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SPECIAL REPORT

DIGITAL TRANSMISSION

THE TOWERING CHALLENGE

**Does GE want
out of NBC?**

**Kennard pushes
for minority plan**

TOP OF THE WEEK / 6

BROADCASTING / 41

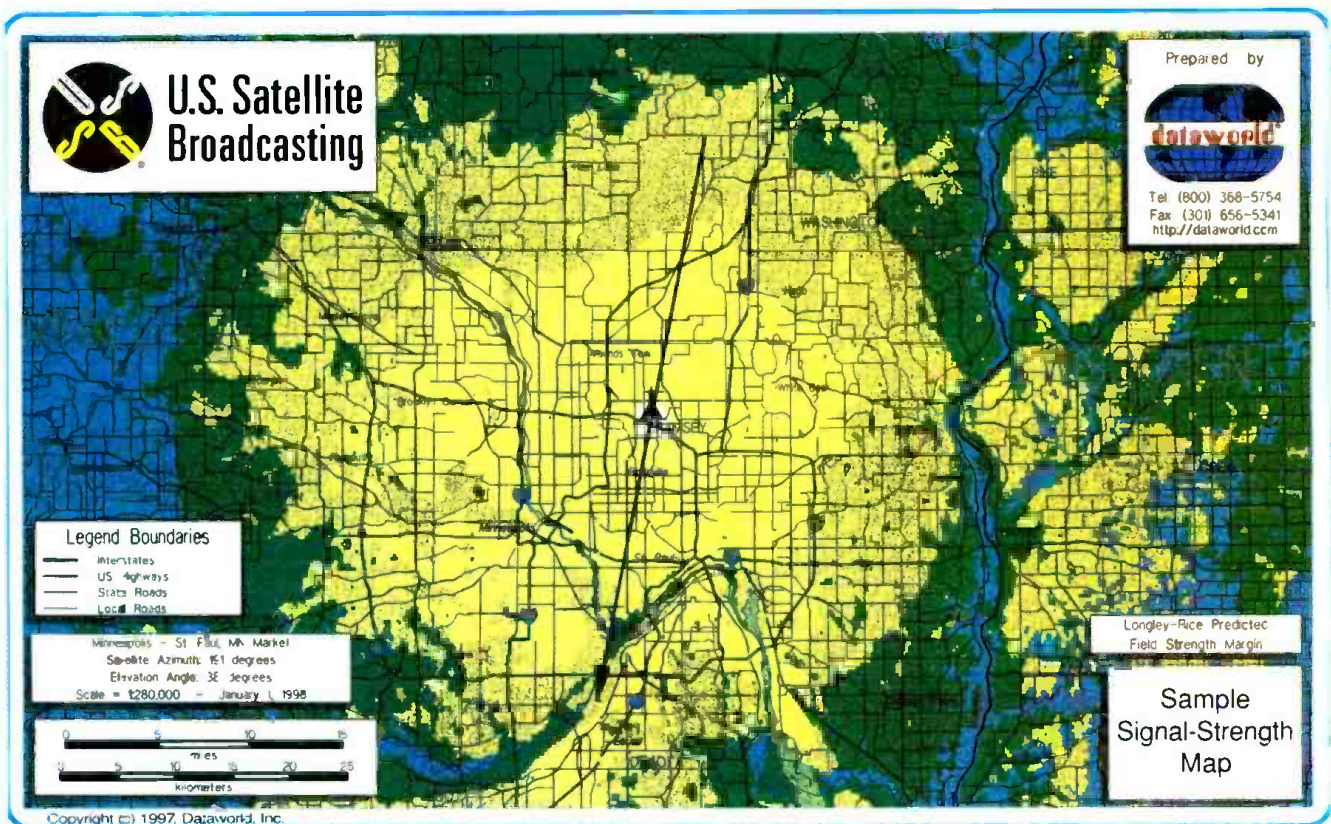
CABLE / 52

TECHNOLOGY / 22

INTERNET / 80



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TOP OF THE WEEK / 6

Paxson pitches minority diversity plan Bud Paxson has asked the FCC for some ownership relief in exchange for helping both minorities and nonminorities to build new stations from unused construction permits. / 6

Minority ownership: A not-much-progress report According to a Commerce Department report, minority media ownership has increased by only about 1.5% over the past 20 years. / 7



ABC brass insisted to television critics gathered in Pasadena that a retooled prime time slate will mean a ratings upswing in the coming season. / 14

NBC, USA talks stall Wall Streeters and industry execs say recent talks between Jack Welch and Barry Diller about merging NBC with USA Networks were just a reflection of Welch's periodic edginess about the prospects for the network. / 12

Levin open to telephone deal Time Warner Inc. Chairman Gerald Levin says that his cable unit's negotiating leverage with long-distance carriers has dramatically increased. / 13

More bird troubles for EchoStar New glitches with EchoStar Communications satellites may force the DBS provider to scale back local programming delivery. / 13



The Rev. Jesse Jackson wants to meet with Rupert Murdoch. / 14

PrimeTime 24 loses in Miami As many as a million satellite subscribers nationwide will lose their CBS and Fox feeds after a Miami court orders satellite TV provider PrimeTime 24 to stop transmitting the signals. / 19

For more late-breaking news, see "In Brief" on pages 80-81

COVER STORY

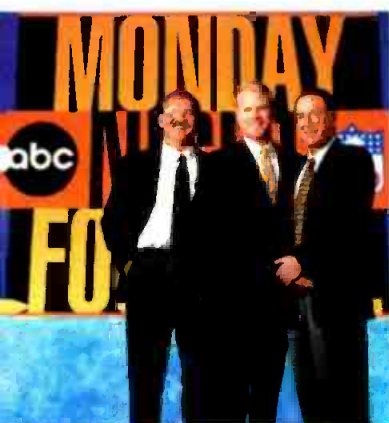


Digital Transmission: The Towering Challenge

With a Nov. 1 launch deadline approaching, stations appear confident about the transmission end, but they worry about the capability of home sets. / 22
Cover photo by Scott Robinson

BROADCASTING / 41

Seconds for '60 Minutes' CBS confirmed last week its plans for a second weekly edition of *60 Minutes* in early 1999, with Jeff Fager as executive producer and *60 Minutes* creator Don Hewitt helping to develop the new show. / 41



Same night, new look. / 44

'Caroline' gets dual play

Caroline in the City starts its syndication trek in fall 1999 on broadcast stations and later will head to cable's Lifetime Television to air without any competition from the station side. / 41

Post-Newsweek switching reps

The Post-Newsweek station group, with annual national spot billings of some \$150 million, is switching rep firms from Petry, Blair and Katz to Cox-owned MMT. / 44

CABLE / 52

ESPN West goes south Plans for ESPN West, which was set to launch this fall, were scrapped at the last minute: the Disney-owned cable network's entire plan to enter the profitable regional sports business could be in jeopardy. / 52



Cable networks showcased upcoming fare at the TV Critics Association tour. / 56

Albert rejoins MSG

Less than a year after he pleaded guilty to misdemeanor assault charges, sportscaster Marv Albert has been hired back by MSG Network to host its nightly news show, *MSG SportsDesk*. / 52

TVN bonds with financial community

Pushing forward in its plans to sell digital cable services to MSOs, TVN Entertainment Inc. is looking to raise \$250 million through the sale of junk bonds. / 56

INTERNET / 60

Launch revs up service for @Home, Road-Runner CD-ROM music publisher Launch Media will introduce a high-bandwidth version of its monthly cyberzine via cable modems. / 60

Changing Hands.....62	Datebook.....76	Fifth Estater.....77
Classified.....64	Editorials.....82	Nielsen Ratings...48, 58
Closed Circuit.....18	Fates & Fortunes.....78	Washington Watch...19

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Paxson pitches diversity plan

But others have "long way to go" in promoting minority ownership, FCC chief says

By Chris McConnell
and Paige Albinak

FCC Chairman William Kennard last week got at least one solid suggestion from the broadcast industry in his push for plans to promote ownership diversity.

While a powwow with NAB and industry chieftains produced little in the way of specific plans, by week's end the FCC chairman had a proposal in hand from one broadcaster: Bud Paxson.

Paxson, who was not at last Tuesday's highly touted tête-à-tête between the FCC and broadcasters, asked commissioners for some ownership relief in exchange for helping both minorities and nonminorities to build new stations from unused construction permits.

