet to offer another Internet access service with a lowball introductory offer. PC users can subscribe to Lycos Online (powered by AT&T WorldNet) at a three-month trial rate of \$12.95 monthly for 150 hours of 'Net access each month. The price goes to \$19.95 monthly after that, with additional hours of access for 99 cents. The service will feature a personalized Internet guide designed by Lycos.

The deal is an extension of the relationship between the two companies, which had launched a co-branded AT&T Communication Center on Lycos in April, selling long distance service, wireless connections and calling cards.

Lycos demonstrated its intention to broaden the content on its Internet Guide last week with the addition of



The 'WhirlGirl' comic strip is a new addition to the Lycos Internet Guide.

the offbeat *WhirlGirl* sci-fi Web comic strip. Lycos will run episodes from *WhirlGirl's* initial season on

Mondays and Thursdays through the summer, with the second season of the Internet cult comic launching in the fall.

Both deals, particularly the Lycos pairing with Juno, reflect the premium being placed on portal services. These deals represent the latest in a frenzy that has also seen AT&T WorldNet bundle another service with Excite, a Lycos rival, earlier this year. Another, similar deal it struck with Infoseek has yet to bear fruit. Yahoo! became the first portal service to find a major 'Net access partner when it teamed up with MCI Communications in March. ■

## Cartoon Net launches Website, upgrades on AOL

The Cartoon Network introduced a Website ([www.cartoonnetwork.com](http://www.cartoonnetwork.com)) last week and upgraded its AOL area in an attempt to become the definitive online source for toon-related content.

The site's features include a Department of Cartoons, where PC users can examine storyboards and view the resulting 30-60 second animation segments for

the cable channel's *Dexter's Laboratory*, *Johnny Bravo* and *Cow and Chicken*, all Cartoon Net originals. Eventually, examples from all of Cartoon Network's on-air inventory will be recreated the same way online, according to Robert Sorcher, Cartoon Network executive vice president.

A section on its popular *Space Ghost* series will present the toon-turned-celebrity-interviewer's twisted takes on real entertainment news. It also includes an equally tongue-in-cheek Hood Cam, a real-time window on what the *Space Ghost* is up to, (à la Web vamp Ana Voog's Anacam).

In its Favorites section, clips from classic cartoons in the extensive Cartoon Network library will be accessible in QuickTime. The weekly feature also will present background information and trivia about the respective series. An Animate Your World section offers young users interactive edutainment activities based on Cartoon Network's contribution to Cable in the Classroom.

This fall, Web Premiere Toons will debut with a selection of 10 pilots for online cartoon series and an eye toward winnowing out a few story lines for development as Website series, according to Sorcher. The first pilot will come from Gary Panter, who was art director for *Pee-wee's Playhouse*.

The network has signed Gap Kids and Nintendo as charter advertisers and seeks to package online sponsorship options with on-air deals to support the site, which was designed with New York Silicon Alley start-up Funny Garbage.

—Richard Tedesco



# TheDJ.com becomes Spinner.com

Site is recast with new Warner Bros. promotion angle

By Richard Tedesco

**S**pinner.com has replaced TheDJ.com in the Web listings, upgrading the online audio music service considerably and breaking new business ground in a joint effort with Warner Bros.

What was 85 music channels as DJ.com has topped 100 channels, including one to promote the group BareNakedLadies for Warner Records. Spinner.com hopes that the deal will be the first of many with Warner and will become a model for similar deals it's pursuing with other major labels, according to Josh Feltzer, Spinner.com president.

PC users can access the 100,000 tunes in its library for free (Spinner.com claims peaks of 2,000-3,000 simultaneous users downloading music of all genres). After the death of Frank Sinatra, TheDJ had a



tribute site that grew to include several hundred of his songs. Currently, Spinner.com offers users a ready connection to recordings by artists appearing in this summer's Lilith Fair tour.

The bottom-line connection for the service is its link to Amazon.com, where PC users can instantly buy tapes or CDs of the music they're listening to via Spinner. Since Spinner claims to be "broadcasting" about 500,000 tunes daily, it hopes the live sales link will generate serious money. Music retailer Amazon.com has made a "significant" financial commitment to Spinner, according to Feltzer, and will join in promotions like the one for BareNakedLadies.

Amazon.com joins Intel Corp., Q-Sound and AudioBooks as charter advertisers on the revamped Spinner,

which also enjoys support from RealNetworks, @Home Network and Launch Media.

Spinner.com is pitching the creation of co-branded services with record labels and other companies, with Spinner supplying its scalable technology solution and its Amazon connection. ■

## ZDNet tops Media Metrix in June

ZDNet.com unseated Disney Online as the top news, information and entertainment site in June, as ranked by Media Metrix (formerly PC Meter). The list is segregated into Websites and aggregated sites accessed by PC users both at home and at work.

Listed are the percentages of Web users who visited the respective sites last month. Media Metrix estimates the U.S. Internet audience at 42.3 million households; it currently has no estimate on the Internet universe in the workplace. Its household sample comprises 10,759 PC users; it samples the surfing habits of 1,372 users in workplaces. Each rating point represents approximately 38,000 different site visitors.

At Home

1.	ZDNet.com	7.2
2.	Disney Online*	7.1
3.	Weather.com	5.7
4.	Pathfinder.com	5.3
5.	Sony Online*	5.0
6.	MSNBC.com	4.9
7.	TheGlobe.com	4.8
8.	CNN.com	3.9
9.	WarnerBros. Online*	3.9
10.	ESPN SportsZone	3.8
11.	MiningCo.com	3.5
12.	CBSNow**	3.3
13.	CBS SportsLine	3.1
14.	Intellicast.com	3.0
15.	NBC Online*	2.7
16.	Broadcast.com*	2.6
17.	CyberThrill.com	2.6
18.	USA Today	2.6
19.	DigitalCity.com	2.5
20.	CNet.com	2.5
21.	iVillage	2.2
22.	NASCAR.com	2.1
23.	GreatSports.com	2.1
24.	PCWorld.com	2.0
25.	ABCNews.com	2.0

At Work

ZDNet.com	11.8
Pathfinder	8.4
Weather.com	8.2
MSNBC.com	7.7
Disney Online*	7.1
CNN	7.1
USAToday.com	5.7
ESPN SportsZone	5.5
CBS SportsLine*	5.5
Sony Online.com*	5.0
Intellicast.com	4.5
ABCNews.com	4.2
MiningCo.com	4.2
WashingtonPost	4.0
CBSNow**	3.8
WarnerBros.*	3.7
NYTimes.com	3.1
CNet.com	3.1
NBC Online**	3.0
CNNIn.com	3.0
DigitalCity.com	2.9
Broadcast.com*	2.9
TheGlobe.com	2.6
CareerMosaic.com	2.6
PCWorld.com	2.5

\*represents an aggregation of Websites  
\*\*includes local network affiliate sites



## KRON-TV San Francisco NBC, ch. 4

**Site features:** Several stories available for streaming at any time from KRON-TV's morning, midday, late afternoon and early evening newscasts; clips are refreshed after each newscast and archived on the site for one week. The San Francisco *Chronicle* site, SFGate, is the umbrella site.

**Site launched:** January 1996

**Site director:** John Coate, GM, SFGate

**Number of employees:** 36

**Design:** Designed and maintained in-house

**Streaming technology:** RealVideo

**Traffic generated:** 50,000-100,000 hits daily

**Advertising:** Banners

**Revenue:** N/A

**Highlight:** Live online coverage of breaking news events, including last week's press conference about Carmen Policy's resignation from the San Francisco 49ers

—Richard Tedesco

# CHANGING HANDS

The week's tabulation of station sales

## COMBOS

### KAVU-TV and KNAL(AM) Victoria, Tex.

**Price:** \$11.875 million

**Buyer:** Saga Communications Inc., Grosse Pointe Farms, Mich. (Edward K. Christian, president/CEO/58% owner); owns/is buying two TVs, 24 FMs and 15 AMs

**Seller:** Withers Broadcasting Co. of Texas, Mount Vernon, Ill. (W. Russell Withers Jr., president); owns six TVs, nine AMs and 15 FMs

**Facilities:** TV: ch. 25, 2,140 kw visual, 2.14 kw aural; AM: 1410 khz, 500 w

**Affiliation:** TV: ABC

**Format:** AM: big band

### KTCB(AM) and KMAL(FM) Malden, Mo.

**Price:** \$1.3 million

**Buyer:** Zimmer Radio of Mid-Missouri Inc., Cape Girardeau, Mo. (Jerome R. Zimmer, president); owns/is buying seven AMs and eight FMs

**Seller:** B.B.C. Inc., Malden, Mo. (Dave Green, principal)

**Facilities:** AM: 1470 khz, 1 kw; FM: 92.9 mhz, 23.5 kw, ant. 174 ft.

**Formats:** AM: southern gospel; FM: adult/urban contemporary

## RADIO: FM

### WQCB(FM) and WBZN(FM) Bangor, Me.

**Price:** \$6.4 million

**Buyer:** Cumulus Media LLC, Milwaukee (Richard Weening, chairman; Lew Dickey, vice chairman); owns/is buying 112 FMs and 50 AMs

**Seller:** Castle Broadcasting LP

**Facilities:** wqcb: 106.5 mhz, 98 kw, ant. 1,079 ft.; wbzn: 107.3 mhz, 50 kw, ant. 308 ft.

**Formats:** wqcb: Contemporary country; wbzn: CHR

### WEZV(FM) Brookston, Ind.

**Price:** \$1.8 million

**Buyer:** Artistic Media Partners Inc., Indianapolis (Arthur A. Angotti, president); owns three FMs

**Seller:** BOMAR Broadcasting Co.—Lafayette Inc., Marion, Ind. (Michael Day, principal); owns one AM and four FMs

**Facilities:** 95.3 mhz, 1.15 kw, ant. 520 ft.

**Format:** Jazz, MOR, new age

### KAVC-FM Rosamond, Calif.

**Price:** \$1.6 million

**Buyer:** Regent Communications Inc., Covington, Ky. (Terry S. Jacobs, chairman/CEO; William L. Stakelin, president/COO); owns/is buying 21 FMs and 11 AMs

**Seller:** Oasis Radio Inc., (Eric Halvorson, vice president);

## PROPOSED STATION TRADES

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

### THIS WEEK

TVs ■ \$0 ■ 0

Combos ■ \$13,175,000 ■ 2

FMs ■ \$12,295,244 ■ 11

AMs ■ \$1,872,750 ■ 5

Total ■ \$27,342,994 ■ 18

### SO FAR IN 1998

TVs ■ \$4,740,597,000 ■ 47

Combos ■ \$1,185,350,107 ■ 156

FMs ■ \$504,451,081 ■ 189

AMs ■ \$340,652,349 ■ 121

Total ■ \$6,771,050,537 ■ 513

### SAME PERIOD IN 1997

TVs ■ \$3,772,410,074 ■ 62

Combos ■ \$5,683,334,904 ■ 185

FMs ■ \$1,560,123,940 ■ 231

AMs ■ \$193,503,511 ■ 124

Total ■ \$11,209,372,429 ■ 602

SOURCE: BROADCASTING & CABLE

**Facilities:** 105.5 mhz, 2.9 kw, ant. 308 ft.

**Format:** Christian, talk

**Broker:** Star Media Group

### KWEZ(FM) Santa Margarita, Calif.

**Price:** \$1 million

**Buyer:** Salisbury Broadcasting Corp., Baltimore (Charles H. Salisbury Jr., president)

**Seller:** Garry and Virginia Brill, Atascadero, Calif.

**Facilities:** 106.1 mhz, 950 w, ant. 1,467 ft.

**Format:** Easy listening

### KFIE-FM Merced, Calif.

**Price:** \$600,000

**Buyer:** San Joaquin Radio Company

LLC, Merced (Edward Hoyt Jr., managing member); owns/is buying two FMs and two AMs

**Seller:** John Neuhoff, Sandy Hook, Conn.; owns two AMs and one FM

**Facilities:** 107.7 mhz, 5 kw, ant. 361 ft.

**Format:** Spanish

### WDXZ(FM) Newberry, S.C.

**Price:** \$500,000

**Buyer:** GHB of Little Rock Inc., Atlanta (George H. Buck Jr., president); owns/is buying 12 AMs and five FMs

**Seller:** Professional Radio Inc., Spartanburg, S.C. (Charles A. Brooks, president); no other broadcast interests

**Facilities:** 106.3 mhz, 25 kw, ant. 328 ft.

**Format:** Southern gospel

### WCNLI(FM) Carlinville, Ill.

**Price:** \$300,000

**Buyer:** Covenant Network, Glen Carbon, Ill. (John Anthony Holman, president); owns two AMs

**Seller:** Carlinville Broadcasting Corp., Taylorville, Ill. (Randal J. Miller, president)

**Facilities:** 91.1 mhz, 43 kw, ant. 370 ft.

**Format:** Educational, religious

### WGRI(FM) Flint, Mich.

**Price:** \$60,000 (assumption of debt)

**Buyer:** Gospel Radio International Inc., Fenton, Mich. (Jon R. Yinger, president); owns/is buying four AMs and two FMs

**Seller:** Nationwide Inspirational Broadcasting Inc., Fenton (Michael Gliner, president); owns one FM

**Facilities:** 88.9 mhz, 150 w, ant. 361 ft.

**Format:** Gospel

### KPXH-FM (construction permit) Gapan, Saipan, MP

**Price:** \$25,615

**Buyer:** Leon Padilla Ganacias, Upper

## Big Deals

■ Ogallala Broadcasting Co. is selling KOGA-AM-FM/KMCX(FM) Ogallala Neb., to Central Star Communications Inc. for \$4 million. In September 1997 the buyer of the stations was reported to be Goodstar Broadcasting LLC, and the price was listed as \$3.25 million (B&C, Sept. 22, 1997), but that deal did not close. The new buyer, Central Star, is a subsidiary of Capstar Broadcasting Partners LP, Austin, Tex. Capstar, wholly owned by Thomas O. Hicks, owns or is buying 245 FMs and 102 AMs.

■ Bur-Hawkins Media Inc. will acquire KOLR-TV Springfield, Mo., from Independent Broadcasting Co. for \$55,915,000. In March the buyer was reported as US Broadcast Inc. of Boston. Stephen I. Burr and Ken Hawkins were listed as the owners of US Broadcast. (B&C, March 16 and 23). The same two also are listed as principals, along with Victor Rumore, of Bur-Hawkins, the new buyer. The price listed in March was \$62 million. Bur-Hawkins is headquartered in Nashville and has no other broadcast interests.