"I think this is a doable deal," said Paxson, who picked up licenses for six new stations earlier this year during a flurry of deal-making for contested license applications. Paxson added that he already has partnered to build up to five of the construction permits with an "experienced African-American broadcaster" whom he did not name.

The Paxson plan calls for allowing financial backers such as his company to own up to 33% of the new broadcasters without having that interest count toward national ownership limits. It also proposes allowing signal overlap between a new entrant's station and a partner's station, provided they are in different markets.

The plan calls for deals among the new entrants, financiers and programmers to be struck by Dec. 1 and suggests requiring the new stations to be on the air within 12 months.

Paxson said there are more than 100 construction permits and unchallenged applications that could be built into



Above: After his meeting with NAB's Fritts (l) and broadcast leaders, Kennard (r) said companies pushing for ownership relief must show what they can do for diversity. Paxson's plan would allow broadcasters a 33% unattributed stake in new ventures.

new stations. He added that he already has briefed Kennard on the plan but has not run it past the other four commissioners.

In an interview last week, Kennard credited Paxson with "thinking creatively" but did not discuss the specifics of the proposal.

Paxson said he will move forward with the plan even if the FCC does not act, substituting a nonvoting, nonattributable investment in the new station groups for a voting stake. But he voiced a preference for allowing the financial backers a voting stake in the new companies as added incentive for other broadcasters to follow suit. "Let's do it aboveboard," Paxson said.

Paxson's plan came on the heels of what had been a ho-hum week for Kennard's minority ownership push. Three months after giving the industry two months to come up with new ideas to boost diversity, Kennard called on broadcasters to offer their suggestions.

While Kennard succeeded in attracting a lineup of heavyweights like CBS's Mel Karmazin, Clear Channel's Lowry Mays, Jacor's Randy Michaels and Sinclair's David Smith to a meeting, he emerged from the three-hour get-together with little more than gen-

eral suggestions and plans for a follow-up discussion.

"I think it's an adequate start, but I think we've got a long way to go," the chairman said later. "We've been discussing proposals as general concepts, and it's time to roll up our sleeves and work out the details."

NAB President Eddie Fritts said that the group discussed an array of ideas, ranging from internships to equity funds for supporting minority investment in stations. The discussion also covered ways to encourage large group owners to sell to minorities when government regulators force them to spin off a station.

Advocates of ownership diversity were unimpressed with the meeting's outcome.

"We'll know progress has been made when people put money on the table," said civil rights lawyer David Honig.

"You've got to walk the walk, not just talk the talk," added Gigi Sohn, Media Access Project executive director.

Kennard said the participants agreed on a set of "action items" that he hopes will move the group from general ideas to specific programs at a future meeting. He would not elaborate on the to-do list, however.

He also said that broadcast companies asking the FCC for further relaxation of ownership caps will have to make a case that there will be some increases in ownership diversity to go along with any loosened restrictions.

"What can you demonstrate to us ... to show there will be an offsetting benefit, so I don't have to go to the American public and say that on my watch there was a net decrease of diversity as a result of actions of this commission?" Kennard asked.

The FCC for years has been pondering a review of its ownership rules, and most broadcasters responding to Kennard's call for proposals have included relaxed ownership regulations as part of their plan.

News Corp., for instance, has sug-

gested to minority groups that it would be willing to participate in a fund to support minority investment if the groups will support News Corp. in winning some relief from the national ownership cap. After weeks of negotiations, however, the two sides in that effort have not yet been able to agree on a plan to present to commissioners (see box).

Broadcasters have also cited uncertainty about how the commission's ownership rules will treat any equity investment in minority station owners.

Some broadcasters already have moved ahead with plans to create investment funds for minority stations. Last month Chancellor Media, Capstar Broadcasting and LIN Television said they were teaming with TSG Capital Group to seek investment opportunities in minority-owned media companies.

Sinclair Broadcast Group has also told the FCC it would be willing to pitch Wall Street investment banks on the idea of financing new minority entrants in the business.

"I'm encouraged, because the call that I issued at NAB has been answered," Kennard said. ■

Jackson seeks Murdoch meeting

The Rev. Jesse Jackson wants to talk with Rupert Murdoch about the News Corp. chief's minority ownership plan.

In a letter late last month to Murdoch, Jackson raised a series of questions about the Fox proposal to establish a fund for supporting minority investment in stations while seeking relief from national ownership restrictions.

"While the proposal appears to have the potential to increase minority ownership in the short term, it is not clear whether the diversification of the industry will be long-term or that urban-market stations will be targeted," Jackson wrote.

He requested a meeting with Murdoch to discuss the plan, but as of last Friday had not heard back.

Sources say that the News Corp. proposal calls for the establishment of a \$150 million fund to support minority investment in stations. The plan also calls for minority advocates to support a Fox bid at the FCC to exceed the limit on audience reach by up to 10%. The company is currently near the 35% limit.

Fox executives have not commented on the plan, and the company has not yet proposed anything to the FCC, although it has briefed regulators.

In his letter, Jackson asked who would decide which ventures get funded and also expressed worries about the size of the fund: "I am particularly concerned that the amount of investment capital ... Fox Televisions Stations proposes to commit may vastly underestimate the value of FTS's additional 10% share of the national audience," Jackson wrote. "If the FCC approves the additional 10%, FTS may be permitted to acquire stations that collectively could be worth as much as \$3 billion at the time of acquisition." —Chris McConnell



Jesse Jackson questions the plan's long-term benefits.

Minority ownership: A not-much-progress report

By Chris McConnell

In years past the government has tried a broad mix of tax breaks, ownership relief and other preferences in its effort to boost minority ownership in the media business.

So why, according to the latest Commerce Department report, is minority media ownership still stuck at a mere 3%, up from the .5% ownership figure of 20 years ago.

A combination of some failed programs and massive industry consolidation in the wake of the 1996 Telecommunications Act, say advocates and experts on the issue. While several credit at least one program—minority tax certificates—with boosting the number of minority-owned stations, they also say that those gains have been outweighed by the loosened ownership restrictions that have allowed the largest station owners to expand their station fleets.

"It's revived monopoly," says Rainbow/PUSH President the Rev. Jesse Jackson.

"[The act] spurred massive buying

and selling," adds Washington communications lawyer Erwin Krasnow.

Krasnow, a partner at the Washington law firm where FCC Chairman William Kennard worked before his FCC career, credits the defunct tax certificate program with helping to bring about 288 radio acquisitions and 43 TV acquisitions by minorities during its 15 years of existence. The program allowed station owners selling to minorities to defer payment of capital gains taxes.

"Tax certificates were a rousing success," adds civil rights lawyer David Honig.

But Honig and Krasnow concede that other programs have not worked out as well. One FCC policy—still in existence—has sought to encourage stations facing a license revocation to sell to minorities rather than give the license back to the government. But that program has not seen much use, because regulators rarely revoke a license and force such a "distress sale."

Another policy sought to give minority groups a leg up at the comparative hearings that regulators used to conduct in assigning licenses. In 1993, however,

a court threw out the comparative criteria that regulators were using to assign licenses. Honig says that the policy allowed 23 of 100 radio licenses to go to minority groups between 1987 and 1991—and that two years later nine of those licenses still were minority-owned.

Still another policy sought to encourage minority investment by allowing TV group owners to surpass the now-defunct 12-station cap, provided that the additional stations were minority-controlled.

Honig says that policy—no longer in existence—was used only rarely. One broadcaster, Trinity Broadcasting, invoked it to acquire two additional stations and later found itself charged with abusing the policy. Regulators are still mulling whether to punish the religious broadcaster.

Honig says lawmakers should revive a new version of the tax certificate, and Jackson insists they should reexamine the 1996 Telecommunications Act as a whole. "We simply have been overwhelmed in the marketplace," he says. "No one can brag about what is happening." ■

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GE seeks perfect partner for NBC

USA is latest interest; need for outlet for off-network programming, fear of plunging profits set mood

By Steve McClellan
and John M. Higgins

Call it Jack Welch's three-year itch. Every now and then, the chairman of General Electric Co. gets edgy about the prospects for his highest-profile—but by no means most lucrative—property, NBC.

And the media-mogul mating dances commence.

That's the assessment by industry executives and Wall Street of Welch's discussions with Barry Diller about merging NBC with Diller's USA Networks Inc. NBC also has had less serious conversations with Viacom Inc.

USA and Viacom have two things that NBC doesn't have and that media executives see as important to the health of broadcast networks: a TV production arm and a broad entertainment cable network to which they can profitably funnel off-network sitcoms and dramas. NBC is fat with news networks but has only partial stakes in A&E and the Rainbow Programming networks.

None of the companies involved would comment on negotiations.

Eight weeks of talks stalled over the opposition of USA Networks' largest shareholder, Seagram Corp. Industry executives familiar with NBC's discussions say that Diller was extremely enthusiastic about a move. He has wanted to return to the major network arena since leaving Fox in 1992. With its strong cable networks and weak USA Studios production unit acquired this year from

Seagram Corp., USA Networks looks like an interesting fit with NBC.

But talks—first reported by the Los Angeles Times—were stalled by Seagram Corp. when the beverage/media company's chairman, Edgar Bronfman Jr., balked over the prospect of a stock swap that would quickly reduce his



Ill-suited: Viacom's Sumner Redstone, USA's Barry Diller and Ted Turner

"The fact is that Jack Welch doesn't want to give up control, so the challenge is finding someone who wants to work for Jack and Bob Wright," says an NBC source. "[Viacom chairman] Sumner Redstone is not interested in giving up control, and neither is Barry Diller."

45% stake in USA Networks to 20% or less of a combined company.

Diller's other major partner, Telecommunications Inc. unit Liberty Media Corp., also was not enthusiastic. The discussions finally collapsed last week during the annual media retreat in Idaho sponsored by investment banker Allen & Co.

"It's not dead, but it's not active right now," says one executive familiar with the talks.

An NBC source confirms that talks with both Diller and Viacom have taken place. The talks with Viacom were characterized as exploratory and were not described as negotiations.

That's par for the course for Welch. In 1995, he appealed to Ted Turner's long

lust for a broadcast network by seeking a merger with Turner Broadcasting System Inc. Indeed, it was friction between Turner and major shareholders Time Warner Inc. and TCI over the NBC deal that helped to force the subsequent sale of the network to Time Warner.

In 1992, Welch was talking to Paramount Communications Inc., which wanted to take advantage of the new relaxation of federal rules that limit a studio's role in a broadcast network. But no deal emerged, and Paramount later sold to Viacom Inc.—a fight in which Diller was the loser.

What puts Welch so frequently in the mood to dance? This round is inspired by the image of a hammer pounding NBC's profits next year. Sanford Bernstein & Co. media analyst Tom Wolzien sees NBC's profits plunging

from more than \$500 million this year to \$250 million—\$300 million next year. The reasons: losing NFL games and facing a \$250 million increase in Warner Bros.' license fee for top-rated drama ER.

But Welch isn't looking for an outright sale. He wants a stock swap merger through which he and NBC President Bob Wright would continue to wield great influence.

"The fact is that Jack Welch doesn't want to give up control, so the challenge is finding someone who wants to work for Jack and Bob Wright," says an NBC source. "[Viacom chairman] Sumner Redstone is not interested in giving up control, and neither is Barry Diller."

The executive says that the challenge will be to find "a John Malone who wants to go off and operate in his own little corner of the world" and cede control of the rest of the operation.

One Wall Street executive says that the talks do not necessarily reflect well on Diller. "It signals that Diller is still desperate to get his hands on a television network. He wants the spotlight, and he's willing to do a dilutive deal to get there." ■

Levin open to telephone deal

Time Warner chief says his cable unit is in strong position in negotiations with long-distance carriers

By John M. Higgins

Basking in the cable rally following AT&T Corp.'s deal to buy Tele-Communications Inc., Time Warner Inc. Chairman Gerald Levin argued last week that his cable unit's negotiating leverage with long-distance carriers has dramatically increased.

Speaking to reporters about suprisingly strong second-quarter results,

Levin said that the company has had continuing joint-venture discussions with all the major long-distance carriers—including AT&T—that are looking for a way into the local phone mar-



Levin says Time Warner has more leverage with long-distance firms.

ket that would bypass the Baby Bells and their hefty access charges.

"There is certainly more than one long-distance company," Levin said. "I want to encourage competition." (That is, competition for access to Time Warner's systems.)

Time Warner's stock jumped sharply to all-time highs Friday, hitting \$98.75 per share in the wake of strong earnings growth at TBS Inc., HBO and Time Warner Cable—plus Levin's emphasis on telephone dealings.

Time Warner has been lagging behind some of its large MSO peers in the telephone game, halting its cable

telephone plans despite moves by Cox Communications Inc., Cablevision Systems Corp. and MediaOne Group Inc. to introduce residential phone products. Time Warner stopped expanding its initial foray in Rochester, N.Y., two years ago. It has focused solely on its competitive access operation, aiming only at business customers.

But Time Warner executives note that once upgraded, their systems could be adapted to the kinds of cable telephone services some MSOs are pursuing on a limited scale or to the unproven technologies contemplated by AT&T.

If long-distance carriers decide cable is the way to go, Time Warner has the largest national footprint and is the only option in key markets like New York City and Orlando. "In our service areas, we're the guy," says Time Warner President Richard Parsons. "It's not like there's going to be another facilities-based competitor." ■

More bird troubles for EchoStar

Glitches could affect local programming strategy

By Price Colman

New glitches with EchoStar Communications satellites may force the DBS provider to scale back local programming delivery.

EchoStar discovered this week that one primary and one back-up transponder on EchoStar IV, launched May 8, have failed. It's the second problem for EchoStar IV, which failed to fully deploy its solar panel array shortly after launch and thus can't fully power all transponders.

As a result, EchoStar will have two fewer transponders—22 instead of 24—for providing local and niche programming to the western U.S. from the 148 west longitude slot. Over time, transponder capacity will decline, although EchoStar expects to have at least 16 transponders available for use during the bird's 12-year life span.

EchoStar also says that it may have to shut down certain transponders on EchoStar III at 61.5 degrees for several weeks during summer and winter solstices, because some electric power converters are operating at higher-than-

expected temperatures. EchoStar III is providing local-into-local service to several cities east of the Mississippi River. The periodic shutdown would be to prevent transponders from overheating.

EchoStar originally planned to use EchoStar IV as the primary source for its national DBS service from 119 degrees, but the problems prompted the company to adopt a plan B: putting EchoStar IV at 148 and leaving EchoStar I at 119 degrees.

The problems aren't expected to affect EchoStar's Dish Network national programming service, although the company had hoped to use EchoStar IV to expand program offerings.

With losses expected to top \$200 million, EchoStar plans to file insurance claims on the two Lockheed Martin-built birds. The problems apparently are related to design and construction of the satellites, according to EchoStar, which plans to use proceeds from the insurance settlement to launch a new satellite to 119 degrees three years from now. The new bird would replace EchoStar I, which would be used as a backup. ■



Among EchoStar's satellite problems are some overheating power converters on EchoStar III.

ABC vows better days ahead

Bloomberg, Tarses tell critics that ratings will improve next season

By Michael Stroud

ABC is finally on the turnaround trail, network executives promised last week.

ABC brass insisted to television critics gathered in Pasadena that a retooled prime slate and a *Monday Night Football* moved an hour earlier to attract more East Coast viewers will add up to a ratings upswing in the coming season. ABC has had a disappointing year in which it fell behind Fox for the first time ever among 18-49-year-olds. "I think there's no way we won't improve," ABC Entertainment President Jamie Tarses said.

Her partner in the retooling effort, ABC Entertainment Chairman Stu Bloomberg, said that ABC's research department, after years of gloom and doom, "for the first time is saying we're going to improve." Despite ABC's



Tarses and Bloomberg say retooling will please viewers, affils.

downturn and its impact on Disney stock, Disney Chairman Michael Eisner "has been incredibly supportive," Bloomberg said.

Eisner has plenty to be tense about. *Dharma & Greg* was one of the network's few standout new hits; ratings for *Home Improvement*, once ranked number one, have slipped. Analysts have begun to worry that lower ratings and a \$9.2 billion rights deal by ABC and ESPN for NFL football will drain the parent company's resources.

Bloomberg said that the new season will introduce some jewels, although he refused to identify even one. "I love these shows," Bloomberg said. "I can't say I said that last season."

Half-hour "dramedy" *Sports-Night*, a kind of *M*A*S*H* in the newsroom, has attracted perhaps the greatest early buzz. Other possible standouts are Barry Sonnenberg's take on *Fantasy Island* and *The Hughleys*, about a black family in the suburbs.