—Kristine Lamm

Tumon, Tamuning, Guam; no other broadcast interests

**Seller:** Saipan Cable Telecommunications Inc., Agana, Guam (Lee M. Holmes, president); owns KOKU(FM) Guam

**Construction permit, Idabel, Okla.**

**Price:** \$6,629

**Buyer:** JDC Radio Inc., Broken Bow, Okla. (Homer Coleman, president); owns KKBI(FM) Broken Bow

**Seller:** McCurtain County Community Broadcasters Inc., Idabel, Okla. (Ed Fulmer, president); no other broadcast interests

**KDZY(FM) McCall, Idaho**

**Price:** \$3,000

**Buyer:** Moonbeam Inc., Calistoga, Calif. (Mary F. Constant, president); owns two FMs

**Seller:** Hawkeye Radio Properties Inc., Middleton, Wis. (Dale A. Ganske, president); owns three FMs

**Facilities:** 98.3 mhz, 100 kw

**RADIO: AM**

**KCTE(AM) Independence, Mo.**

**Price:** \$925,000

**Buyer:** Union Broadcasting Inc., Stillwell, Kan. (Jerry H. Green, chairman); no other broadcast interests

**Amplification**

In addition to its purchase of WYVE (AM) Wytheville, Va. (B&C, July 20), Three Rivers Media Corp. of Greensburg, Pa., also has acquired WXBX(FM) Rural Retreat, Va. The price for the two stations was \$450,000. Kozacko Media Services brokered both deals.

**Seller:** Metropolitan Radio Group Inc., Flower Mound, Tex. (Gary L. Acker, president); owns 10 AMs and nine FMs

**Facilities:** : 1510 khz, 10 kw  
**Format:** Sports

**WUNA(AM) Ocoee, Fla.**

**Price:** \$550,000

**Buyer:** The Freedom Network Inc., Ridgefield, Conn. (George L. Lindemann Sr., director); owns/is buying two AMs and one FM

**Seller:** Efrain Archilla-Roig, Tampa, Fla.

**Facilities:** 1480 khz, 1 kw day, 71 w night

**Format:** Spanish contemporary

**KZTU(AM) Eugene, Ore.**

**Price:** \$282,750 (stock)

**Buyer:** Pamplin Broadcasting-Oregon Inc., Portland, Ore. (Robert Boisseau Pamplin Jr., chairman/CEO); owns/is buying two AMs and one FM

**Seller:** Jerry J. Collins and Victor M. Ives, Arroyo Grande, Calif.

**Facilities:** 660 khz, 10 kw day, 750 w night

**KMEM(AM) Hastings, Neb.**

**Price:** \$110,000

**Buyer:** KHAS Broadcasting Inc., Hastings (Wayne A. Specht, president); owns KHAS(AM) Hastings

**Seller:** Three Eagles of Columbus Inc., Columbus, Neb. (Rolland C. Johnson, principal); owns eight AMs and 11 FMs

**Facilities:** 1550 khz, 27 w

**KBLF(AM) Red Bluff, Calif.**

**Price:** \$5,000

**Buyer:** Tom Huth, Mount Shasta, Calif.; no other broadcast interests

**Seller:** Night Hawk Communications Inc., Red Bluff, Calif. (Craig Crawford, president)

**Facilities:** 1490 khz, 1 kw

**Format:** Hits of the '40s, '50s and '60s

—Compiled by Kristine Lamm

C L O S E D

**CHANNEL 49 ACQUISITION CORPORATION**

James Lockwood, Chairman

*has agreed to acquire*

**KTEN-TV, Sherman-Dennison, Texas**  
for \$15,125,000

*from*

**KTEN TELEVISION L.P.**

Tom L. Johnson, President

*Patrick Communications was proud to serve  
as the broker in this transaction.*

PATRICK  COMMUNICATIONS

(410) 740-0250, www.patcomm.com

**BY THE NUMBERS**

**BROADCAST STATIONS**

Service	Total
Commercial AM	4,724
Commercial FM	5,591
Educational FM	1,961
<b>Total Radio</b>	<b>12,276</b>
VHF LPTV	559
UHF LPTV	1,515
<b>Total LPTV</b>	<b>2,074</b>
FM translators & boosters	2,928
VHF translators	2,248
UHF translators	2,752
<b>Total Translators</b>	<b>7,928</b>
Commercial VHF TV	558
Commercial UHF TV	651
Educational VHF TV	125
Educational UHF TV	242
<b>Total TV</b>	<b>1,576</b>

**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



## RADIO

### HELP WANTED MANAGEMENT

**GM wanted for new FM Classical station** on Florida Coast. Excellent living and working environment in an upscale market. Must be able to manage and motivate small staff, and be hands-on in sales and promotions. Successful experience in marketing classical format preferred. Send resume to Box 01400 EOE.

### HELP WANTED TECHNICAL

**Chief Engineer needed** for 2FM, 1AM radio group in Manchester, NH. AM is DA, FM's are Class B and A. Two transmitter sites, one studio location. We need a dedicated professional with experience in RF and studio maintenance, troubleshooting, repair, projects and digital storage. Letter and resume to Ray Garon, Saga Communications of N.E., 500 Commercial Street, Manchester, NH 03101 or fax resume to 603-669-4641 No phone calls please. EOE.

### HELP WANTED NEWS

**News Bureau Chief. Metro Networks Communications** is looking for an exp. electronic journalist who will work as News Bureau Chief in NYC. Must have a keen news sense, creative news gathering skills, on air anchoring exp., and will display strong leadership skills & the ability to lead by example. Responsibilities include supervision of local news gathering, management & training on of on air and support staff, and interaction w/ News directors and key personnel at affiliated radio stations. Send tape & resume to: Danny Toy, Metro Networks, 861 Fifth Ave., NY, NY 10022 Responses must be postmarked by Aug. 10th.

### HELP WANTED PROGRAMMING

**Operations Manager and Morning Drive Host.** Regional classic rock FM in Southeastern Ohio looking for an operations manager to supervise AM/FM, programming and production for top station in the region plus new Class A in Huntington-Ashland market. Must be capable of delivering morning drive with an adult approach. Number two person in the stations. Need take-charge, hands-on manager looking for stability and long-term growth in a small market with expanding radio group. Send resume, tape, references and salary requirements to Legend Communications, Box 275, Gleneig, Maryland 21737. Replies confidential. An Equal Opportunity Employer.

### SITUATIONS WANTED MANAGEMENT

**Good all-around broadcaster seeks manager position** in small-medium size market. 45 Years experience. FM/AM combo preferred. I can turn around any station. I'm a sales-oriented manager! Call or write Levy 209-635-7400, Evenings-4125 W. Mineral King #309, Visalia, CA 93277.

**Experienced broadcaster seeks GSM or GM position** in small to medium market. Top biller. Top references. Turn arounds. Start ups. 212-888-7347 or 212-421-7699.

**Can do combo guy!** Need any of these? Sales and marketing, programming, on-air and production, engineering! GM experience. Available immediately, permanent or temporary. Bill Elliott 813-920-7102.

**Attention owners** in East-Central Illinois/West Central Indiana. Sixteen years in Radio - eight as GM. I'll treat your station as if it were my own. Reply to Box 01401.

**Aggressive sales oriented General Manager** over 15 years in radio including WNBC (NY), KFRC (San Fran.), went into own business, but now wants back in broadcast. This former West Pointer unequalled sales performance, goal orientation. Larry Leibowitz 305-531-8116.

### 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.

## TELEVISION

### HELP WANTED OPERATIONS

**Seeking seasoned broadcast operations professional** with entrepreneurial spirit. Duties might include, but not be limited to, hiring and management of freelance broadcast crews, equipment maintenance, directing, audio engineering, lighting, satellite booking, floor directing, auditorium camera operations and non-broadcast support. Applicant should have at least five years' experience in technical support for television with particular emphasis on news and public affairs programming. Additional experience in radio, audio-visual event support and theater production considered a plus. Duties will include handling all technical facilities within the Media Studies Center and Newseum/NY. Fax cover letter/resume to MSC Broadcast Department 212-317-7553.

### HELP WANTED MANAGEMENT

**Established Group Operator** has immediate openings for TV General Managers. Excellent opportunity. Sales and management experience required. Must be able to build strong management teams and provide leadership to accomplish station and company goals. Application treated confidentially. An Equal Opportunity Employer. Reply to Box 01395.

### HELP WANTED SALES

## Broadcasting & Cable

### We Need Your Passion for Sales and Talent for Success!

Broadcasting & Cable has an exciting opportunity for a dynamic, energetic individual. Seeking a seasoned sales professional to drive cable industry ad sales. Knowledge of TV, cable and related industries preferred. Ideal candidate should have 5+ years in ad sales for publishing, cable television or affiliate sales.

For immediate consideration, send your resume with salary requirements to:

**Human Resources Department - BC  
Cahners Business Information  
245 W. 17th Street  
New York, NY 10011  
or fax to 212-727-2425. EOE M/F/D/V.**

**Traffic Manager - TV Sales.** Must have minimum three years broadcast background in television traffic department. Prior management experience a definite plus. Ability to perform under pressure and adhere to deadlines. Effective oral and written communication skills and mathematical proficiency a must. Please send resume to Traffic Mgr., WMC-TV, 1960 Union, Memphis, TN 38104. No faxed resume please.

**TV Sales Traffic Coordinator.** NBC12 is looking for team player with Ad agency or TV traffic experience. Computer experience mandatory, Windows 95 preferred. Qualified applicants only send resume to: Toni Henderson, Traffic Manager, NBC12, PO Box 12, Richmond, VA 23218. No phone calls. EOE. MFD.

**Sales Management.** GOCOM Communications, one of the most successful small and medium market broadcast groups in the television industry, is looking for sales management talent in Youngstown, Ohio, where GOCOM operates top-rated CBS affiliate WKBN-TV, is about to launch a new FOX affiliate on September 1st and owns five station radio cluster about to make history with sharply improved and programmed product. If you're looking for a major move upward with serious players and have what it takes to make it happen, rush your resume to Peter C. Cavanaugh, Vice President/General Manager, Youngstown Radio, L.L.C., 418 Knox Street, Youngstown, Ohio 44502 or fax to 330-740-9303. GOCOM is an Equal Opportunity Employer.

**General Sales Manager.** Television Station KSBY, California Central Coast's #1 NBC affiliate. Qualified candidate should have extensive experience in Local and National television sales. Must also have proven leadership, managerial skills, knowledge of budgeting, research, pricing and forecasting. Send resume to: General Manager, KSBY-TV/M, 467 Hills Street, San Luis Obispo, CA 93405. EOE. No phone calls.

**NBC22, WKEF-TV - Senior Account Executive.** Must be proficient in Nielsen and Scarborough Research, familiarity with TV Scan a plus. Excellent communication skills, be service oriented and organized. College degree and 3 - 5 years experience desired. If you are a self-starter and can develop new business, please send resume with cover letter to Herbert Thorndal, Local Sales Manager, WKEF-TV, 1731 Soldiers Home Road, Dayton, OH 45418-2399. EOE.

**Local Sales Manager.** Seeking a successful Local Sales Manager candidate with emphasis on new business development. Must have a track record of outperforming the competition and have an aggressive pursuit of non-traditional revenue opportunities. Knowledge of Columbine traffic system a plus. Please send resumes to: Personnel Administrator, KDNL TV 30, 1215 Cole Street, St. Louis, MO 63106. KDNL is an Equal Opportunity Employer. Pre-employment drug screening is required. Minorities and women are encouraged to apply. Resume deadline is July 27, 1998.

**Local Account Executive.** WTSP is accepting applications for a Local Account Executive. Candidates must have experience handling agency business and proven success in new business development. Position requires strong rating negotiation, presentation and organizational skills and a minimum of three years experience in television sales. WTSP is an Equal Opportunity Employer and encourages women and minorities to apply. Send resume to: Candi Westerberg, Local Sales Manager, PO 10,000, St. Petersburg, Florida 33733.

**K-EYE TV 42, CBS' most successful affiliate** switch and the Texas AP Station of the Year, has an opening for two experienced broadcast Account Executives. College degree with minimum 3 years TV sales experience required. With experience in Microsoft Office, TV Works, Columbine, or similar services preferred. Granite Broadcasting/K-EYE TV 42 is an Equal Opportunity Employer. No phone calls, please. Beverly Ray, Local Sales Manager, 10700 Metric Blvd., Austin, TX 78758. Email: ray@k-eyetv.com Fax: 512-832-7533.

**General Sales Manager.** Cosmos Broadcasting Corporation, KAIT-TV, an ABC affiliate in Jonesboro, AR, is seeking sales leadership in a 2-station market. Must have strong skills in planning, inventory/pricing controls, budgeting and computer; effective rep background, people person, good written and oral communications skills; creative, handle multiple sales promotions with strengths in presentation and research. Prefer 3-5 years of sales management with a BS degree Marketing, Advertising, or Mass Communications. Some travel. Send resume to Clyde Anderson, KAIT-TV, PO Box 790, Jonesboro, AR 72403. EOE.

**General Sales Manager.** WEYI, NBC affiliate in Flint-Saginaw-Bay City, mid-Michigan's growth station seeking an aggressive leader whose goal is to out perform the competition. We need an outside the box thinker with ability to train and motivate, build team spirit, control inventory, forecast revenue and establish budgets. Excellent compensation package and growth opportunities, with expanding television group. Send resume to: Ron Pulera, President and General Manager, WEYI-TV NBC25, 2225 W. Willard Rd., Clio, MI 48420. An Equal Opportunity Employer. Call 810-687-1000.

**General Sales Manager:** Experienced sales veteran needed to run day-to-day operation and supervise sales staff of WIFR, Benedek Broadcasting's flagship station in Rockford, IL. Responsibilities at this CBS affiliate include managing all traditional revenue categories and non-traditional such as on-line services and special projects. Other duties include strategic planning and maintaining a sales expense budget. Must have excellent communication, presentation, and organizational skills, as well as rate and inventory management experience. A minimum of 3-5 years experience in sales management is required. Send resumes to: Bob Smith, VP and General Manager, WIFR-TV, PO Box 123, Rockford, IL 61105. EOE.

**Account Executive. WNWO-TV is seeking an aggressive, customer-focused salesperson.** Excellent written and verbal communication skills are required. Computer skills are a must. College degree and a minimum of three years sales experience preferred. Send cover letter and resume to Stephen Daniloff, General Sales Manager, WNWO-TV, 300 S. Byrne Rd., Toledo, Ohio 43615 by August 3, 1998. No phone calls please. WMWO-TV is an equal opportunity employer.

**HELP WANTED MARKETING**

**Director of Marketing and Promotion.** Aggressive Northeast ABC affiliate seeks standout promotion star to lead us to victory. We offer a creative, award winning staff, great equipment, a strong product and an excellent compensation package. We prefer no less than five years experience promoting local news and station involvement, event marketing expertise, management experience (ideally in a team environment), a great resume with solid references, and a reel that will knock our socks off. Experience in programming issues and commercial production is strongly preferred. Rush material plus salary requirements to Jeff Scheidecker, Director of Station Operations, WGGB News 40, 1300 Liberty Street, Springfield, MA 01102-0040. No calls! EOE. Check us out at wggb.com

**HELP WANTED TECHNICAL**

**Television Maintenance Engineer. Approx. \$54,3000 per year to start.** KLCS-TV a PBS affiliate owned and operated by the Los Angeles Unified School District, needs your broadcasting and engineering experience to maintain equipment used at channel 58, the District's instructional and community station. The successful individual will possess an AA degree and a minimum of 3 years experience at a TV broadcasting facility maintaining technical equipment and FCC required logs and reports. Required to trouble shoot, isolate and repair equipment at the component level. Experience with digital equipment a plus. Fax your resume to (213)748-2390. For further information, an application or to submit a resume, you may e-mail us at pstb@aol.com. Attn: Larry. For further information about the position contact John at jrussell@klcs.org. For an application please call (213)743-3551. KLCS-TV and the Los Angeles Unified School District are an EOE.