The network will reprise its cheeky ad campaign for the upcoming season, with catchphrases like "Hello? It's Free" and "Sleep Well. Tomorrow's Another Full Day of Broadcasting."

Bloomberg and Tarses seemed relatively relaxed on the dais. That was a change from previous press tours, where Tarses faced repeated questions about whether she would be leaving ABC. Questions aimed at Tarses' tenure at ABC were relatively benign, such as what she had learned from her experience over the past year. Joked Tarses: "You guys got tired of attacking me and waiting for me to leave." ■

Bonica leaves Panasonic

Cites personal reasons for departure

By Glen Dickson

Steve Bonica has resigned as president of Panasonic Broadcast and Television Systems Co., effective July 31. He has led Panasonic's broadcast business for seven years.

Under Bonica, Panasonic made some big moves in the broadcast equipment arena, grabbing market share from Sony in the ENG market with its DVCPRO digital tape format and snagging early DTV sales with its D-5 format. The D-5 format has become the master HDTV tape format of choice for CBS and ABC and a host of fledgling DTV broadcasters. Panasonic also got the contract to build ABC's HDTV Release Center in New York, which the network will use to originate its DTV program feeds.

Bonica's departure comes as Panasonic Broadcast and Digital Systems Co. (PBDSC), the biggest of six divisions he oversaw, is relocating from Secaucus, N.J., to new headquarters in Los Angeles. The move should be completed in early September. At the time of Bonica's resignation, Panasonic had not yet made an official decision as to whether he was going to head west or stay in the New York area. Now that he has resigned, he will continue to reside in New Jersey.



Bonica was riding high at NAB '98, where he pledged that Panasonic would make "an aggressive full-court press" to get DTV equipment to market.

But Bonica says that he is leaving Panasonic for personal reasons that have nothing to do with the move, which he would have been happy to make. "The why is simple," he says. "I've been in this job for seven years. I feel we've made a lot of accomplishments over the period—the team has grown a lot, and we have grown the business tremendously—but now it's time for me to look at other opportunities in the industry."

Bonica says he has no definite plans but will seek another top spot at a broadcast equipment manufacturer or communications company. "Certainly cable is a high priority these days, so I may be looking at that," he says.

Hiro Onishi, Panasonic Broadcast and Television Systems vice president, will fill in for Bonica until a successor is named. ■

Rothfeder disputes résumé charges

Former Bloomberg News editor Jeffrey Rothfeder defended his résumé and his record last week, saying that "I never claimed to be anything that I'm not." Rothfeder was about to be named CNBC's first managing editor two weeks ago, when CNBC officials charged him with padding his résumé (B&C, July 13).

CNBC insiders say that Rothfeder's résumé listed a bachelor's degree from the University of California at Berkeley, a school he says he attended. Rothfeder says he graduated from New York State's Empire College and that his résumé "just says I have a BA in English." Rothfeder claims CNBC "made a mistake in the press release they issued" when they credited him with a BA from Berkeley.

A CNBC spokesperson called the controversy "a private matter between CNBC and Rothfeder, and we're not in a position to discuss the details." Rothfeder says the



Jeffrey Rothfeder says it ain't so.

breakup of his deal to join CNBC wasn't caused completely by the résumé snag but was "a mutual decision."

"When I began to look at the setup in the CNBC newsroom and how the organization was structured, I saw that it was a producer-dominated environment, and I realized that wasn't for me," he says. "I felt that I wouldn't have been able to accomplish what I wanted to do, which was more enterprise-type stories and more breaking news."

CNBC says they'll continue searching for a managing editor. Rothfeder says he's looking for a job. He resigned from Bloomberg earlier this month after a six-year tenure there. "I've run solid newsrooms. People know my reputation, and they know this is much ado about nothing," he says. "I'll land somewhere, and I'll be fine."

—Donna Petrozzello

Fox, stations on the goal line

Deal close for \$45 million–\$50 million station contribution to NFL rights guarantees unlikely

By Steve McClellan

Fox and its affiliates are close to an agreement under which the stations will contribute \$45 million–\$50 million annually to help pay Fox's NFL rights bill. That bill soars 39%, to \$550 million a year, under the renewal agreement reached in January.

The stations had tried to get Fox to commit more formally to giving them market exclusivity for Fox network programming, but it doesn't appear that will happen—at least not as a quid pro quo. The network position has been and continues to be that stations have de facto exclusivity but not contractual exclusivity.

Fox Television Chairman Chase Carey has told stations that the network needs the flexibility to change course on exclusivity quickly if market conditions dictate; it can't afford to get bogged down in lengthy station contract renegotiation to change that course, he has said. In recent weeks, sources say, the stations have agreed to accept that position for now. But Murray Green, affiliate board chairman and general manager at WFLX(TV) West Palm Beach, Fla., says separate talks on exclusivity will continue after the agreement on football is concluded.

Sources say that the NFL contribution deal is structured in such a way that stations won't have to dip into their own



"I'm optimistic we'll be able to present [the football plan] to the board."

—Pat Mullen, general manager of wxmi(tv) Grand Rapids, Mich.

operating profits to pay their share. Instead, stations in effect will act as time sales agents for the network—selling three prime time spots and two new NFL spots locally, where they generate higher rates, and then kicking back some or all of the proceeds to the network. How much each station kicks back will depend on how much it benefits from having the NFL. Stations located in National Football Conference

markets will pay more, proportionately, than stations not in NFL markets.

In addition, some or all of the \$100 million that Fox has agreed to pay (over five years) to buy out the affiliates' equity stake in Fox Children's Network will be funneled to the NFL contribution, as will station fees from cable retransmission consent agreements.

Fox and the stations resolved one FCN issue last week, reducing the proposed level of station promotions for the kids block going forward. The two sides continue to work on a couple of minor points on the football contribution agreement itself. "It's basically in the 'i' dotting stage," says a network source.

"We're making progress on both [the football plan and the FCN issue]," says Pat Mullen, general manager of wxmi(tv) Grand Rapids, Mich., and a member of the affiliate committee working on the football contribution agreement. "I'm optimistic we'll be able to present [the football plan] to the board" soon, he says.

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TCI Music to harmonize online, cable content

By Richard Tedesco

TCI Music will relaunch Websites for its DMX and The Box cable networks as the first step toward integrating those services with SonicNet. Ultimately, TCI Music will interweave the trio through set-top software.

Revamping the sites will let PC users preview music videos and order them on The Box site for viewing on the cable service. The playlist will be posted online, which will eliminate the delay in viewing the scrolling list on the air. DMX will begin offering downloads from its digital archive of 100 channels, each containing 3,000-plus tunes. Eventually, DMX cable subscribers will be able to modify their program options via the Website.

Features from SonicNet's inventory of live performances and artist interviews will be integrated into the other two sites. The Box site is set to relaunch in August, and DMX will follow in September, according to Tom McPartland, president of TCI Music.

The idea is to mix and match elements of the three to gauge their relative appeal in the respective online venues—and, finally, to remix content from SonicNet, The Box and DMX through the digital set-top boxes that will be deployed by TCI Music's parent, Tele-Communications Inc. Links for the purchase of CDs through the sites online will be offered through the set-tops, effectively setting up a TCI Music "store" for cable subscribers, according to McPartland.

SonicNet is exploring the streaming of live concert events on @Home (see story, page 60). TCI Music is discussing DMX projects with both @Home and RealNetworks, according to McPartland. ■

CLOSED CIRCUIT

BEHIND THE SCENES, BEFORE THE FACT

DENVER

Keeping up with Jones

The bad blood that developed between Jones Intercable and Bell Canada International (BCI) while they were married is making the divorce difficult, too. Comcast, which is buying out BCI's interest in the failed union, has been encouraging Intercable Chairman Glenn Jones to consider accelerating his exit, sources say. And Jones, with the Jones International Networks \$100 million debt deal, is clearly laying groundwork for what he intends to do post-Intercable. Also, BCI itself could benefit from getting its cash now instead of in three years. The problem? Glenn Jones and BCI CEO Derek Burney are still at loggerheads, including in court, and that's blocking a face-saving plan for a speedy breakup that would benefit everyone. Sources familiar with the situation say there's a 50% chance that Glenn Jones will depart before December 2001.