**Chief Engineer.** KOLN-TV is looking for a Chief Engineer with prior management experience. All aspects of broadcast facilities. Two transmitters, several translators, microwave, studio operation, computer skills and FCC regulations. Send resume with cover letter to: Personnel Assistant, KOLN/KGIN-TV, PO Box 30350, Lincoln, NE 68503. EOE.

**ENGINEER**

Paxson Communications has the following opportunity at its Pittsburgh television station:

**CHIEF ENGINEER**

Maintain and repair all technical equipment and protect the station license by operating within the FCC's parameters and procedures. Assist the GM in implementing the operating budget and controlling operating expenses. Deliver broadcast signal to identified cable TV headends. Applicants must have a strong broadcast maintenance background and the ability to handle complex system integration. Knowledge of FCC regulations and applicable electrical, mechanical, structural and civil engineering methods is preferred.

Proven success in broadcast TV, cable, radio or related field is preferred.

**Mail/fax all resumes to:  
Channel 40  
Attn: Alan Frank  
4802 5th Avenue  
Pittsburgh, PA 15213  
Fax: 412-622-1331  
Equal Opportunity Employer**

**Senior Television Maintenance Engineer.** Fully skilled in repairing both digital and analog video and audio broadcast grade equipment. Troubleshooting to both the board and component level preferred. Facilities and light circuit design skills a plus. Electrical Engineering degree preferred, but not required. An extremely high quality sense is mandatory. Extensive experience in broadcast grade teleproduction, network or Television station engineering required. Send resume and salary requirements to: Nichols Technical Services, Attn: SR/3/98, 2945 Flowers Road South, Suite 107, Atlanta, GA 30341.

**Junior Television Maintenance Engineer.** Broadcast grade equipment bench repair skills required. High quality level of digital and analog video and audio equipment alignment and set-up abilities. Full understanding of electronic theory mandatory. Technical school or college degree in an electronics related discipline preferred. A minimum of 7 years experience in engineering maintenance at the broadcast grade level is a must. Send resume and salary requirements to: Nichols Technical Services, Attn: JR/3/98, 2945 Flowers Road South, Suite 107, Atlanta, GA 30341.

**Digital Master Control Operator.** WNDU has an immediate opening for a full-time master control/tape room operator. Qualified candidates must have a minimum of two (2) years master control switching experience. Responsibilities include monitoring multiple transmitter signals, setting up microwave satellite feeds, switching and recording programming, videotape duplication, and setting up studio cameras. Qualified candidates must be detail oriented and available to work all shifts. Send resume to: The WNDU Stations, Attention: Human Resources, Position #00207, PO Box 1616, South Bend, IN 46634. Or email your resume to JOBS@WNDU.COM The WNDU Stations is an Equal Opportunity Employer.



### Associate Director of Television Services for Engineering- #2009-99

Northern Arizona University (NAU) in Flagstaff, Arizona announces an opening for the Associate Director of Television Services for Engineering. NAU provides one of the most complex and sophisticated distance learning networks in the nation with 6 electronic classrooms in Flagstaff, 21 classroom sites throughout Arizona, and interconnections with a half-dozen other institutions and agencies. All locations are fully interactive using broadcast quality equipment at every site. The position is located in Flagstaff, Arizona, and the duties of the Associate Director include, but are not limited to: designing master control and secondary routing systems throughout the network; providing and/or recommending departmental training programs on specialized or new equipment; making recommendations as to the types of equipment purchases required by the department to the public. For a full job description and an NAU application, contact the Human Resources Department at (520)523-2223 or find both on our website at [www.nau.edu/hr](http://www.nau.edu/hr) under "jobs-online."

**Minimum Qualifications:** Bachelor's Degree in Electrical Engineering and five years of administrative experience; or, nine years of relevant work experience including five years of administrative experience; or, an equivalent combination of education and/or experience.

**Salary:** \$47,000 which includes an excellent benefits package.

**Application Procedure and Deadline:** Please submit and NAU application and supplemental information that discusses relevant experience to the technology mentioned in the full job description to: Northern Arizona University, Human Resources, PO Box 4113, Flagstaff, AZ 86011. This position will remain open until further notice.

Further information concerning this position is available from

NORTHERN ARIZONA UNIVERSITY

PO BOX 4113

Flagstaff, AZ 86011-4113

(520)523-2223 <http://www.nau.edu/hr>

NAU is an Equal Opportunity/Affirmative Action Institution.

Women, minorities, veterans and individuals with disabilities are encouraged to apply.

**Chief Engineer.** WKFT-TV is seeking qualified applicants for the position of Chief Engineer. Applicants must be experienced in the maintenance of UHF transmitter systems. 3/4", 1" and Betacam VTR's, TVRO equipment, microwave systems, PC systems and general television broadcast equipment. SBE certification preferred. Resumes to: General Manager, PO Box 2509, Fayetteville NC 28302 or fax to: 910-323-4786. EOE.

**Chief Engineer.** Salary range: Commensurate with ability and experience. Requirements: Duties include evaluating and supervising engineering personnel, preparing annual department operating budget, and working directly with station General Manager and other department heads. Candidates must have three years experience in television engineering management; an understanding of current television technology, including digital formats, computer systems, and server systems; a thorough understanding of mountain top transmitter and studio operations; and a knowledge of FCC rules, regulations, and filing requirements. SBE certificates not required but desirable. An EOE. Please send resume to: KTVX Television, 1760 S. Fremont Drive, Salt Lake City, UT 84104. Attn: Wendi Egbert.

### HELP WANTED NEWS

**Weekend News Producer.** We are looking for a self-starter who loves hard news and knows how to tell it. This is a great growth position for that up and comer...2-3 years previous experience preferred. Send tape and resume to: Michael Goldrick, Executive Producer, Dept. 95, WSOC-TV, 1901 N. Tryon Street, Charlotte, NC 28206. No phone calls please. EOE M/F.

**Writer/Producer.** The successful candidate is not only a fine writer, but knows how to adapt his/her writing style to match show, the story and the anchor. If you are right for this job, you thrive under pressure, and aspire to produce a primary newscast. Requires at least 1-year newscast producing experience. You must be willing to work various shifts including nights, weekends and early mornings. Application deadline is August 17, 1998. Send resume and recent show tape with a brief critique (no calls/faxes) to Camille Edwards, Asst. News Dir., Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.

**Weekend Anchor.** Seeking a hard working anchor/reporter with 2 years experience. Anchor weekends and report 3 days during the week. Minorities and women are urged to apply. Send non-returnable VHS tape and resume to: A2-BC, Box 44227, Shreveport, LA 71134-4227. EOE.

**Weekend Anchor** for ABC affiliate in 77th DMA. We're looking for a good anchor, who can produce his/her own shows when necessary. Must be an outstanding live reporter three days a week and able to manage multiple projects going on at the same time. Send resume and tape to Jon Janes, News Director, KSPR TV, 1359 E. St. Louis Street, Springfield, MO 65802.

**Assignment Editor (Weekends).** WSOC-TV is looking for the newsroom leader who loves breaking news and knows how to enterprise. This is not just about being a scanner jockey, it's about generating ideas, directing crews, and planning ahead. Send resume and tape to: Diane Ross, Managing Editor, Dept. 95, WSOC-TV, 1901 N. Tryon Street, Charlotte, NC 28206. EOE M/F.

**Television News Reporter.** For entry-level NBC affiliate in a growing diverse market. Journalism degree and some related news experience preferred. Must be able to shoot, edit and write news stories. State of the art digital newsroom. Live coverage. 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 VHS or 3/4" tape and resume to NBC 25, Dept. W, 13 East Washington Street, Hagerstown, MD 21740. No phone calls please. EOE.

**Weather/Internet Producer.** In this position you will spend your evenings producing weathercasts with the latest weather graphics systems and updating our station web page. You may also be assigned to field produce and write packages on weather and/or the Internet. You must be a degreed self-starter with good writing skills and a strong background in computer science, as well as an eye for style and form. A degree in meteorology is a plus. Application deadline is August 31, 1998. Send resume and brief cover letter (no calls/faxes) to Carla Carpenter, News Director, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE or send both to [carpenc@abc.com](mailto:carpenc@abc.com)

**Give your audition tape worldwide exposure.** Put it on the internet for Free. Visit [www.tapesonline.com](http://www.tapesonline.com) to take advantage of this special offer.

WFMJ Television has an immediate opening for a full-time news producer. Applicants must possess at least two years experience producing television newscasts. Send resume and tape to Mona Alexander, News Director, WFMJ Television, Inc., 101 W. Boardman Street, Youngstown, Ohio 44503. EOE.

**Sports Reporter.** WDAF, a FOX O&O, is seeking a dynamic Sports Reporter to join our team. Will write, edit and produce sports reports. Must also have the ability to fill in anchor sports segments as needed. The qualified applicant will have a minimum of 2 years experience as a sports reporter at a commercial TV station. Excellent verbal and written communication skills are essential. Related college degree strongly preferred. For consideration, please submit resume and demo tape to WDAF, Human Resources Department, 3030 Summit, Kansas City, MO 64108. EOE. M/F/V/D.

**Sports Director:** To anchor our weekday 5, 6, and 11pm broadcasts. You must be able to do it all: write, shoot, edit, turn live shots, and assign our weekend anchor and contributing sports reporter to stories. You must have a passion for covering local sports and the Cleveland Indians farm team. Please send a non-returnable tape to Doug Spero, News Director, WCTI-TV, PO Box 12325, New Bern, NC 28561. EOE.

**Reporter/Video Journalist- We're looking for aggressive, innovative, "loves-to-do-live-shots" reporters at Central Florida News 13, the premier 24-hour local news channel in Orlando. This is one of the nation's most competitive television news markets and our VJs write, shoot, and edit on state-of-the-art equipment. Please rush tape and resume to Human Resources, CFN 13, 633 N. Orange Ave., Orlando, FL, 32801. Central Florida News 13 is a joint venture between Time Warner Communications and Orlando Sentinel Communications.**

**Producer.** If you are right for this job, you enjoy formatting and creating your own shows. You can write clear, concise and accurate copy in minutes, and your editorial judgement is strong. 3+ years TV newscast producing experience and a willingness to work hard will help you nab a job at one of the best stations in the country. You must be willing to work various shifts including nights, weekends, and early mornings. Application deadline is August 17, 1998. Send resume, recent non-returnable show tape with a brief critique (no calls/faxes) to Camille Edwards, Asst. News Dir., WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. EOE.

**Producer for a small market, network affiliate.** A fact checking journalist who is inquiring and in touch with life. A leader and a person who is naturally motivating. If you can pass a current events quiz, use the English language properly, and want to learn from top professionals, send your resume and letter of application. Reply to Box 01404 EOE.

**Photographer:** Midwestern ABC affiliate is looking for a hot shot photographer! We do a lot of news, and need an experienced photojournalist to make our shows shine. Responsibilities include photographing and editing quality video for our daily television newscasts. If you can tell a story with pictures, we want to hear from you. Send tape and resume to Personnel Coordinator, KCRG, PO Box 816, Cedar Rapids, IA 52406. EOE.

**News Reporter.** If you're an experienced reporter with strong enterprise and live skills, we're looking for you. WPXI is an aggressive Cox-owned station in a competitive market. You must be willing to dig and stick with a story no matter what it takes. Strong writing and live skills are required. 3-5 years experience and a college degree required. Send tape and resume to Jennifer Rigby, News Director, WPXI-TV, 11 Television Hill, Pittsburgh, PA 15214. No phone calls! WPXI-TV is an Equal Opportunity Employer.

**News Reporter.** Experience is a must. Looking for a reporter who isn't afraid to ask tough questions and pursue difficult stories. Must be able to write clearly and edit. Send letter, resume and non-returnable tape to Veronica Bilbo, EEO Officer, KPLC-TV, PO Box 1490, Lake Charles, LA 70602. EOE.

**News Producer.** Experience preferred. Excellent writing skills and solid news judgement are necessary for this position. Send letter, resume and non-returnable tape to Veronica Bilbo, EEO Officer, KPLC-TV, PO Box 1490, Lake Charles, LA 70602. EOE.

**News Producer.** Richmond's No. 1 award winning news team has an immediate opening for a supervising producer to produce and manage a prime-time broadcast. Heavy emphasis on writing, content development and people skills are all a must. Experience a must. Qualified applicants only send resume and non-returnable VHS tape to Frank Jones, WWBT, PO Box 12, Richmond, VA 23218. No calls. EOE MFD.

**News Director.** WIFR, the flagship station of Benedek Broadcasting has an immediate opening for a proven news leader to take over the fastest growing news operation in the Rockford DMA. This CBS affiliate is technically well equipped and is committed to news. Strong team building skills are a must. The ability to recruit, train and coach is also critical. Send resume to Bob Smith, Vice-President and General Manager, WIFR-TV, PO Box 123, Rockford, IL 61105. EOE.

**News Producers- ABC26 News, New Orleans** is expanding and needs creative producers who love fast-paced, visually compelling newscasts with hot production tricks. Must be a powerful writer with a passion for breaking news and a leader who prefers a producer-driven shop. Weekend plus 5 & 6pm openings *right now!* Rush non-returnable VHS, resume and cover letter specifying position to Keith Cibulski, WGNO-TV, 2 Canal St.-Ste. 2800, New Orleans, LA 70130; fax (504)581-2182; eMail KCibulski@tribune.com No phone calls please. EOE.

**News Producer.** WVUE-TV FOX News Eight in New Orleans is looking for a bright, passionate and intelligent newscast producer. We want candidates who are comfortable combining pace with substance, information with production. We need someone who understands the importance of breaking news, and can be smart and conversational in his/her writing. Candidates must have a minimum of two years experience, and a college degree. Absolutely no phone calls! Send tape/resume to: Keith Esparros, WVUE-TV, 1025 S. Jefferson Davis Pkwy., New Orleans, LA 70125. EOE.

**News Director.** WHNS-TV FOX 21, Meredith Broadcasting, is accepting applications for News Director. This candidate will be responsible for putting together a full news team and start-up newscast. Proven track record of successful leadership skills and an understanding of news promotion. Qualified candidate must be an established journalist, budget minded and have a clear understanding of community relations. Send resume to: WHNS-TV, General Manager-News, 21 Interstate Court, Greenville, SC 29615. EOE. M/F/H. Fax 864-297-0728.

**News Anchor:** KTVQ, Montana's number one news station, is looking for a co-anchor for the 5:30 and 10:00PM newscasts. We are a dominant number one and want you to help us get that 60 share. We're looking for a seasoned anchor and reporter who won't be tied to the anchor desk. Live shots, reporting and community service a must. We have a great staff and we need a team player to help make our shows even better. We offer a commitment to news and a nice place to do it. If you want to make Montana home, send resume and non-returnable VHS tape to Jon Stepanek, News Director, KTVQ, 3203 3rd Avenue No., Billings, MT 59101. EOE. No calls please.