WASHINGTON

FCC gives spectrum to DEMS

DirecTV suffered a setback in its effort to collect more DBS spectrum when the FCC last week reaffirmed a 1997 decision to give the sought-after channels to a service known as digital electronic message service (DEMS). DirecTV had been pushing the commission to let it use spectrum in the 24 GHz band to increase the supply of DBS spectrum. Onlookers have said that the DirecTV plan might increase the DBS channel supply by a factor of four. Last year, however, commissioners decided to give the spectrum to the DEMS service, and last week the new commission upheld the action, even though it was taken without public notice and comment.

Pentagon weighing in

The Pentagon is expected to release its report on CNN's poison gas story this week, possibly

today (July 20), according to a spokesperson at the U.S. Department of Defense, who said that the report will be posted on its Website. Separately, fired CNN producers Jack Smith and April Oliver, the principal producers on the gas story, will issue their own report this Wednesday (July 22) at a presentation at the New York branch of the Media Studies center's Newseum. Robert Giles, executive director of the center, says the pair promise "new information that hasn't been reported." The two were also on the radio talk show circuit last week, making their case for the story.

LOS ANGELES

Punching it up

Sources say the fighting has been turned up a notch on *The Jerry Springer Show* for the July sweep period. Springer's distributor said last April that the fighting would be halted altogether, but some violence has persisted. Sources say editing of the constant *Springer* fights has been "softened" in an effort to bring ratings up during the sweep. Since the little-known July sweep period started on July 7, *Springer* has averaged a 5 rating/15 share in the overnight markets, according to Nielsen Media Research. A spokesperson for Springer's show had no comment.

Owens on way out?

KABC(AM) Los Angeles may soon be looking for a new weekday morning drive-time host to replace Ronn Owens, according to radio insiders. Owens, whose show originates from ABC's KGO(AM) San Francisco and has been simulcast on co-owned KABC, took over for 30-year veteran KABC talker Michael Jackson about a year ago. Radio sources say Owens' show has struggled to gain ratings high enough to keep it on the good side of KABC management. Owens is expected to keep his morning drive shift at KGO. KABC did not comment on the matter by press time.

PrimeTime 24 loses in Miami

Judge orders DBS service to drop CBS and Fox signals

By Paige Albinak

As many as a million satellite subscribers nationwide will lose their CBS and Fox feeds after a Miami judge last week ordered satellite TV provider PrimeTime 24 to stop illegally transmitting the signals.

"In the very end, no matter who was at fault, it's the consumer who ends up suffering," says Andy Paul, senior vice president at the Satellite Broadcasting and Communications Association.

PrimeTime 24 and its distributors—primarily direct broadcast satellite companies DirecTV and EchoStar—have until Oct. 8 to turn off the signals of subscribers defined by the FCC as "served." Served households, according to the commission, are ones that are located in the outer portion of a broadcaster's signal and can receive it clearly via rooftop antenna more than half the time.

PrimeTime 24 has signed up some 1.5 million subscribers since broadcasters filed their complaint in Miami

on March 11, 1997, according to a case transcript. The court ordered PrimeTime 24 and its distributors to turn off signals to all ineligible subscribers that they have signed up since the broadcasters' filing.

Satellite broadcasters argue that the law, passed in 1988, does not clearly or realistically define a way to determine whether households should be able to receive a distant network signal.

A recent petition filed at the FCC by the National Rural Telecommunications Cooperative (NRTC), which sells DirecTV's service to rural subscribers, asked the commission to reconsider the definition of a served area. NRTC would define served as a household in the outer portion of the signal that can clearly receive the broadcast signal all the time. Under that definition, satellite broadcasters would be able to offer imported signals to more households.

Broadcasters see the ruling as a victory, although they are likely to receive

complaints from unhappy consumers who have been cut off.

"PrimeTime 24 broke the law and broke their word to Congress," says NAB President Edward Fritts. "PrimeTime 24 knew where they could and could not sell this service, and they knowingly and willfully sold it anyway."

Miami Federal Judge Lenore Nesbitt required the broadcasters to put up a \$300,000 bond in case they lost their case against PrimeTime 24. The broadcasters had requested a \$50,000 bond, while sources say PrimeTime 24 asked for a much higher amount under court seal. Broadcasters last month reached a settlement over the same issue with satellite TV distributors Primestar and Netlink, both of which agreed to determine subscriber eligibility by a ZIP code-based system.

Similar cases are under way in Raleigh, N.C., where a trial is scheduled to start July 20, and in Amarillo, Tex., where the judge still is deliberating. ■



WASHINGTON WATCH

By Paige Albinak

McCain wants his DTV

Senate Commerce Committee Chairman John McCain (R-Ariz.) is concerned that first-generation digital TV sets will not be able to provide digital television to cable customers, he wrote last week in a letter to CEMA President Gary Shapiro. McCain's worries center on a "fire wire" standard, still under development, which will pass digital signals through at high speeds. That standard likely will be complete by this fall, said Circuit City's Alan McCollough at a July 8 hearing on digital TV, but will not be finished in time to make it

into the first round of digital sets, due out in November. Without that standard in place, consumers will require more than a receiver for their new digital TV to work with cable.

Overlapping signal? No problem

Sen. Conrad Burns (R-Mont.) last week introduced legislation that would allow broadcasters to own television stations in different markets if their Grade-A or Grade-B signals overlap. FCC rules currently forbid ownership of two overlapping stations in separate markets. The FCC is reviewing

those rules. Senate Commerce Committee Chairman John McCain (R-Ariz.) co-sponsored the bill.

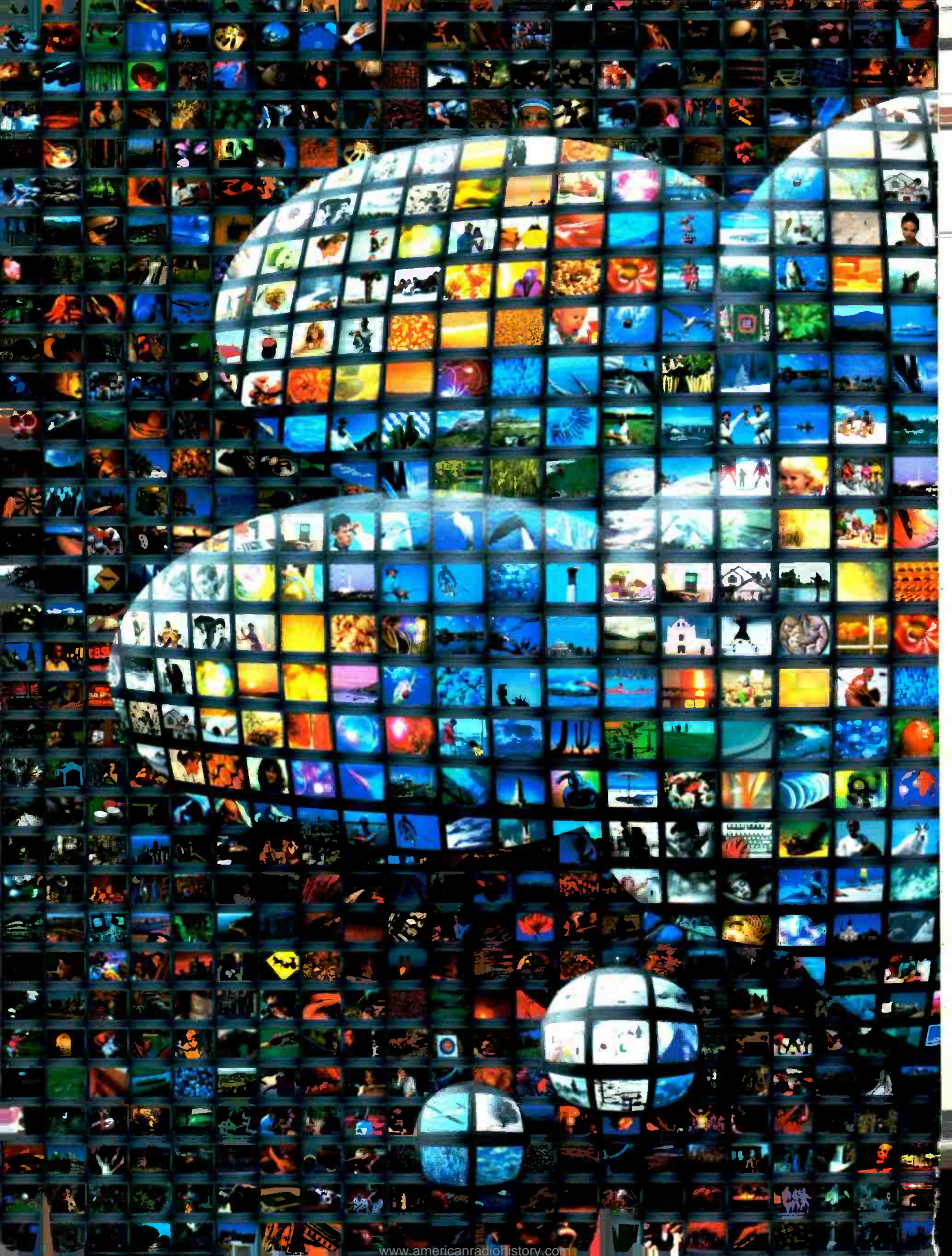
Beat it kid, I'm watching TV

Television still doesn't beat reading as the nation's top leisure-time activity, but Americans would rather read, watch the tube or pull weeds than spend time with their families. In the latest poll conducted by Louis Harris & Associates in New York, nearly one-third (30%) of 1,007 respondents said they preferred to spend their limited free time reading, while a little more than one-fifth (21%) said they liked to relax in front of the TV. Gardening came in third, at 14%, and spending time with family was fourth, at