**Meteorologist.** KCRG-TV 9, America's number one station for weather, is looking for a meteorologist. We have a Genesis, Doppler Radar and everything you need for a fun, fast-paced weathercast. If you have at least two years of experience, and live for weather, we'd like to hear from you. Send tape and resume to Personnel Coordinator, KCRG, PO Box 816, Cedar Rapids, IA 52406. EOE.

**Morning Producer.** KARE 11 Television is looking for a dynamic and creative producer for a one-hour early morning show. Candidates should have some medium to major market producing experience. They should also possess strong news judgement, good decision making skills and have innovative ideas that would appeal to a morning audience. If you're interested in joining a winning team and have the right ideas to make mornings shine, please send a resume and non-returnable tape to: Stacey Nogy, Executive Producer, KARE 11 TV, 8811 Olson Memorial Highway, Minneapolis, MN 55427. EOE/AA.

**Morning Anchor/Reporter.** KDLT-TV, the NBC affiliate in Sioux Falls, seeks full-time Reporter to anchor the news portion or a new one hour morning show. Applications should have at least two years of reporting experience with anchoring experience. Writing clearly and concisely is a must. Should be a well-organized, self starter who can communicate well with others and has good news judgement. Send resume, air check tape and writing samples to: KDLT-TV, Madeline Shields, News Director, 3600 S. Westport Avenue, Sioux Falls, SD 57106. F/M EOE.

**KPHO-TV, the CBS affiliate in Phoenix, Arizona** has the following openings for positions in the News Dept.: *Executive Producer.* CBS 5 News in Phoenix seeks a solid Executive Producer who knows how to win. Must be a leader who's aggressive, creative, and decisive. Must be able to take producers to the next level with compelling writing skills, high production standards, and enterprising ideas. Responsible for overall production and execution of all newscasts. Must have minimum 5 years experience as a newscast producer. Rush resume, news and management philosophy (1 page each), and recent newscast. *Newscast Producer.* KPHO, the CBS affiliate in a very competitive market is looking for a producer. We have all the tools and we're on a roll. If you are the best producer in your shop, with 3-5 years experience, then send your resume and tape. *Associate Producer (2).* Are you a producer in a smaller market wanting to move up? Our associate producers are large market producers in training. You will write and produce stories in the field and learn to produce newscasts in the 17th largest market. If your writing is crisp and accurate, and you have a great news judgement, send a tape and resume. *Video Editor.* A successful candidate will preferably have a college degree, one or two years experience editing news stories at a commercial TV station, knowledge of AVID preferred, but not required. Must be able to work well under deadlines in a fast-paced newsroom environment. Must be able to work a flexible schedule. This position is for approximately 30 hours a week. A benefits package is included with the position. All qualified applicants please send cover letter, resume and tape to: Human Resources Dept., KPHO-TV, 4016 North Black Canyon Highway, Phoenix, AZ 85017.

**KHGI-TV, the ABC affiliate in Kearney, NE,** has an immediate full-time opening for a Weekend Anchor/Reporter. This position includes anchoring, producing and reporting for Weekend news programs, plus shooting, writing and editing stories for evening newscasts 3 days a week. Some one-man banding. At least 1 year TV news experience required, with demonstrated ability to shoot, write, produce and report live. EOE. Women, minorities encouraged to apply. Send VHS tape, resume, writing samples to Mark Baumert, News Director, KHGI-TV, PO Box 220, 13 S. Hwy. 44, Kearney, NE 68847.

**Assignment Editor.** CBS-58 seeks an Assignment Editor to assist manager with news gathering and to determine editorial content of newscasts on a daily basis. Requires prior experience, solid news judgement, degree and strong organization and interpersonal skills. Please rush resume. *News Director.* Midwest CBS affiliate seeks an energetic hands-on professional to guide our dynamic staff with late breaking news coverage. Ideal candidate must have solid experience, strong leadership skills and be a team player as well as a team builder. In addition, must have a knack for recruiting top-notch talent. Please rush resume to: Director of Human Resources, WDJT-TV, 509 W. Wisconsin Avenue, Milwaukee, WI 53203. EOE.

**Field Producer/Researcher.** WDAF, a FOX O&O, is seeking a professional individual to field produce researched packages on a wide variety of topics for Special Projects Unit. A minimum of 2 years broadcast news experience in addition to strong research and time management skills required. Must be able to write and produce packages. Graphic and editing skills a plus. College degree preferred. For consideration, please submit resume, including salary requirements, to WDAF, Human Resources Department, 3030 Summit, Kansas City, MO 64108. EOE M/F/V/D.

**Executive Producer.** WRDW News 12, Augusta, Georgia's top-rated newsteam seeks someone with a love of local news and strong leadership skills to guide reporters and producers in aggressive daily coverage. If you know how to spot the stories that viewers remember, mentor reporters or how to sell those stories, and lead producers into winning the big story every day, this is the newsroom for you. Send your resume, news philosophy and VHS tape of your recent work to: Human Resources Officer, WRDW-TV, PO Box 1212, Augusta, GA 30903-1212. No beginners or phone calls please. EOE. Pre-employment drug screening required.

**Executive Producer.** KDLT-TV, the NBC affiliate in Sioux Falls, seeks full-time Executive Producer to produce the Monday-Friday 5pm and 10pm news shows. Should have at least two years of producing experience. Conversational, concise, active-voice writing a must. Should be well organized, creative self-starter who can communicate well with others and has good news judgement. Send resume, air check tape and writing samples to: KDLT-TV, Madeline Shields, News Director, 3600 S. Westport Avenue, Sioux Falls, SD 57106. F/M EOE

**Bureau Reporter/Photographer.** WSOC-TV is looking for a multi-talented storyteller to run one of our bureaus. This person is responsible for making contacts and generating story ideas from this area of our market. This person should be able to shoot and edit as well as deliver on-camera. If you can do the job please contact: Robin Whitmeyer, Executive Editor, WSOC-TV, Dept. 95, 1901 North Tryon Street, Charlotte, NC 28206. EOE M/F.

**Assignment Editor/News Dept.** Must have good organizational skills and work well with people during pressure situations. Will be responsible for assigning, cultivating news and developing sources. Reporters must have a working knowledge of television newsroom operations. Candidate will have good writing, editing and telephone skills. Send cover letter and resume to Bob Lenertz, News Director, KOSA TV, 1211 N. Whitaker, Odessa, TX 79763. No phone calls. KOSA is an Equal Opportunity Employer.

**6 and 10pm Anchor.** KHAS-TV, the NBC affiliate in Hastings, Nebraska, has an immediate opening for a 6 and 10pm anchor. The successful candidate will have at least two years experience in television news reporting and/or anchoring and will complement our male anchor. Some reporting and producing is involved with the position. We're looking for someone who wants to get involved in the community. Send cover letter, resume and VHS tape to Dennis Kellogg, News Director, KHAS-TV, PO Box 578, Hastings, NE 68902. No phone calls.

**Reporter.** Growing ABC affiliate in 77th DMA needs do-it-all reporter. Must be excellent writer, outstanding live reporter, with the smarts to cover all kinds of stories, plus the ability and willingness to pick up a camera and shoot if needed. Backup anchor work for the right person. Send resume and tape to Jon Janes, News Director, KSPR TV, 1359 E. St. Louis Street, Springfield, MO 65802.

**Promotion Producers.** Kansas City station closing in on #1 news is looking for aggressive writer/producers to make some big waves on-air! Candidates must have strong writing skills and promotion experience. AVID editing is preferred but not necessary. Send demo reel and resume (including salary requirements) to: WDAF-TV, Human Resources Dept., 3030 Summit, Kansas City, MO 64108. EOE M/F/V/D.

**Promotion Producer.** Here's your chance to shine in the San Francisco market! KNTV-11, the ABC affiliate in the heart of Silicon Valley, is looking for a talented, experienced and energetic News Promotion Producer. If you know how to sell a hard news story with creative flair and touch emotional heartstrings for a soft feature, this job's for you. You will write, produce and edit daily news topicals, series promos and special program spots. The qualified candidate will possess strong writing skills and have at least 2-3 years experience. AVID editing a plus! Send resume and non-returnable reel to: Personnel Dept., KNTV-11, 645 Park Avenue, San Jose, CA 95110. EOE.

### HELP WANTED PROMOTION





**Galaxy Latin America, LLC ("GLA") is the multinational company formed to provide the DIRECTV™ service to Latin America and the Caribbean, and deliver direct-to-home satellite television entertainment to the region. The service provides the best entertainment options in Spanish, Portuguese, and English offering programming from the United States, Europe, Latin America, and Asia. GLA is currently seeking to fill the following positions:**

**Managing Producer for Special Events Promotions located in Ft. Lauderdale, Florida and Managing Producer for Pay-Per-View Promotions located in Long Beach, California.**

**Special Events Promotions Manager (REQ 98129)**

**Responsibilities include:**

- Five years of experience as a promotions producer or managing/senior producer.
- Script approval, off-line and online edit approval.
- Management of freelance personnel and creative direction.
- Hands-on production.
- Experience with post-production and management of relationships with post-production houses.

**Pay-Per-View Promotions Manager (REQ 98139)**

**Responsibilities include:**

- Five years of experience as a promotions producer or managing/senior producer.
- Script approval, off-line and online edit approval.
- Management of in-house and freelance personnel plus creative direction.
- Hands-on production.
- Knowledge of post-production environment.

**Both positions require fluency in Spanish and/or Portuguese. Strong communication and creativity skills are highly desirable.**

**In return for your professional abilities, we offer an attractive compensation and benefits package. For immediate consideration, please send or fax your resume and cover letter along with salary history to: Galaxy Latin America, REQ \_\_\_\_\_, P.O. Box 24800, Ft. Lauderdale, FL 33307. Fax: (954) 958-3341. No phone calls please. Equal Opportunity Employer.**

**Promotion Writer/Producer.** Are you a highly creative, self-motivator? Here's an opportunity for you to be the best you can be with Post-Newsweek Orlando station. Lucky producer must have solid experience in all phases of production, including location shooting, writing, graphic and visual skills. Duties include producing daily news topicals, news series, image promotion and special assignments for radio and TV. AVID experience and understanding of on-line digital editing a plus. At least two years promotional experience is required. Send resume and reel to Kym Peoples, Promotion Manager, WKMG-TV, 4466 John Young Parkway, Orlando, FL 32804. EEO.

**Promotion Writer/Producer.** WFMY-TV, the Gannett-owned CBS affiliate in Greensboro, North Carolina (Market #46) is seeking an innovative, energetic Writer/Producer to join our Marketing and Promotion team. Responsibilities include writing, producing and editing promotional spots and PSA's with an emphasis on news image and daily topicals. We are looking for a team player with strong creative writing and production skills who works well under pressure. AVID non-linear editing and videography experience preferred but not required. If you'd like to jump-start your career in one of the country's most desirable places to live, rush your resume and reel to Chip Alfred, Marketing and Promotion Manager, WFMY-TV, 1615 Phillips Avenue, Greensboro, NC 27405. No phone calls please. EOE.



**SENIOR PROMOTION WRITER/PRODUCER**

**NEW MEXICO'S #1 TV STATION** is searching for a promotion star to join its award-winning Marketing Department. If you're doing the best news promos in your market and have a reel of killer spots to prove it, we want to hear from you! This position will work on series, image, POP's and other projects as needed. We need an enthusiastic, highly creative pro with great writing, production and interpersonal skills. The ability to work under tight deadlines is important. Two years experience and a degree in a related field preferred.

Great quality of life and a competitive salary/benefits package make this an opportunity worth checking out! Rush resume, tape and salary requirements to:

Yvette Perez  
KQAT Marketing Director  
3801 Carlisle Blvd. N.E.  
Albuquerque, NM 87107



**Senior Promotion Producer, WAAY-TV, Huntsville, Alabama.** You - are a producer with style, creativity, passion, but the suits upstairs have you cranking out nothing but topicals using crappy equipment while barely making more than minimum wage. Basically, you're in hell. We - are a strong southern ABC affiliate with a rare opening for Senior Promotion Producer. You'll have your own Sony Digital Beta field crew, your own Non-linear AVID, and all the toys to promote; satellite truck, helicopter, Storm Chaser, etc. And on payday, you'll be able to afford Heineken in a bottle instead of Keystone in a can. Basically, it's everything you're looking for. Acceptance into heaven is easy. Simply send your tape (image spots as well as topicals) to Personnel Dept., Bulletin #, PO Box 2555, Huntsville, Alabama 35804, Attn: Rob Boenau. EOE.

**Assistant Promotion Manager, KMBC-TV, the ABC affiliate in Kansas City, is looking for an experienced writer/producer who is ready to take the next step and join one of the most dynamic broadcast groups in the country. KMBC-TV is part of Hearst-Argyle Television and is the market leader in Kansas City. This is an opportunity for the right person to grow with KMBC-TV and Hearst-Argyle Television. The person we are looking for has 3 to 5 years experience in broadcast promotion, has excellent producing skills, solid writing skills, a creative eye and knows how to promote news both topically and with image. This position also requires excellent time management and people skills. As Assistant Promotion Manager you will oversee the day to day operation of the department, contribute to strategic planning and overall marketing of the station. The right candidate also has knowledge in getting the most out of production and graphics systems. If you are a highly motivated person who works well with other people, then send your resume, demo tape and cover letter to Bob Lorenzen, Director of Creative Services, KMBC-TV, 1049 Central Street, Kansas City, MO 64105. No phone calls. KMBC-TV is an Equal Opportunity Employer. Women and minorities encouraged to apply. EOE.**

**Promotions Manager, WROC-TV, the CBS affiliate in Rochester, New York, is looking for a hands-on Promotions Manager. The position requires 3 to 5 years experience as a manager. Must have demonstrated ability in writing and producing news and image promotion. Marketing experience a plus. Send resume and demo tape to Human Resources, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. EOE.**

**HELP WANTED RESEARCH**

Worldvision Enterprises, Inc., the global television distribution company for Spelling Entertainment Group Inc., has the following job opportunity:

**RESEARCH MANAGER**

Seeking an assertive individual who is highly organized; detail oriented and possesses the ability to manage and motivate personnel. Responsibilities will include overseeing the daily activities of Research Analysts; evaluate, organize and prioritize requests; supervise the generation of all SWEEP reports and rating analysis, writing sales presentations, writes station sales and local market presentations and advertiser sales and rating requests. Qualified candidates must have a minimum of 3-4 years of television research experience, college degree preferred, strong computer skills and excellent written and verbal skills. Required applications: NTL, NSS, Dailies Plus, SNAP, WRAP, MS Word for Windows and Excel. PowerPoint a plus.

For consideration, fax/mail resume, cover letter and salary requirements to:

Worldvision Enterprises, Inc.  
1700 Broadway  
New York, NY 10019  
Attn: Human Resources  
Fax: 212-261-2905  
No phone calls please.  
EOE. Principals only.



**Director of Research, WFAA-TV, the ABC affiliate in Dallas, TX is seeking a Director of Research. The Director of Research is responsible for coordinating all aspects of sales/news research. Candidate must demonstrate proficiency in evaluating NSI+ studies, ratings trends and in creating sales presentations. Must have a working knowledge of TvScan, Micronode 386/Galaxy Navigator, Scarborough, PowerPoint, PageMaker and various other presentation software packages. Strong presentation and creative skills necessary. Candidate must have 3-5 years experience in research and a college degree in a related field. Please send your resume to Human Resources, WFAA-TV, 606 Young Street, Dallas, TX 75202. WFAA is an Equal Opportunity Employer. A subsidiary of A.H. Belo Incorporated.**

**HELP WANTED FINANCIAL & ACCOUNTING**

**Finance Manager. Leading independent supplier of TV & radio news to networks in the US and worldwide seeks experienced finance manager to oversee international business operations. The successful candidate will work with a young, creative team based in 4 world capitals. Duties will include everything from book-keeping to determining the company's long-term financial strategy. Previous media experience essential. Fax resumes, including salary history to Simon Marks, President, Feature Story Productions (202)296-9205.**

**Director of Accounting, WJBK-TV is seeking a motivated person to oversee the accounting department. Individual will be responsible for the day to day operation including general ledger, payroll, credit and collection, accounts payable, fixed assets, etc. Responsible for ensuring that station adheres to Fox policies and procedures as well as accounting principles and practices. Oversees the monthly close including month-end reports and analysis. Prepares weekly and monthly forecasts and variance analysis. Assists in VP Finance in budgets, special projects and analysis. Candidates must have BA in Accounting with 5 years Broadcast accounting experience. Must be computer literate, especially in Excel. Familiarity with integrated accounting (JDE) and traffic (Enterprise) systems. Excellent communication skills required. EOE. Send resumes to: FOX2-WJBK-TV, Box 2000, Southfield, MI 48037-2000. Att: Bernadette Prudente, Vice-**

**HELP WANTED CREATIVE SERVICES**

*Director of Creative Services*

**WLS-TV, the #1 ABC-owned station in Chicago is looking for a seasoned, creative pro to run its Creative Services Department. Qualified candidates must have a proven track record of consistently delivering break-through on-air, radio and print promotion that really cuts through the clutter and brings viewers to the station. Applicants should be the best at leading and motivating a team of talented writer/producers and graphic designers and must be able to clearly demonstrate their marketing and communication skills.**

**Candidates should have a minimum of 5 years successfully managing a creative department and should be well-versed in media planning and audience research. A strong background in news promotion is essential. Please send your resume, reel and references to:**

**Emily L. Barr  
President & GM  
WLS-TV  
190 North State Street  
Chicago, IL 60601**



*No phone calls please.  
Women and minorities are encouraged to apply. EOE*

## DIRECTOR OF CREATIVE SERVICES

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

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



No phone calls please. Equal Opportunity Employer/M/F/D/V.

**Director of Creative Services and Promotions:** WTVH-5, the CBS affiliate in Syracuse, New York, is looking for a management professional to lead our Creative team. Must be able to think, plan, develop and implement news promotion, program promotion, advertising and promotional activities and concepts under pressure and deadlines. Create promotions to heighten viewer awareness by presenting information in innovative ways to attract the largest possible audience. Must continuously demonstrate strong strategic management, organizational, and communications skills. Should have previous management experience as well as experience in promotion and production techniques, creative writing and advertising. Must be able to operate a personal computer, videotape machines and have some experience with non linear editing. Send resume and non-returnable videotape to: WTVH Human Resources Dept., 980 James Street, Syracuse, New York 13203. Resumes will be accepted through July 31, 1998. WTVH-5 is owned by Granite Broadcasting Corporation and is an Equal Employment Opportunity Employer. WTVH-5 encourages applications from qualified women and minorities under our Equal Opportunity/Affirmative Action Program.

**Creative Director.** KDNL TV, ABC in St. Louis, has an immediate opening for an individual possessing at least three years experience in television marketing and promotion. The position demands seasoned abilities in the areas of creative writing/producing and some departmental supervision. Interested candidates should send resume outlining industry experience and a tape illustrating on-air production skills to: Personnel Administrator, KDNL TV 30, 1215 Cole Street, St. Louis, MO 63106. KDNL is an Equal Opportunity Employer. Pre-employment drug screening required. Minorities and women are encouraged to apply. You may contact Phil Michael, Director of Marketing, at 314-259-5706 for further questions. Resume deadline is 8/10/98.

**Broadcast Designer.** WDAF, a FOX O&O, is looking for a Broadcast Designer to be part of a team bringing animation and a unique vision into the 21st century. Computer literacy and a strong background in layout and design required. Excellent interpersonal skills and the ability to work in a fast paced environment essential. Working knowledge of Mac and electronic paint systems a plus. Send resume (including salary requirements) and tape to WDAF, Human Resources Dept., 3030 Summit, Kansas City, MO 64108. EOE M/F/D/V.

## HELP WANTED MISCELLANEOUS

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) 31 PN 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:


- Tucson, AZ, KM5H FOX Studio Engineer**  
Minimum 3 years experience and versatility in all types of studio equipment. #BC13402-1
- San Antonio, TX, KENS CBS Promotion Producer**  
Looking for a dynamic and aggressive promo producer to create compelling news series, image and topical promotion. Candidate must possess excellent writing skills and a good eye for graphics. Must be able to juggle numerous projects and meet tight deadlines. At least 2 years news promotion experience required. Non-linear editing experience a plus. Please send resume and non-returnable tape. #BC13403-1
- San Antonio, TX, KENS CBS Research Director**  
Minimum 2 years TV broadcast experience as Research Director. Must have working knowledge with TVScan, Qualtap, Scarborough and metered methodology. Must be detail oriented and have strong writing skills applicable to research presentations and one sheets. #BC13404-1
- Spokane, WA, KREM CBS Director of Sales and Marketing**  
Direct and manage all sales and marketing efforts for KREM and our LMA partner KSKN. Minimum 5 years broadcast sales management experience to include local, regional and national sales. Successful budgeting, negotiation and inventory management experience with a track record to match. #BC13405-1
- Boise, ID, KTVB NBC Producer/Directors**  
Responsible for directing and scripting fast paced newscasts. Two positions available. #BC13405-1
- Hampton-Norfolk, VA, WVEC ABC Website Account Executive**  
Responsible for generating revenue by prospecting and selling advertising on WVEC.COM. Candidate must possess extensive understanding of Web marketing and Internet commerce, excellent organization and communication skills including the ability to compose and deliver strong, creative sales presentations. Minimum 2.5 years high tech sales or related experience. Thorough understanding of the Internet and related Microsoft systems. #BC13406-1
- Hampton-Norfolk, VA, WVEC ABC Assistant News Director**  
Need creative and energetic individual with strong journalistic skills and ethics for number two position in newsroom. Responsible for coordinating news coverage and special projects and assisting in long term planning. College degree and 5 years of commercial television newsroom experience required. Prior management experience a plus. Please include a short statement of news philosophy with resume. #BC13406-1
- Sacramento, CA, KXTV ABC Internet Account Executive**  
Minimum two years related experience required. College degree preferred. #BC13407-1
- Honolulu, HI, KHNL ABC Local Sales Manager**  
Minimum 2-3 years sales management experience. Prefer experience in selling sports and LMA creativity. #BC13408-1
- St. Louis, MO, KMOY CBS Computer Operations Support**  
Install/maintain computer hardware and software. Train personnel in usage. Minimum 3 years experience. College degree and certification in Novell and NT servers required. #B13409-1
- Houston, TX, KHOU CBS Morning Show Executive Producer**  
Scheduling, coaching, writing. Create a sizzle each newscast. 3 years experience in top 50 market. #BC13410-1
- Houston, TX, KHOU CBS Promotions Writer/Producer**  
Strong copywriting and graphic sense. Familiar with editing/post production. Minimum 2 years broadcast promotion experience. #BC13410-1
- Houston, TX, KHOU CBS Technical Director**  
Minimum 3 years experience switching fast paced newscasts. GVG 4000/2 ME switcher with Kaleidoscope. #BC13410-1
- Charlotte, NC, WCNC NBC News Producer**  
Looking for people to join our growing newscast who have 2 years of newscast producing experience. #BC13411-1
- Seattle, WA, KING NBC Traffic Manager**  
Work independently, manage all traffic functions including receiving/processing commercial tapes, creating program formats, and log production. Minimum 5 years related experience. #BC13412-1
- Portland, OR, KGW NBC Art Director**  
Must be creative. Looking for hands-on Art Director to coordinate station design projects including responsibility for on-air graphics with emphasis on news graphics and station image. Responsible for supervising talented graphic design and electronic graphics staff. Minimum 3-5 years graphic design experience required. #BC13413-1
- Dallas, TX, TXCN Local Sales Manager**  
Belo's 24-hour Texas cable news channel seeking candidate with 5 years experience in local television sales with a college degree in a related field. #BC13414-1
- Dallas, TX, TXCN Creative Services Director**  
Belo's 24-hour Texas cable news channel seeking candidate with 5 years experience in television marketing/promotion with a college degree in related field. #BC13415-1
- New Orleans, LA, WWL CBS Director of Sales and Marketing**  
Minimum 5 years sales management experience. #BC13415-1
- Seattle-Tacoma, WA, KING NBC News Director**  
Responsible for overall direction and strategy of the number one station in the Pacific Northwest. Minimum 10 years of news management experience required. #BC13416-1
- Dallas, TX, WFAA ABC National Sales Manager**  
Minimum 4-5 years television experience required. #BC13417-1
- Louisville, KY, WHAS ABC Internet Sales Person**  
WHAS11, market leader, is looking for a dynamic individual with 2-3 years of marketing/sales experience in media. Requires excellent communication skills and the ability to deliver creative, high-impact sales presentations. Good organizational and prospecting skills are essential. Must possess a thorough understanding of the Internet and related Microsoft systems. College degree preferred. #BC13418-1
- Louisville, KY, WHAS ABC Maintenance Technician**  
Minimum 2-3 years experience. #B13418-1
- Seattle, WA, NWCN Director**  
Minimum 2 years experience directing and technical directing newscasts preferred and editing with non-linear equipment. #BC13419-1
- Albuquerque, NM, KASA FOX National Sales Manager**  
Looking for an enthusiastic, creative, motivated person to work with our partner TeleRep to bring in the business. Must have 5 years broadcast sales experience (a plus if that experience is in National or Regional sales). Our NSM is expected to develop business and needs among present and potential advertisers. Come "home" to KASA, a growing station in a great place to live. #BC13420-1

Send resume in confidence to:

# BELO

Belo TV Group, Attn: Job # \_\_\_\_\_  
14th Floor  
A.H. Belo Corporation  
PO Box 655237  
Dallas, TX 75265-5237


**HELP WANTED PROGRAMMING**



**FOX29 WFTC,**  
Clear Channel Television's flagship station in Minneapolis/St. Paul, is looking for a **Director of Local Programming Development.**

This unique opportunity will require an experienced professional with a total understanding of how to turn concepts into effective programming. Must have exceptional journalistic judgment and strong leadership skills. This position will require a well organized communicator with exceptional team building capabilities. WFTC TV is an equal opportunity employer. Minorities and women are encouraged to apply.

Forward resume with cover letter to:  
**FOX29 WFTC**  
1701 Broadway Street NE  
Minneapolis, MN 55413  
Attn: General Manager



**Manager of Broadcast Programming.** To oversee the daily direction of Iowa Public Television's broadcast program and promotional schedule(s) and to help create and implement this statewide network's long-term programming plan. This position will be responsible for the creation of the network's main broadcast schedule and for the development of additional program services delivered through existing or new technologies. This position will also oversee broadcast promotion, outreach and viewer services, and will report to the network's Director of Programming and Production. Salary: \$44,345 to \$55,993/yearly, plus full benefit package. For an application, contact: Molly M. Phillips, Iowa Public Television, PO Box 6450, Johnston, IA 50131. 515-242-3120 or 515-242-3114. Completed applications must be received by Monday, August 24, 1998. EEO/AA.

**Manager of Local Programming.** To manage programs produced by Iowa Public Television and supervise those chiefly responsible for their production. This position will assume the creative leadership of, and overall responsibility for, all aspects of the production of local programs and related projects - from development through execution. This position may serve as Executive Producer and/or Managing Producer of selected projects, will be responsible for partnerships with other production and/or related entities, and for IPTV's relationships with independent producers. The position also will coordinate the broadcast and non-broadcast distribution of IPTV's local productions, and will report to the network's Director of Programming and Production. Salary: \$44,345 to \$55,993/yearly, plus full benefit package. For an application, contact: Molly M. Phillips, Iowa Public Television, PO Box 6450, Johnston, IA 50131. 515-242-3120 or 515-242-3114. Completed applications must be received by Monday, August 24, 1998. EEO/AA.

**HELP WANTED PRODUCTION**

**Director/Producer**  
Great Pay! Great Benefits! Great Job!  
Highly talented individual with excellent creative skills for both field and studio shoots. Demonstrated ability to direct talent and create a distinctive look. Refined client skills a must. Willing to travel. Metro Video Productions is a 40+ person full-service facility with 3 locations covering high-end corporate, marketing, sales, and advertising. Minimum 3 years experience. Reel and resume to **Winston Shepherd, Director of Operations, Metro Video Productions, 8 South Plum Street, Richmond, VA 23220.**

**Production Manager.** WUNI-TV Univision Boston. Looking for an aggressive team leader eager to run their own department. Must be able to shoot, edit and manage team of five. Responsible for all production, including three local shows, remote shoots and commercial spots. Open environment to create and design on state of the art equipment. 5 years experience necessary: bilingual a plus. Please send resume with cover letter to M. Godin, Attn: Prod. Mgr., WUNI-TV, 33 Fourth Avenue, Needham, MA 02494 or fax to 781-433-2750. No phone calls please. EOE.

**SITUATIONS WANTED ANNOUNCER**

Experienced sports P-B-P announcer looking to move up. T & R available. John M. Cunningham, 19 Beechwood Drive, Cumberland, MD 21502. (301)724-5469.

**SITUATIONS WANTED PRODUCTION**

KIDS 'R US! Multi-talented East Coast producer with 8 years experience ready to help you with your production and development needs in children's television arena. Call 718-522-1486.

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Half Hour TV Series For Sale. ATTIC GOLD. 22 episodes about antiques, keepsakes and collectibles broadcast on Nostalgia TV Network. Beta Masters, all copyright, music and talent fees included. Cut for 6 minutes, ready for broadcast, ideal for group ownership. Call PennPar for

**CABLE**

**HELP WANTED MANAGEMENT**

**EDITORIAL MANAGERS**

Cablevision is seeking two professionals with the ability to research, write and present editorials. One will be responsible for the NYC/Bronx region, the other for the NJ region. Responsibilities also include proposing editorial subjects and positions for consideration by the editorial board. Ability to develop and nurture relations with state and local officials and other opinion leaders is required. Editorials will appear on the News 12 Network.