13%, which was up 1% from the previous two years. Americans also said that they spend nearly 50 hours a week at their jobs, leaving them less than 20 hours per week to pursue other activities. The poll has a margin of error of plus or minus three percentage points.

House panel votes to fund CPB at \$340 million

The House Appropriations Committee last week voted to fund the Corporation for Public Broadcasting at the administration's full request of \$340 million for fiscal 2001. The entire fiscal 1999 Labor and Health and Human Services spending bill (which contains CPB's 2001 appropriation) next goes to the House floor.



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Tektronix

Counting down to

With Nov. 1 launch deadline approaching, stations are pretty confident about transmission end but worry about capability of home sets

By Glen Dickson

So far, 1998 has been a boom year in the long history of America's digital television standard.

The preview of the first DTV receivers at the Consumer Electronics Show in January was followed by an aggressive rollout of DTV transmission and production gear at the NAB convention in April. And a little more than three months remain before the commercial launch of DTV on Nov. 1, when 24 major network affiliates and O&Os in the top 10 markets have pledged to begin digital broadcasts.

All but three of those stations are on schedule. Two that won't make it are WMAQ-TV, the NBC owned-and-operated station in Chicago, and WWJ-TV, the CBS O&O in Detroit, both have told the FCC that tower problems will prevent them from making the Nov. 1 voluntary deadline. WJBK-TV, the Fox O&O in Detroit, also is behind schedule, but for a different reason: frequency coordination issues with its Canadian neighbors (Fox has offered to substitute a DTV station in Denver if WJBK-TV isn't broadcasting DTV by Nov. 1).

So far, 16 stations have broadcast digital signals. Only four of the 16—WFAA-TV and KXAS-TV Dallas/Fort Worth, WSB-

TV Atlanta and WCBS-TV New York—belong to the aforementioned "18-month group" that promised to be on by November. The rest are station group-owned affiliates in smaller markets or public broadcasters, with the exception of industry-sponsored WHD-TV Washington.

Although some of the 16 stations are experimental and since have signed off, and others are operating on an intermittent basis at low power, these pioneers have proved that DTV is possible and have gathered valuable knowledge about equipment requirements and the peculiarities of the DTV signal.

B&C spoke with seven of these early DTV broadcasters to gauge how their digital transition is going and to gain insight into the challenges that DTV transmission presents. Although the DTV experiences of those interviewed vary greatly—from one-time live HDTV demonstrations to day-in, day-out DTV broadcasts with extensive reception testing—a few common themes run throughout. (Station status reports appear on pages 26-40.)

Equipment availability is no longer a big concern for stations willing to open their wallets. Most interviewees say that equipment will be pricey but think they will be able to find everything they need by November.

While these early DTV broadcasters may not be worried about the equipment on their end, most expressed concern about the consumer receivers that are due to hit retail shelves this fall. Their anxiety is understandable, since most of them have been unable to procure prototype receivers to watch their fledgling DTV signals. WFAA-TV Dallas, for example, relies on a single spectrum analyzer to make sure its DTV signal is still on the air.

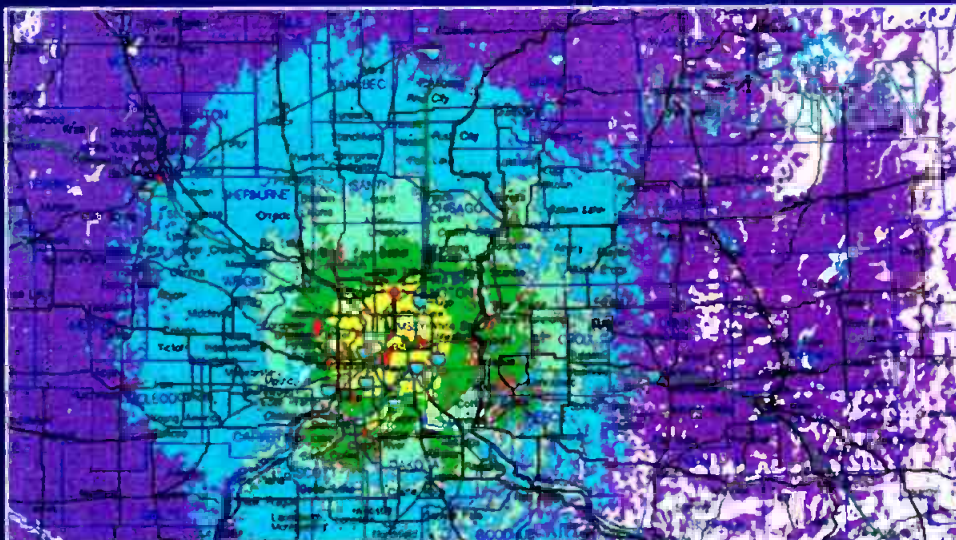
What most broadcasters are worried about is the reception capabilities of the receivers, namely their ability to deal with multipath interference and obtain a usable 8-VSB signal from even a small indoor antenna. The reason for their uncertainty is that there has been a dearth of DTV reception testing—the only formal completed tests are the Advanced Television Test Center's (ATTC) tests in Charlotte, N.C., in 1994, which focused on outdoor antennas, and the tests conducted over the past year by WRAL-HD Raleigh, N.C. and WHD-TV Washington.

"Indoor reception is what we have the most questions about," says Bob Ross, CBS vice president of operations and engineering for news production systems. "There are a lot of questions that remain unanswered for now. We are broadcasting in a highly reflective environment. Will there be adequate memory built into the new generation of digital TVs? We just don't know. If the receiver manufacturer does not provide sufficient range with the adaptive equalizer, how will the receiver perform?"

Lynn Claudy, NAB senior vice president for science and technolo-

"Indoor antennas aren't going to work beyond the yellow and green zones," says CEMA engineer Ralph Justus of this coverage map of St. Paul/Minneapolis(l). "And even inside those zones there are a lot of variables that need to be factored into retail guidelines."

Model station project WHD-TV Washington's digital antenna is mounted 405 feet up on WRC-TV's tower (r).



DTV

DTV says the Grand Alliance/Zenith prototype adaptive equalizer used in the Charlotte, Raleigh and Washington tests had "some definite inadequacies," and he isn't convinced that much progress has been made since.

"There really hasn't been any kind of complete study on the products that will be available this fall," Claudy says. "The products that have been tested have all been prototypes."

Consumer electronics manufacturers say their adaptive equalizers will be robust enough to combat multipath interference.

But they agree that more in-the-field testing needs to be done to make sure early DTV set buyers have a good first impression of DTV.

"We can't just build hardware to spec, dump it out there and find out what happens," says Gary Feather, senior manager, business development, for Sharp Labs in Camas, Wash. Feather adds that indoor antenna design "has not moved along as fast as it could have" mainly because antenna manufacturers thought the potential problem in DTV reception was signal strength, not multipath interference.

Testing at WHD-TV and Sinclair's WFFH-TV Baltimore indicate that a high degree of directionality is needed to receive a DTV signal, so much so that rotational mounts may be needed for rooftop antennas so receivers can hone in on DTV signals from towers in different locations.

For its part, CEMA is putting together coverage maps for all 211 DMA's that indicate what kinds of antenna consumers will need depending on where they live in the market. The over-the-air reception maps, which originally were the brainchild of DBS operator USSB, will be available to retailers by early fall.