Selected candidate will be college educated with broad professional experience in electronic or print journalism, public affairs, or public relations. On-air experience preferred. Mail/fax resume to: **Corporate Human Resources, Dept MM, 320 Crossways Park Drive, Woodbury, NY 11797. Fax: (516)393-0890.**

Equal Opportunity Employer





**HELP WANTED ALL POSITIONS****IMMEDIATE OPENINGS**

Encore Media Group, the nation's largest provider of premium movie networks, has the following opportunities:

**TRAINER**

Located at our El Segundo, CA office, this position (job#499) will be responsible for training new and existing affiliate call centers, implement training outlines, and developing incentive campaigns and promotions. You must be organized, able to manage multiple projects, ability to travel, superior presentation and communication skills, and 2 years and/or training experience. Bachelor's degree preferred.

**RESEARCH ANALYST**

This position (job #503) located at our corporate headquarters in Denver, CO, will be responsible for analysis of syndicated ratings data in support of our premium channels. You'll primarily work with Nielsen ratings data to produce special analyses of cable TV viewing. Bachelor's degree and 2 years experience with a premium of basic cable programming supplier, or network required. You must also have experience with syndicated on-line research databases.

For fastest processing of your resume, it's important that you put the job number of the position you're interested in on your envelope. Send resume and salary history to: Encore Media Group, P.O. Box 4917, Englewood, CO 80155. Successful candidate will be subject to a drug test. EOE.

**HELP WANTED TECHNICAL****UPLINK TECHNICIANS**

**Uplink Technician:** We are seeking candidates with experience and or training in high power microwave, satellite communications, control systems, RF hardware maintenance and installation, computer skills, audio and video skills, problem solving and repair and maintenance abilities. Positions require shift work and both operational and maintenance duties.

The National Digital Television Center, located in Denver, Colorado, originates 88 channels of video and compresses, authorizes and distributes over 500 channels for DBS, Cable and Digital Cable systems. TCI is an equal opportunity employer. Drug and background checks are required. For consideration, send your resume and requirements to:

National Digital Television Center  
Attn: Amy Volleberg  
4100 East Dry Creek Road  
Littleton, CO 80122  
Fax: 303-267-7150  
email: volleberg.amy.k@tci.com

We regret that we will only be able to respond personally to those applicants in whom we have an interest.

The NDTC is an equal opportunity employer. Desire to learn and a track record successfully dealing with technological challenges in related fields can substitute for direct experience.

**Technical Service Supervisor**

Time Warner Cable is seeking a Technical Service Supervisor to perform a variety of administrative, technical repair and supervisory functions related to Cable service activities and personnel.

**Requirements:**

- Must have working knowledge of HFC Interactive plant and design
- Ability to supervise and organize technical procedures and personnel.
- 3-5 years previous electronic and cable television work experience with knowledge of service techniques and repairs.
- Must be knowledgeable about OSHA and FCC; First Aid and CPR desired.
- Must be able to drive vehicle for field inspections, operate a variety of hand tools, and lift to carry up to 100 pounds.

If interested, please reply to:  
3600 N. Sillect Ave.  
Bakersfield, CA 93308  
FAX: (805)327-9935

**HELP WANTED SALES****Broadcasting & Cable****We Need Your Passion for Sales and Talent for Success!**

Broadcasting & Cable has an exciting opportunity for a dynamic, energetic individual. Seeking a seasoned sales professional to drive cable industry ad sales. Knowledge of TV, cable and related industries preferred. Ideal candidate should have 5+ years in ad sales for publishing, cable television or affiliate sales.

For immediate consideration, send your resume with salary requirements to:

Human Resources Department - BC  
Cahners Business Information  
245 W. 17th Street  
New York, NY 10011  
or fax to 212-727-2425. EOE M/F/D/V.

**HELP WANTED RESEARCH****RESEARCH ANALYST**

The qualified candidate will be responsible for communication and analysis of various syndicated research for programming, marketing, distribution and new media. BA/BS degree; a minimum of 1 year's media/cable research experience; as well as excellent communication and computer skills required. Experience with Nielsen rating software desired.

*We offer a fast-paced, team-based work environment along with a highly competitive compensation and benefits package. For immediate consideration, please send resumes to: Research Analyst-EN, The Weather Channel, P.O. Box 724554, Atlanta, GA 31139. EOE, M/F/D/V.*

**HELP WANTED PROMOTION****CREATIVE SERVICES/  
PROMOTION COORDINATOR**

HGTV, Home & Garden Television is looking for a sharp, detail-oriented coordinator with a positive attitude and ability to juggle many projects at once. Candidate will assist VP in daily department operations and must have a thorough knowledge of Mac & Windows systems. Duties include: strategic placement of promos on daily programming schedule, writing topical lineups & vocs, as well as directing vo talent, and supporting producers with logging, tagging & organization of promo production. Candidates must be familiar with graphics and editing environment and, on occasion, may be required to work some evenings. This is a great opportunity to grow within one of the countries most popular cable networks. Minimum of two years local station/ cable net experience. College degree preferred. Please rush your resume, along with salary requirements and references to:



HGTV Human Resources  
P.O. Box 50970  
Knoxville, TN 37950

No phone calls, please.  
The E.W. Scripps Company and HGTV are  
Equal Opportunity Employers.

**Promotion Manager, News 12 Networks.** Are you in a small or medium market and want to come to New York? Are you in a number 2 position and want to be a manager? News 12 could be for you!! You must have promotion experience (at least 3 years); ability to write, produce, and edit spots; enjoy creating and implementing community relations projects; and love news! Please rush resume and non-returnable tape to: P.O. Box 999-DG, Woodbury, NY 11797. EOE.

**HELP WANTED NEWS**

**METEOROLOGIST**

Exciting opportunity to present weather on a major network. Candidate must have at least two years on-air experience as a television weather forecaster. Degree and seal preferred. Send resume and VHS tape (including your best severe weather footage) to Box 01405. Window of opportunity is small- Act Now!

**HELP WANTED PROGRAMMING**

**SUPERVISING PRODUCER**

Backed by the most extensive television news-gathering operation in the world, CNNfn is seeking a Supervising Producer who will play an integral role in covering the world of business and finance.

In this two-fold position, you will oversee the production of up to 5 hours of programming, working with producers on content, writing and breaking news, as well as new programming development. Your other major responsibility is the supervision of a staff of 20-40, to include hiring of staff, scheduling shifts and conducting comprehensive annual reviews.

Qualified candidates must have a minimum of 5+ years' television journalism experience with at least 2+ years in management. Business journalism and line producing experience preferred. An undergraduate degree is required; an MBA and/or Wall Street experience is highly valued. The successful applicant will possess excellent interpersonal and communication (oral and written) skills, be an initiator, and must be able to remain organized and creative while working under pressure.

We offer a competitive salary and benefits package and an environment that encourages teamwork, initiative and fun! Please fax your resume to: (212)714-6952; or mail: CNNfn, 5 Penn Plaza, 21st Floor, New York, NY 10001, Attn: Renee Lindsay. An equal opportunity employer.

**CNNfn**  
The Financial Network

**HELP WANTED PRODUCTION**

**Production Manager.** Ogilvy Public Relations Worldwide is looking for a production manager in their Washington, DC office. Must have at least 5 years experience in production either post-house or agency. Develop and track project time lines and budget. Assist in pre-production on high-end video and film projects. Salary \$32-40,000 depending on experience. Fax resume to 202-833-2471.

**HELP WANTED TECHNICAL**

**Satellite Truck Engineers-will train. Must love** to travel and have a clean driving record. Relocate to Youngstown, Ohio. Fax resume to 330-542-1020.

**HELP WANTED VIDEO**

**Royal Caribbean International is the world's** most recognized cruise line, presently operating twelve modern luxury cruise ships worldwide. We currently have the following challenging opportunity on board our ships in the Cruise Programs Department. Video Programmer. We're looking for Shooters who can edit and Editors who can shoot! Production/Animation-Talent with shooting and editing skills. Experience with Avid and Sony 2000 editing. Multicamera live switching. Graphic Computer Skills desired. Extensive travel required. All candidates must be minimum 21 years of age. Royal Caribbean International offers competitive salaries and a generous benefits package. Send resume and VHS tape demo to: Royal Caribbean International, Re: Video Programmer Position. Attn: Rob Waterfield, 1050 Caribbean Way, Miami, FL 33132. E/O/E.

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**FOR LEASE**

**FM Subcarrier Available.** Soliciting bids to lease an FM subcarrier channel in the San Francisco Market. Bids are due 8/21/98. For more information contact Pat May, San Francisco United School District, (415)695-5937 Refer to Bid# 522.

**PUBLIC RELATIONS**

**Agency Experience Sought.** Bragman Nyman Cafarelli has an outstanding opportunity for an experienced Account Executive with a strong background in dealing with the Hollywood community. The ideal candidate will have 3-5 yrs publicity experience in film, TV and related areas. Excellent written, verbal, and client management skills required. New Media exp a plus. Please fax resume to 310/274-7838.

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# DATEBOOK

MAJOR MEETINGS

**Sept. 17**—**BROADCASTING & CABLE** Interface XII conference. New York Grand Hyatt, New York City. Contact: Cahners Business Information, (212) 337-7158.

**Sept. 23-26**—**Radio-Television News Directors Association** international conference and exhibition. San Antonio Convention Center, San Antonio, Tex. Contact: Rick Osanski, (202) 467-5200.

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

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

**Nov. 9**—**BROADCASTING & CABLE** 1998 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Cahners Business Information, (212) 337-7158.

**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.

**Jan. 25-28, 1999**—35th annual **National Association of Television Programming Executives** program conference and exhibition. Ernest Morial Convention Center, New Orleans. Contact: (310) 453-4440.

**April 19-22, 1999**—**National Association of Broadcasters** annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

## THIS WEEK

**Through July 27**—51st annual **California Broadcasters Association** convention. Doubletree Hotel, Monterey, Calif. Contact: (916) 444-2237.

**July 27-28**—"New Approaches to Minority Ownership," seminar presented by the **Columbia Institute for Tele-Information**. Columbia University, New York City. Contact: Caterina Alvarez, (212) 854-4549.

**July 27-31**—"Harris/PBS DTV Express," DTV dual seminar series featuring technical and business operations seminars presented by **Harris Corp.** and **PBS**. Philadelphia. Contact: (888) 733-3883.

**July 29-Aug. 1**—**Association for Women in Communications** annual professional conference. Ritz Carlton Hotel, Philadelphia. Contact: (410) 544-7442.

**July 29-Aug. 2**—**National Association of Black Journalists** 23rd annual convention and job fair. Grand Hyatt Hotel, Washington. Contact: (301) 405-8500.

**July 31-Aug. 1**—**Pennsylvania Cable Television Association** Cable Heritage Weekend. Toftrees Resort, State College, Pa. Contact: Pat Wilson, (717) 214-2000.

## AUGUST

**Aug. 3**—**The 1998 New York Festivals** International Television Programming and Promotion deadline for entries. Contact: (914) 238-4481.

**Aug. 3-5**—**Alabama Cable Telecommunications Association** annual convention. Marriott's Grand Hotel, Point Clear, Ala. Contact: Jennifer Robinson, (334) 271-2281.

**Aug. 3-7**—"Harris/PBS DTV Express," DTV dual seminar series featuring technical and business operations seminars presented by **Harris Corp.** and **PBS**. New York City. Contact: (888) 733-3883.

**Aug. 5-8**—**Association for Education in Journalism & Mass Communication/Association of Schools of Journalism & Mass Communication** 81st annual convention. Hyatt Regency Ballimore, Baltimore. Contact: (803) 777-2005.

**Aug. 7-8**—"Sportscaster Institute," seminar sponsored by the **Texas Association of Broadcasters**. Arlington Hilton Hotel, Arlington, Tex. Contact: Michael Schneider, (512) 322-9944.

**Aug. 10-14**—"Harris/PBS DTV Express," DTV dual seminar series featuring technical and business operations seminars presented by **Harris Corp.** and **PBS**. Princeton, N.J. Contact: (888) 733-3883.

**Aug. 11-13**—**Kagan Seminars Inc.** Digital Household Summit. The Park Lane Hotel, New York City. Contact: Tim Akin, (408) 624-1536.

**Aug. 13-15**—**Nebraska Broadcasters Association** 65th annual convention. Holiday Inn, York, Neb. Contact: Dick Palmquist, (402) 778-5178.

**Aug. 13-15**—**Tennessee Association of Broadcasters** annual convention. Clubhouse Inn and Conference Center, Nashville. Contact: Jill Green, (615) 399-3791.

**Aug. 19**—**Hollywood Radio & TV Society** "kids' day" newsmaker luncheon. Regent Beverly Wilshire

Hotel, Los Angeles. Contact: (818) 789-1182.

**Aug. 20-22**—**West Virginia Broadcasters Association** 52nd annual meeting. The Greenbriar, White Sulphur Springs, W.Va. Contact: Amy Hendershot, (304) 744-2143.

## SEPTEMBER

**Sept. 2-4**—**Texas Association of Broadcasters and Society of Broadcast Engineers** 45th annual convention and trade show. Hotel InterContinental, Dallas. Contact: (512) 322-9944.

**Sept. 3-4**—World Summit on Financing for Satellite Communications and Broadcasting, presented by **Euroconsult and Donaldson, Lufkin & Jenrette**. Le Grand Hôtel Inter-Continental, Paris. Contact: (212) 892-3000.

**Sept. 9-11**—**Women in Cable & Telecommunications** executive development seminar. Sylvan Dale Ranch, Loveland, Colo. Contact: Christine Bollettino, (312) 634-2335.

**Sept. 9-12**—**American Women in Radio and Television** annual convention. Wyndham Washington Hotel, Washington. Contact: (703) 506-3290.

**Sept. 11**—1998 **MIBTP-Broadcasting Training Program** Striving for Excellence Awards. Museum of Television and Radio, Beverly Hills, Calif. Contact: Patrice Williams, (818) 240-3362.

**Sept. 11-15**—1998 **International Broadcasting Convention**. Amsterdam. Holland. Contact: 011 44 171 240 3839.

**Sept. 12-14**—**National Association of Broadcasters** Hundred Plus Exchange. Wigwam Resort, Phoenix. Contact: (202) 429-5366.

**Sept. 12-15**—**NIMA International** annual meeting and exposition. MGM Grand Hotel, Las Vegas. Contact: (202) 289-6462.

**Sept. 13-15**—"Internet Services Over Cable Systems," technical workshop presented by the **Society of Cable Telecommunications Engineers**. Don CeSar Beach Resort, St. Pete Beach, Fla. Contact: Anna Riker, (810) 363-6888.

**Sept. 14**—SkyFORUM X, direct-to-home satellite TV business symposium presented by the **Satellite Broadcasting and Communications Association**. Marriott Marquis Hotel, New York City. Contact: Carrie Cole, (703) 549-6990.

**Sept. 14-15**—**National Association of Minorities in Communications** Urban Markets Conference. New York Hilton and Towers, New York City. Contact: (202) 965-0046.

**Sept. 15**—**International Radio & Television Society Foundation** newsmaker luncheon featuring FCC Chairman William Kennard. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**Sept. 15-16**—**Kagan Seminars Inc.** Cable TV Values and Finance Conference. The Park Lane Hotel, New York City. Contact: Tim Akin, (408) 624-1536.

**Sept. 17**—"The Challenge of Change in the New Millennium," seminar presented by **Women in Cable & Telecommunications**. TCI Site, San Jose, Calif. Contact: Laurie Empen, (312) 634-2353.

**Sept. 22**—**Hollywood Radio & TV Society** news-

maker luncheon featuring the presidents of the six broadcast networks. Century Plaza Hotel, Los Angeles, Calif. Contact: (818) 789-1182.

**Sept. 22-23**—"High-Speed Data to the TV and PC: The Ultimate Medium," seminar presented by **Kagan Seminars Inc.** The Park Lane Hotel, New York City. Contact: Tim Akin, (408) 624-1536.

**Sept. 22-24**—**Great Lakes Cable Expo** annual convention and trade show. Navy Pier, Chicago. Contact: 317-845-8100.

**Sept. 23**—"Effective New Business Presentations," lunch seminar presented by the **Broadcast Advertising Club of Chicago**. Loyola University Business School, Chicago. Contact: (312) 440-0540.

**Sept. 23-25**—SCEC '98, 29th annual satellite communications expo and conference, presented by **Intertec Trade Shows & Conferences**. Washington Convention Center, Washington. Contact: (303) 741-8719.

**Sept. 24-25**—48th annual **IEEE Broadcast Technology Society** broadcast symposium. Capital Hilton Hotel, Washington. Contact: (703) 739-5172.

**Sept. 24-27**—**Call for Action** 35th anniversary conference. Royal Sonesta Hotel, Boston. Contact: (301) 657-8260.

**Sept. 25**—26th annual regional convention of the Central New York chapter of the **Society of Broadcast Engineers**. Four Points Hotel, Liverpool, N.Y. Contact: Tom McNicholl, (315) 768-1023.

**Sept. 26-28**—**Radio-Television News Directors Foundation** news management training seminar for women and minorities. Hilton Palacio Del Rio, San Antonio, Tex. Contact: Michelle Thibodeau, (202) 467-5206.

**Sept. 27-29**—**National Religious Broadcasters** eastern regional convention. Sandy Cove Conference Center, North East, Md. Contact: Ward Childerston, (301) 582-0285.

**Sept. 28**—"Convergence: The Five Burning Questions," conference presented by **The Carmel Group**. Westin Los Angeles Airport Hotel, Los Angeles. Contact: (408) 626-6222.

**Sept. 29**—Regional convention of the Pittsburgh chapter of the **Society of Broadcast Engineers**. Sheraton Inn, North Pittsburgh, Pa. Contact: Mary Pam Sprague, (412) 381-9131.

**Sept. 30-Oct. 1**—Iowa DTV Symposium, hosted by **Iowa Public Television**. Four Points Hotel, Des Moines, Iowa. Contact: Marcia Wych, (515) 242-4139.

## OCTOBER

**Oct. 1-4**—**National Lesbian and Gay Journalists Association** annual convention. Alexis Park Resort, Las Vegas. Contact: (202) 588-9888.

**Oct. 1-4**—Second annual **International Teleproduction Society** financial institute. Westin Mission Hills Resort Rancho Mirage, Palm Springs, Calif. Contact: (703) 319-0800.

**Major Meeting dates in red**

—Compiled by Kenneth Ray  
(ken.ray@cahners.com)

# Analyst is bullish on cable

It was the kind of score every securities analyst loves. One Monday in June, Deutsche Bank Securities media analyst Doug Shapiro teamed with a colleague who follows telephone companies to state their case: why AT&T Corp., in its efforts to get into the local telephone business, had virtually no choice but to buy a cable company for a copper path into the home.

The next day, Wall Street was awash in rumors that AT&T was about to do some sort of cable deal, fueling a rise in the stocks of the long-distance carrier and potential cable targets. One day after that, AT&T announced its gargantuan \$45 billion deal to take over Tele-Communications Inc., with the primary goal of using TCI's systems to get into the telephone business.

Shapiro says he didn't have any inside information—just insight. Clients didn't even really have time to act on Shapiro's report before TCI stocks started running. But he'd been talking to institutional investors about his stance for several months.

With AT&T's other local phone efforts floundering and Baby Bells coming closer each day to charging into the long-distance business, "all you had to do was scan the headlines every day to see it was pretty much inevitable," Shapiro says.

Good timing like that is helping to raise Shapiro's profile among Wall Street's sell-side analysts. And what companies and money managers remark on is his insight, not his trading calls.

Shapiro made a splash last year by conducting some of the first independent research on the satisfaction of early customers of cable modems. Rivals were puzzled by how he managed to identify any of the tiny pool of customers, then fewer than 10,000. What he found was that customer service-impaired cable companies actually were delivering on their promise of high-speed Internet service.

In February he issued a report assessing the level of so-called free cash flow in cable companies, marking the first time that MSOs seemed to be on the cusp of anything that conservative investors regard as profit.

Shapiro is far from the first analyst to cover the topic, but his analysis attracted attention among media players. He concluded that despite hitting all-time highs in the stock market, cable operators were far from topping out, because generation



*"You can basically learn anything on the fly if you immerse yourself in it."*

## Douglas Shapiro

**Media analyst, Deutsche Bank Securities, New York; b. Jan. 17, 1969, Manhattan; BA, economics, University of Michigan, 1991; economist, U.S. Department of Labor, Washington, 1991-92; food and beverage analyst, Mabon Nugent Securities, New York, 1992-94; junior media analyst, Prudential Securities, New York, 1994-95; junior media analyst, CJ Lawrence & Co., (a unit of Deutsche Bank Securities), New York, 1995-96; current position since 1996; m. Julie Scott**

of free cash flow would take them to new levels.

"It was the best report I'd seen in a while," says one cable CFO, who asked not to be named to avoid annoying other cable analysts.

Several years ago, Shapiro didn't have much interest in either media or Wall Street. He wanted to be an economist and took a job at the U.S. Department of Labor after college. His task there was tracking employment trends in service industries, including food processing, management consulting and securities.

He was drawn to the Street by seeing securities analysts quoted in newspaper business stories. That job looked interesting and not too grueling, so Shapiro responded to a blind ad in the *Wall Street Journal* for a securities analyst.

The ad was placed by Mabon Nugent Securities, which tapped Shapiro to help follow the food and beverage industry, including soda and cookie companies. After that he popped around the Street quite a bit, moving after a year to be an assistant to Prudential Securities media analyst Sharon Williams.

His unfamiliarity with broadcast or cable was not material. "You can basically learn anything on the fly if you immerse yourself in it," Shapiro says.

Williams herself tends to move around frequently. She brought Shapiro with her in 1995 to C.J. Lawrence & Co., then a unit of Deutsche Bank, a major German commercial bank that has been trying to build a U.S. investment banking business.

Despite the huge rise in cable stocks over the past 18 months, Shapiro contends they're still not near a top. He believes in the promise of new revenue, including digital cable, Internet and telephone, and says that operators can launch these businesses without heavy capital expenditures that would interfere with the buildup of free cash flow.

But cable stocks are terribly lofty, trading around 13 times running rate cash flow, much higher than the 7-8 times they were stuck at in early 1997. "You don't want to get yourself stuck in the rut of historical cash flow valuation multiples," Shapiro says, adding that "as these companies start to generate free cash flow, historical measures are less important. It gets to what the investor really cares about, which is what's left for me."

—John M. Higgins

## BROADCAST TV

**David Murray**, general sales manager, WFSB(TV) Hartford, Conn., joins WTIC-TV Hartford in same capacity.

**Cathy McCracken**, general sales manager, WLCE(FM) Buffalo, N.Y., joins WIVB-TV Buffalo as local sales manager.

## PROGRAMMING



Cahn

**Alice Cahn**, director, children's programming, Public Broadcasting Service, joins Children's Television Workshop, New York, as group president, television, film and video.

**Tobie Pate**, consultant, Smith & Company and Citigate, joins Paxson Communications Corp., West Palm Beach, Fla., as senior VP, creative services, Pax Net.

**Cord Douglas**, director, sales and acquisitions, Keller Entertainment Group, Los Angeles, named VP.

## JOURNALISM



Martin

**Wisdom Martin**, general assignment reporter, WRAL-TV Raleigh, N.C., joins CNN Newsource, Atlanta, as correspondent and weekend anchor, *Headline News*.

**Bob Frier**, weekend anchor/reporter, KRDO-TV Colorado Springs, Colo., joins KFOR-TV Oklahoma City, Okla., as co-anchor, *NewsChannel 4* at 5 and 6 p.m.

**Byron Miranda**, weather anchor, CNN, Atlanta, joins WMAQ-TV Chicago as weathercaster, 10 a.m. newscast.

## RADIO

**Jennifer Nunn**, local sales manager, KFMA(FM) Green Valley, Ariz., joins the Journal Broadcast Group's KFFN(AM), KIXD-FM and KMXX-FM Tucson, Ariz., in same capacity.

**Joe McCoy**, program director, WCBS-FM

## Robert Young, 1907-1998

Robert George Young, 91, television's all-knowing dad on *Father Knows Best* and Southern California's kind and compassionate physician on *Marcus Welby, M.D.*, died of respiratory failure July 21 at his home in Westlake Village, Calif. He had heart problems.

Before his television debut, Young was a film star, acting in such films as "Journey for Margaret," "Vagabond Lady," "Northwest Passage," "Three Comrades" and "Joe Smith, American." Throughout his acting career, Young appeared in more than 100 films, mostly during the 1930s and 1940s—and not so much as a top movie star but as a dependable actor whom audiences enjoyed watching. Although he was adept at handling comic and dramatic roles, romantic leads weren't his strong suit. "I'm a plodder," he once said. "My career never had any great peaks. But producers and directors knew I was reliable. So when they couldn't get the big stars, they'd say, 'Let's get Bob.' As a result I always kept working, each time a little higher."

He may have underestimated himself: In the 1930s, *Photoplay* magazine commented that Young has "a kind of sparkle that he must continuously repress before the cameras when playing a serious role."

Along with his film career, Young also made a name for himself in radio. In the late 1930s he made several appearances as a master of ceremonies for NBC. In 1941 he starred in Zane Grey's *Western Union* on the *Kate Smith Radio Hour*. A few years later he played opposite Frank Morgan on *The Maxwell House Coffee Time* program. In 1949 *Father Knows Best* began its five-year radio run before debuting on television in 1954.

After a lackluster beginning, *Father Knows Best* prospered; in its final season, ranked sixth among all television programs. Young won two Emmys for his role as the sensible, kind and patient Jim Anderson.

Young came out of semiretirement to play Dr. Marcus Welby, another role that seemed made for him, because it featured a thoughtful, compassionate character. The program earned the network high ratings and won Young his third Emmy. *Welby* started in 1969 and ran until 1976. After *Welby*, Young appeared in two *Father Knows Best* reunion movies. In 1987, he played a man who went to prison for killing his ailing wife in *Mercy or Murder*.

Young is survived by four daughters, six grandchildren and two great-grandchildren. His wife of 60 years died in 1994. —Denise Smith



New York, named VP/program director.

**Bill George**, program director, WSJZ(FM) Boston, joins KUCD(FM) Honolulu/Pearl City, Hawaii as director, programming.

## CABLE

**Joe Conboy**, VP, production, The Weather Channel, Atlanta, named VP, program operations.

**Joseph Keenan**, GM, Prestige Cable TV, Cartersville, Ga., named corporate rebuild manager.

**J. Peter Bardwick**, managing director, Star Media Capital, joins CBS MarketWatch, San Francisco, as CFO.

**Joel Luddie**, advertising general sales manager, TCI Media Services in Con-

necticut, joins Rainbow Media Holding Inc., as advertising sales manager for the Massachusetts market.



Carry-Swift

**Joan Carry-Swift**, VP, entertainment media relations, USA Networks, New York, named VP, corporate communications.

**Holly Williams**, senior VP, strategic media, International Demographics/The Media Audit, joins Cable Networks Inc., Woodbury, N.Y., as director, news sales.

**Dennis Morgigno**, independent contrac-

tor, joins Cox Communications' Channel 4 San Diego as production manager, executive producer and programming host of *San Diego Insider*.

**Paul Fadelli** joins California Cable Television Association, Oakland, Calif., as director, public affairs.

**Alyssa McElrone**, marketing manager, ad sales, CNN International, New York, named director, global marketing.

**Jamie Chasalow**, analyst, Mattel Toys Inc., joins Fox Family Worldwide, Los Angeles, as director, primary research.

**Harris Whitbeck**, correspondent, CNN en Español, Mexico City, named bureau chief, CNN Mexico City.

### INTERNET

**Ken Saenz**, managing director, transportation industry group, Central and North Florida region, MCI Systemhouse, joins Proxicom, Reston, Va., as VP, technology and communications.

**Paul Beckelheimer**, VP, operations, American Telecasting Inc., joins Online System Services Inc., Denver, as senior VP, business development.

Appointments at CNET Inc., San Francisco: **Daniel Hauck**, Western advertising director, CNET Online, named VP, sales; **Annie Williams**, VP/director, corporate marketing, *The New Yorker*, joins as VP, marketing.

### ALLIED FIELDS

Appointments at Foundation Imaging, Valencia, Calif.: **Stephen Pugh**, systems engineer, named GM; **Sherry Hitch**, digital effects composite animator, named visual effects supervisor; **Emile Edwin Smith**, animator, named supervising visual effects animator.

**Chris DeMoulin**, VP, network licensing and retail development, Disney Licensing, named senior VP, global strategy retail and business development, Disney Consumer Products, Glendale, Calif.

### DEATHS

**Bob McCallister**, 63, former host of *Wonderama*, died at his home in Manhattan July 21 of a respiratory ailment that was later diagnosed as lung cancer. McCallister was best known in television for his role as host of *Wonderama*, the Sunday morning children's extravaganza which began air-

ing in the 1950s. Although the show, produced by Multimedia, was seen in fewer than a dozen cities, they were all major television markets. Throughout most of McCallister's run—1967 to 1977—he attracted half of the Sunday morning audience. After *Wonderama* was cancelled, he developed *Kids Are People, Too*, (named for the *Wonderama* theme song) for ABC. McCallister was replaced by a younger host after a few months. He is survived by three daughters; three grandchildren, and his mother.

**John T. Lyons**, 54, senior correspondent at ABC News, died of a pulmonary ailment July 16 at Inova Fairfax Hospital, Reston, Va. Lyons began his career as a reporter in South Bend, Ind., and later became a reporter and documentary producer at WNEW(FM) New York. He spent a large part of his career at ABC News, beginning as editor. He served as London radio bureau chief and director of special

events coverage. During the past three years he was roving senior correspondent and news anchor. Lyons won many awards and was noted for his expertise about the U.S. space program. He is survived by his wife, Barbara, and three children.

**Stephen Dubois Greer**, 67, news correspondent, died July 18 of emphysema at his home in Manhattan. From 1963 to 1969 Greer worked for WTOP-TV Washington, before moving to ABC, where he remained until 1987.

**Hugh Reilly**, 82, actor, died July 17 of emphysema at his home in Burbank, Calif. Reilly played Paul Martin, the father on the television series *Lassie*, from 1958-1964. The show aired from 1954-1971. He also starred in *Claudia*, a live play recorded for television.