Although the color-coded coverage maps are based on NTSC reception, Ralph Justus, CEMA director of engineering, says they have taken into account such DTV factors as multipath interference and signal strength. "We've made some very conservative assumptions about the ability of an area to receive a signal."

Justus is certainly conservative when predicting the viability of indoor antennas for DTV recep-

tion. "Our running description to retailers is outdoor is better, and higher is better," he says. "Indoor is still a question mark. We know it will work in some locales, but we can't predict it will work with any degree of confidence. Multipath is a much more pesky problem for indoor antennas than outdoor ones."

And what potential DTV set buyers may not be aware of is that any "problem" with digital results in no picture, because of the well-documented "cliff effect" of DTV reception. While NTSC pictures gradually degrade due to multipath interference or a weak signal, DTV sets will get a perfect picture or none at all.

"With a noisy picture, a customer might be unhappy," says Mark Knox, Samsung senior marketing manager. "But no picture at all will make for a very unhappy customer." ■

DTV PIONEERS

Station	Owner	Network affiliation	Analog ch.	Digital ch.
WFAA-TV Dallas	A.H. Belo	ABC	8	9
KXAS-TV Dallas	NBC/LIN	NBC	5	41
KOMO-TV Seattle	Fisher Broadcasting	ABC	4	38
KCTS-TV Seattle	KCTS Television	PBS	9	41
WRAL-TV Raleigh, N.C.	Capitol Broadcasting	CBS	5	32 (exp.)
KITV(TV) Honolulu	Hearst-Argyle	ABC	4	40
WLWT(TV) Cincinnati	Hearst-Argyle	NBC	5	35
WETA-TV Washington	Greater Washington Educational Telecommunications Assn.	PBS	26	34 (exp.)
WHD-TV Washington	Industry-sponsored	Industry-sponsored	N/A	30
WCBS-TV New York	CBS	CBS	2	33 (exp.)
KOPB-TV Portland, Ore.	Oregon Public Broadcasting	PBS	10	35 (exp.)
WBFF(TV) Baltimore	Sinclair	Fox	45	46
WNUV-TV Baltimore	Sinclair	WB	54	40
WSB-TV Atlanta	Cox	ABC	2	39
KHOU-TV Houston	A.H. Belo	CBS	11	31
WKOW-TV Madison, Wis.	Shockley Communications	ABC	27	26

Exp.=experimental

PanAmSat demos HDTV satellite systems

Vendors show broadcasters their compression wares

By Glen Dickson

Compression suppliers and broadcast and cable engineers descended on PanAmSat's Napa, Calif., teleport last week for a demonstration of HDTV satellite compression systems. The two-day event featured HDTV encoding and decoding equipment from Mitsubishi/Tektronix, NDS, NEC, Sony, Tiernan and Thomson, and representatives from CBS, Disney, HBO, NBC, Sony Pictures Entertainment, Turner Broadcasting, Univision and Viacom.

Sony provided the HD material for the demo, which was played off a Panasonic D-5 tape deck and decompressed to 1.5 Gb/s baseband HDTV. Compression vendors then fed the signal into their encoders and compressed it, after which it was uplinked in C-band to the PAS-2 satellite and in Ku-band to the PAS-5 bird using satellite modems from Newtec and E.F. Data. The signals were received and demodulated back at the Napa teleport, decoded by the respective vendors' systems and fed to Sony and Barco monitors for display.

While all of the vendors successfully encoded signals in 1080I at the 19.4 Mb/s, MPEG-2 4:2:0 ATSC broadcast



Watching the HDTV demonstration at PanAmSat's Napa, Calif., teleport are (l-r): Fred Landman, PanAmSat president; Brent Stranathan, CBS VP of network transmissions; Paul Heimbach, Viacom VP/senior technology officer; Robert Bednarek, PanAmSat senior VP/chief technology officer; David Berman, PanAmSat senior VP/programming distribution, and Charles Dages, Warner Bros. senior VP/technology.

standard, none showed 720P encoding. The vendors also were given the opportunity to encode their signal in the MPEG-2 4:2:2 scheme at higher data rates, such as the 45 Mb/s (DS-3) rate that is considered the likely contribution standard for DTV network feeds. Four of the six vendors successfully showed DS-3 encoding, while the other two achieved 30 Mb/s or better; PanAmSat wasn't saying which manufacturers didn't achieve DS-3 rates.

For preproduction systems, the HDTV encoders functioned very well.

said Rob Bednarek, PanAmSat senior vice president/chief technology officer. "I applaud the manufacturers' courage," he said. "They're here, warts and all, in front of a very knowledgeable crowd."

Alastair Hamilton, senior vice president of worldwide distribution technology for Turner Broadcasting System, agreed: "A lot of work has been done by these companies, and they've come a long way. In six to 12 months, all the companies here will have a first-class product out in the market." ■



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WHD-TV Washington

Owner: Model HDTV Station Project Inc.

Experimental station

Digital channel: 27 & 30 (Note: ch. 34 has been handed over to WETA-HD)

WHD-TV Washington, which has been playing a pivotal role in the generation of data about DTV broadcast operations, is scheduled to be phased out next year, according to Bruce F. Miller, president of Model HDTV Station Project.

WRC-TV Washington has provided WHD-TV with office space, technical facilities and financial backing. All the digital transmission equipment is either leased or on loan, and much of it has its origins in the Advanced Television Test Center (ATTC) project, according to Miller.

WHD-TV has been conducting horizontal polarization transmission tests using a side-mounted panel antenna built by RFS and mounted 405 feet up on WRC-TV's tower. Transmissions using circular polarization have been beamed from a pair of Dielectric slotted-line antennas mounted on the same tower.

"We're continuing to take horizontal data with extensive radials, arcs and grids in both seasons—that is, when leaves are on and off the trees. Based on the first round of data provided at NAB, there is no advantage or disadvantage to circular polarization, at least from a height of 400 feet above average terrain," Miller says. "When compared with the horizontal data taken from the 1,700-foot tower in Charlotte, N.C., we are seeing a wide disparity in the results."

WHD-TV has been operating a water-cooled Comark single-IOT transmitter at 15 kw modulated with a Zenith-built exciter designed for the Grand Alliance tests at the ATTC and capable of peak output at 60 kw, along with a Harris Sigma transmitter (also at 15 kw) that is modulated with the Harris exciter. "We didn't want to change the Zenith exciter, in order to keep the field data constant," Miller says.

No studio-to-transmitter link (STL) is in place, according to Miller. WHD-TV is close-coupled and uses a coax wave guide. A mix of video feeds, random

Entering its final year



WHD-TV uses a Comark 15 kw transmitter. Bruce Miller, president of the HDTV station project, says the lack of awareness among cable and SMATV operators is 'as much a problem as any technical issue.'

bitstreams and AC-3 audio is beamed into the field, where an MSTV GPS-equipped test truck operated by Wallace & Associates gathers data. Using a 30-foot

mast for outdoor reception and 100 feet of calibrated cable linked to a tripod-mounted antenna for indoor reception, this truck generally spends an hour to an hour and a half at each site, according to Miller.


"The results indicate that a 400-foot transmission height is far from ideal for the terrain around Washington. We can reach out to 50 miles on hilltops, but not in valleys; whereas in Charlotte, with a 1,700-foot tower, the signal strength is very strong, even down the backside of a hilltop," Miller says. "At the same time, as far as interference issues are concerned, ch. 27 at 30 kw will interfere with the ch. 26 analog signals in the Washington area if no filters are deployed in the broadband receivers used by many [satellite master-antenna TV] systems."

"Back in September of last year, when we did the demonstration on ch. 27 with Harris that involved the feed from the ballgame in Baltimore, we caused considerable headaches for District Cablevision, the cable TV provider in Washington. We quickly

solved that problem by adding a few filters," Miller says. "Whether we are talking about cable headends or SMATV systems, the lack of filters is not the only problem. Lack of awareness among the cable and SMATV operators is just as much a problem as any technical issue."

There are significant multipath problems in and around Washington, according to Miller. Using several different widely available TV antennas from Radio Shack as well as custom antennas, the test results in the field have been predictable.