**Douglas S. Sorenson**, 43, director, rock programming, Journal Broadcast Group Inc., died July 22. Sorenson had a heart attack on July 21 and died at Bergan Mercy Hospital in Omaha. Sorenson had additional responsibilities as operations manager of the Journal's Omaha operations, overseeing KEZO-FM, KKCD(FM), KESY-FM, KSRZ-FM, KOSR(AM) AND KBBX(AM). Sorenson worked as an on-air personality before moving into management as a program director at KLAQ(FM) El Paso, Tex. He worked at radio stations from KZZP(FM) Phoenix to WCCC-AM-FM Hartford, Conn. Sorenson is survived by his wife, Pam, and three children.

**Don Dunphy**, 90, fight broadcaster, died July 22 at St. Francis Hospital in Roslyn, N.Y. Dunphy called the blow by blow for more than 2,000 fights from 1941 to 1981. He began his radio career broadcasting football and minor league baseball on local stations, but shot to fame when Gillette began its Friday night fight tradition in 1941. He called fights on radio for Gillette for 19 years. In 1960 he moved to television to call fights for ABC. By the 1970s he had retired but was still in demand for major closed circuit bouts. Dunphy's signature sport was boxing. However, he also handled Yankee's games and Cotton Bowls in many other sports. Dunphy is survived by his wife, Muriel; two sons, and five grandchildren.

—Compiled by Denise Smith  
e-mail: dsmith@cahners.com

## Fox Family Channel boosts ad sales



Abbott



Carrozza



McCoy

Appointments at Fox Family Channel's advertising sales group in New York: **Bill Abbott**, **John Carrozza** and **David McCoy**, VPs, named senior VPs; **Barbara Bekkedahl**, director, named VP; **Ed Georger**, manager, named director. In Detroit: **Brian Janks**, director, named VP. In Atlanta: **Donna Stephens**, director, named VP. In Los Angeles: **Marisol Oller**, director, named VP; **Laurie Beller**, manager, named director. In Chicago: **Jennifer Brawley**, manager, named director. In Virginia Beach: **Kathy Oliver** and **Paul Teja**, directors, named VPs; **Wayne Baker**, manager, named director.

**Nielsen Media Research issued its first earnings release since going public July 1.**

It reported second-quarter (ended June 30) pro forma net income of \$11.8 million, up 13.5%, on a 12.3% revenue gain, to \$97.9 million. For the first six months of the year, NMR reported a 14.4% net income gain, to \$23.1 million, on an 11.8% revenue gain, to \$194 million. Earnings before interest, taxes, depreciation and amortization (EBITDA) for the second quarter was up 2.7%, to \$30.8 million, and up 1.2%, to \$59.2 million, for the first six months of the year.

NMR said that the company "expects to invest an estimated \$300 million" over the next four years to adapt its measurement technology to digital TV, develop new software and expand its metered market and Internet activities. The company's full-year pro forma 1997 results included EBITDA of \$118.9 million, revenue of \$358.6 million and net income of \$40.6 million.

**Radio sales roundup**

The following station deals were filed with the FCC late last week.

■ **ABC** has filed a letter of intent to acquire KENR(AM) Houston for \$10.6 million from South Texas Broadcasting Inc., a subsidiary of Salem Communications Corp. Chances are the station will become part of ABC's Radio Disney network. ABC/Radio Disney is rumored to be in the market for a station in the Dallas area (see "Search & Scan," page 35).

■ **Capstar Broadcasting Partners LP** is buying WFTR-AM-FM Front Royal, Va., for \$1.3 million from Straus Communications in Virginia Inc. Capstar is buying the pair through its subsidiary, Atlantic Star Communications Inc. Capstar, headquartered in Austin, Tex., is owned by Thomas O. Hicks

Hicks' brother, R. Steven Hicks, also filed with the FCC last week. He is transferring control of a construction permit for KFMK(FM) Round Rock, Tex., to Capstar TX LP. Capstar will pay him \$8.5 million for the CP, which he previously held as an individual. R. Steven Hicks is an officer and director of Capstar. When these deals are completed, Capstar will own 247 FMs and 103 AMs nationwide.

■ **CBS Radio Inc.** has filed to purchase WBMD(AM)/WBGR(AM) Baltimore. The two stations were owned by American Radio Systems (ARS), which merged with CBS last year (B&C, Sept. 22, 1997). The merger gave CBS four stations in the Baltimore market; to avoid violating the FCC's radio duopoly rule, CBS put the ARS Baltimore stations into a trust. Last month, CBS swapped a number of stations with Jacor Communications Inc. (B&C, June 22), including the other two Baltimore outlets, WCAO(AM) and WOCT(FM). That deal cleared the way for CBS to formally acquire WBMD/WBGR.

—Kristine Lamm

**CBS said it won a lawsuit brought by the estate of Martin Luther King Jr.,** for the network's use of King's "I Have a Dream" speech in a documentary. Atlanta Federal District Court Judge William O'Kelly ruled the speech

was "one of the most widely disseminated speeches in history," at King's own urging, and therefore in the public domain.

**Senate Judiciary Committee Chairman Orrin Hatch (R-Utah) expects**

**the Justice Department to expand its investigation of Microsoft,** in light of allegations made at a Senate Judiciary Committee hearing last week. "If Justice doesn't broaden that lawsuit, there is something wrong with Justice,"

**NBC tops Emmy nominations**

NBC beat out HBO for the most Emmy nominations last Thursday, garnering 86 for such programs as its hit drama *ER* and its miniseries *Merlin*. HBO grabbed 72 nominations, as its Tom Hanks-produced space series *From the Earth to the Moon* was given 17 nominations, more than any other program. It was NBC's prime time slate that fueled its nomination win: *ER* got 16 nods, *Frasier* got 11, *3rd Rock from the Sun* had eight and *Mad About You* had six.

The nominations for the 50th annual prime time Emmy awards appear to set up a rematch between NBC and HBO. Last year NBC ended up winning, with 24 statues, while the decade-old HBO won 19.

The top nomination-grabbers—*From the Earth to the Moon* and *ER*—are both examples of big-money television. The HBO saga about flight to the moon cost an estimated \$65 million for 12 episodes, making it the most expensive miniseries in television history. (Broadcasters earlier argued that it should be disqualified because it was too lengthy to be



considered a series.) And NBC is paying a record \$13 million an episode to Warner Bros. for *ER*.

Among other networks, ABC received 54 nominations, including 10 for *NYPD Blue* and seven for its *Rodgers & Hammerstein's Cinderella*; CBS got 36, including six for *Chicago Hope*, and Fox took 35, including 16 for *The X-Files* and 10 for its freshman dramedy *Ally McBeal*. Turner Network Television got 18.

*Ally McBeal* was nominated as a comedy series, unusual for a one-hour show. It will face competition from NBC's *Frasier*, *3rd Rock* and *Seinfeld*.

NBC's *ER* and *Law & Order*; Fox's *The X-Files*, and ABC's *NYPD Blue* and *The Practice* were nominated in the best

drama category.

This year's Sept. 13 awards ceremony at the Shrine Auditorium in Los Angeles has been extended from three hours to four to allow more coverage of celebrity arrivals.

—Michael Stroud



Hatch told reporters after the hearing. Microsoft did not have a representative at the hearing. "That hearing was about lining up witnesses who are all competitors against Microsoft and giving them a forum to voice their individual complaints," said Microsoft spokesman Mark Murray. "It's unfortunate that a government committee would take sides." RealNetworks CEO Roo Glaser told the Senate Judiciary Committee that Microsoft is purposely d'sabbling RealNetworks' audio and video streaming products when a computer user downloads and uses Windows Media Player. Microsoft responded that Glaser's accusations were untrue and a negotiation tactic.

**The Senate last week voted 90-10 to ban Internet gaming** through an amendment that was tacked on to the Commerce/Justice/State appropriations bill by Sen. Jon Kyl (R-Ariz.). The entire appropriations bill passed the Senate last week 99-0. Cable networks that run fantasy sports leagues, such as ESPN and MSNBC, are concerned that the measure would make their operations illegal. Those concerns were somewhat alleviated when the Senate passed an amendment offered by Sen. Richard Bryan (D-Nev.) that would protect such sites as long as subscriber fees are not used to cover bets, but a similar Internet gaming bill is pending in the House. Under Kyl's original amendment, Internet gamblers

might be fined, while those running gambling servers could be jailed.

**PBS topped the list of nominations for the 19th annual news and documentary Emmys** last week, with 27. It was followed by CBS (24), NBC (21), ABC (20), Discovery (11), TBS (7), TLC (6), Cinemax and CNN (4 each), A&E, HBO and MSNBC (3 each) and syndication (1). The awards, presented by the National Academy of Television Arts and Sciences, will be given at a ceremony on Sept. 9 in New York.

The advisory committee on public interest obligations of digital television broadcasters, otherwise known as **the Gore commission, will meet again on Aug. 10** at the Commerce

## NBC sends team to Snap!

Just six weeks after taking a stake in CNet's Snap! service, NBC has sent several executives from NBC Interactive to take significant roles in the online service's operations.

Most prominently, Edmond Sanctis, who had been senior vice president/GM of NBC Digital Productions, becomes CEO at Snap!, reporting to CNet chief Halsey Minor. Sanctis has overseen all aspects of content development and production for NBC Digital as well as for Interactive Neighborhood.

Bob Meyers, senior vice president of NBC Interactive, will now direct operations for NBC Digital Productions and the IN project.

Sanctis will be joined in Snap!'s San Francisco headquarters by Shawn Hardin, who was vice president and executive producer of NBC Digital Productions. Hardin assumes overall production responsibility for Snap! as senior vice president/creative director.

Bertina Ceccarelli, who was vice president of consumer marketing and programming operations at NBC Digital, remains in New York as vice president of brand development and research for Snap! Steven Spinner moves from his post as NBC director of business development to become Snap!'s senior director of strategic development.

The executive moves are a clear sign that NBC takes its investment seriously: It spent nearly \$30 million for 5% of CNet as part of the deal that gave it 19% of Snap! with an option to purchase an additional 60% for close to \$40 million.

—Richard Tedesco



**Edmond Sanctis is leading a team of NBC Interactive executives moving to Snap!**

Department in Washington.

**Fox News Channel has revamped its weekday news format to present more hard news programming** between 9 a.m. and 4 p.m. ET. FNC's new daytime Fox News Now format debuts today (July 27), providing more news and less talk. It replaces the Fox In Depth features that targeted different kinds of general news with Fox On Health, Fox on Technology and Fox Cross Country. FNC's prime time lineup of news-oriented talk shows and twice-hourly news updates remains intact.

**Twentieth Television's syndicated series Forgive or Forget averaged a 1.9/6 in Nielsen metered markets for the first four days of last week**, up 20% over its

debut week (ending June 12). The Mother Love—hosted show averaged a 2.7/8 on KCOP(TV) Los Angeles and a 3.4/10 on WAGA-TV Atlanta.

CBS said KYW-TV Philadelphia anchor **Dawn Stensland will co-anchor CBS News Saturday Morning** with Russ Mitchell through Labor Day. As an interim replacement for Susan Molinari, Stensland will continue her anchoring duties at KYW-TV, a CBS O&O.

Tribune Broadcasting has promoted **Michael Eigner** to executive VP of Tribune Television. In addition to overseeing Tribune's East Coast stations, Eigner, former GM of the company's WPIX(TV) New York, will be responsible for its WGN-TV Chicago.

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COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

## You gave them the inch

Our surprise at finding that the V-chip/ratings system is creating problems for broadcasters is on par with Claude Rains' shock at finding gambling going on in Rick's casino. So what else is new?

Broadcasters are balking at a plan by Thomson to build digital TV sets that block unrated programs—particularly news and sports—as well as rated ones. It shouldn't have come as that big a surprise. We've been telling broadcasters there were icebergs dead ahead since before this ship left the dock. In addition, during its rulemaking on the ratings system, the FCC made clear it would permit manufacturers to include features that let receivers block unrated programming. Why didn't broadcasters put up more of a fight? One theory is that they thought they had an "understanding" with manufacturers. Unfortunately, once you start dealing away your freedoms, it's hard to keep track of all the cards.

"As a result of the FCC's failure to implement a separate agreement between the entertainment community and television set manufacturers," NAB's Eddie Fritts said last week, "this action could place the TV program rating system in jeopardy." The cable industry agreed.

We've got another "old news" flash. Broadcasting and cable's editorial control of the medium has been in jeopardy since the system became the de facto law of the land.

## Rising value

You'll probably hear a lot of anguished words out of Washington this week about rising cable rates. On Tuesday, Senator McCain holds his long-awaited hearing on the subject, and several witnesses are expected to blast cable operators for having the temerity to charge what people are willing to pay for their product.

But the good news is that the words are unlikely to result in

action. Congress's Republican leadership, McCain included, remains unconvinced that cable prices are so high that they require a new round of regulation—at least not now. That attitude is due to the industry's effective lobby—hut, more important, to its practice of softening rate hikes with added programming and steady improvements in customer service. As cable's price have risen, so has its value.

The Republicans believe that alternative sources of TV—broadcasting and satellite—are the best governor of cable rates. So do we. Our only fear is that in the interest of boosting satellite TV as a competitor, Congress might expand or extend the 1992 program-access law. As we have argued here before, the law has served its purpose by ensuring that cable competitors could offer all popular cable networks as they struggled to get off the ground. Now some of those companies are well-established, serving millions of subscribers and bringing choice to tens of millions more. The intrusive program-access law is set to expire in 2002. Let it go.

## Coast watch

You can add the Palm Beach town council to the list of people who want control over the media.

To cut down on intrusions into the lives of the many rich and famous residents—like the Kennedy clan—who frolic upon its beautiful Florida beaches, the council wants to come up with its own definition of news and potentially exclude journalists who do not meet its criteria.

The new definition would make "immediacy" a litmus test, allowing the council to charge a fee or to exclude or otherwise restrict magazine shows or documentary units or investigative reporters. Using timeliness as a test for news would "eliminate a loophole in our code," said the councilman backing the plan. It would, however, blow a large hole in the First Amendment. This piece of local legislation will in all likelihood go nowhere, as it should. But we'll keep watch on the coast just in case.

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The screenshot shows the website's main page. At the top, it says "A member of the Entertainment Workgroup" and "Click for Today's HEADLINES". Below that is a "BREAKING NEWS" section. The main content area is titled "TODAY'S TOP STORIES" and features an article by Michael Powell titled "Powell: Spectrum not scarce". The article discusses the FCC Commissioner's views on broadcast spectrum scarcity. To the right of the main article is a "TOP OF THE NEWS" section with a link to "Click Here for all headlines". Below that is a "TODAY'S JOB BANK" section with a "Select a Job" dropdown and a "Submit" button. At the bottom right of the screenshot is a "Stock Watch" section with the text "Get the latest stock information". On the left side of the screenshot, there is a navigation menu with links for "Subscribers log in here", "TODAY'S UPDATE", "Online Daily", "Today's Job Bank", "Station Sales", "People", "Policy Briefing", "Industry Calendar", and "SUBSCRIBE". At the bottom left, there is a "THIS WEEK'S MAGAZINE" section featuring a cover story on "Chuck Lillis Remakes".

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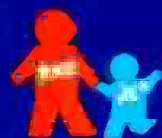
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