"We have lot of Grade A-data taken fairly close in. Even with 6 or 8 extra dB margin above threshold, we see the need to move and tilt the receiving antenna in order to effectively sort through what constitutes the primary signal and what are ghosts. Moving an antenna just 8 to 10 inches makes a difference, in addition to a tilting of up to 45 degrees," Miller says. "As predicted, the cliff effect exists. In the lab, you can get it down to half a decibel. The latitude is perhaps 2-1/2 to 3 dB, and that can be the difference between blocking that is noticeable in the video and the screen dropping off to black. Bear in mind that every time you adjust the indoor anten-



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na, you have to back away from it.”

On July 9, WHD-TV completed its first successful sending and recovery of program and system information protocol (PSIP) data. PSIP provides identification for the existing analog channel and links it to the digital channel allocated by the FCC. For instance, WRC-TV Washington is on ch. 4, but it has been assigned DTV ch. 48. All the viewer has to do with a new digital TV is to call up ch. 4—and 4-0 is the existing analog station, while 4-1, 4-2 and higher are the station's digital channels for HDTV

and digital SDTV, Miller says.

PSIP will also provide programming guides for each channel that can be updated on an hourly basis. Learning how to write the software to eliminate interference with the video, auxiliary and AC-3 audio data streams is an important issue to Miller, along with the streaming of the closed-captioning EIA-708 standard software.

The satellite link has been provided by PBS on its GE-3 Ku-band transponders. PBS has experimented with DS-3 as well as with a fully compressed 19.4

Mb/s data stream with QPSK and 8PSK modulation, according to Miller. A one-way 7 ghz STL provided by the MRC division of California Microwave is employed for PBS satellite feeds. WHD-TV is coordinating with WETA-HD on another 7 ghz microwave link (from Nucomm) to feed pre-encoded program material to them for air. The primary bitstream encoder is the Grand Alliance encoder, while a number of other manufacturers have provided encoders for testing, according to Miller.

The bulk of the testing is conducted in 1080I or 720P. Some experimentation with 480P has been done using a Panasonic encoder, although Miller



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WHD-TV's horizontally polarized antenna is located on WRC's tower in Washington.

says that an ATSC-certified bitstream has not been part of the tests. Otherwise, production material or Sarnoff Labs-certified bitstream tapes are broadcast daily, including nine Sony Pictures feature films shot in 35mm film and transferred by the Sony Pictures High Definition Center to 1080I. Other Japanese-format 1,125/60 material has been provided by NHK, KCTS, HD Vision and others on one-inch high-definition tape for playback on Sony HDD-1000 machines.

—Peter Brown, B&C correspondent

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 **COMARK**

WRAL-TV Raleigh, N.C.

Owner: Capitol Broadcasting
Analog channel: 5
Digital channel: 53
Affiliation: CBS

HD TV works, and WRAL-TV has the research to prove it. The Capitol Broadcasting-owned station, which was granted the first experimental license for HDTV in June 1996, has conducted field tests illustrating the dramatic difference in signal reception between digital and analog.

Using a truck equipped with a 30-foot mast, a demodulator and other high-definition equipment, WRAL-TV tested 166 outdoor sites on a radial circumference 65 miles from the antenna site. The result: the digital signal, broadcasting at 100 kw ERP, has proved 90% effective at 65 miles; the station is licensed for a full megawatt.

In indoor testing, the digital signal matched the station's 5,000 kw analog signal, location by location. Perfect DTV pictures were obtained even when the analog signal was marginal at best. For the 33 indoor locations tested, loop antennas produced a successful DTV picture 80.6% of the time, compared with 75% for a double bowtie and 63.9% for a single bowtie.

"DTV probably won't improve your coverage area—but in our studies, we sure replicated it," says John Greene, Capitol Broadcasting's vice president, special projects.

Height is believed to be an important factor in digital signal delivery, according to Greene. "Our results were better than the results from the model station," he says. "They are at 350 [kw ERP], but they also are low on the tower."

WRAL-TV is broadcasting from a temporary, omnidirectional Andrew antenna, which is side-mounted at 1,736 feet on the station's existing 2,000-foot tower in Auburn, N.C. Bids have just gone out for the station's new 1,989-foot digital tower, which will stand alongside the existing analog tower. It will be built with a three-pronged candelabra on top, providing enough room for six antennas—two stack-mounted on each end.

One arm will contain WRAL-TV's antenna, stacked on top of the digital antenna for WRAZ(TV), ch. 49, the local

Testing, 1, 2, 3 ... 166



WRAL-TV has a truck outfitted with a 30-foot mast, a demodulator and other HDTV equipment. The digital antenna is currently mounted on the station's existing tower but a new 1,989-foot digital tower will be built alongside the analog structure.

Fox affiliate. Another arm will be stacked with NBC O&O WNCN(TV)'s new digital antenna and existing analog antenna. The third arm is free for future clients, but it's expected to be committed rather quickly.

If all goes according to plan, the tower will be completed in about 12 months, leaving plenty of time before the station's November 1999 deadline. But before broadcast can begin, the station must swap its Harris digital transmitter (set up for its temporarily assigned ch. 32) for one that's set up for ch. 53, the station's permanent digital assignment.

Interference with a co-channelled NTSC was observed with a new educational station that signed on ch. 31 about 60 miles to the south of WRAL-TV. The interference will be a moot point, however, when WRAL-TV travels further up the dial to its permanent location.

WRAL-TV's studio was fiber-optically linked to the transmitter by Force Inc. of Christianburg, Va. "The big challenge for all of us of late is trying to get one piece of equipment to interface with another," Greene explains. "There's not a standard, so there's been a lot of experimenting and piecing things together."

Initially, the station used some Panasonic D-5 tape machines to process the signal at each end of the fiber-optic cable. To solve the problem, Force developed stand-alone boxes that performed the same function. "Little companies like this know [HDTV] is a new business opportunity," Greene says. "I would think that a lot of digital solutions first will come from smaller companies."

WRAL-TV's early-adopter status has



made Raleigh a prime destination for HDTV equipment manufacturers like Philips and Zenith—which come to field test the latest unit, go home to tweak it and return to try again. Most recently, Sony came to WRAL-HD to test receiver chipsets. "We've done all the major manufacturers and a lot of ones than I've never heard of before," Greene says.

WRAL-TV has hired a marketing manager exclusively for HDTV, and already an agreement has been signed with Sony and a local audiovideo retailer to cross-promote HDTV receivers.

As for the cost of upgrading to digital, Greene's message to other stations: Equipment prices will clearly fall over time, but be prepared to open the pocketbook wide. WRAL-TV already has spent \$2.5 million establishing transmission capability, and they're not entirely there yet. "I guess that's the price for being first."

—Andrew Bowser, B&C correspondent

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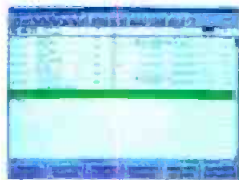
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Digital in the heart of Texas

WFAA-TV

Dallas

Owner: A.H. Belo
Analog channel: 8
Digital channel: 9
Affiliation: ABC

For WFAA-TV, on air with an experimental digital feed, there have been no reception problems reported by viewers—all one of them.

Although the station hasn't been able to borrow the equipment necessary to test outdoor and indoor signal reception, word is that Bill Smith, the RF consultant who helped the station set up its digital antenna and transmission line, reports carrier signal detection at about 35 miles from the transmitter site.

"He checks on us every day on his spectrum analyzer to make sure we are still there," says Don Guemmer of WFAA-TV's engineering department.

WFAA-TV's initial digital forays caused some highly publicized interference problems with heart monitors at local hospitals. Those problems have been ironed out. The signal has been broadcast since late March with only a two-week break in late June to work out the kinks in the newly installed permanent antenna.

WFAA-TV's digital signal is broadcast from the same 512-meter tower that supports the station's ch. 8 analog antenna. Some 18 miles southwest of downtown Dallas, the three-pronged candelabra-top tower is owned jointly with Fox affiliate KDFW-TV, which uses it to support its analog ch. 4 antenna and its side-mounted digital antenna. "When the tower was built, they anticipated that someday it would be used for high-def," Guemmer says.

Since 9 a.m. July 1, the station has been broadcasting a signal over its permanent antenna, a traveling-wave, horizontally polarized unit produced by Dielectric. The new antenna replaces its two-bay batwing temporary antenna, also from Dielectric, which was side-mounted to the tower at 900 feet. Both came as part of a corporate agreement between WFAA-TV owner A.H. Belo and the antenna and transmission line manufacturer.



WFAA-TV engineer Wayne Kube is dwarfed by the station's tower, which handles both analog and digital transmissions.

Belo also has an agreement with Harris for digital transmitters. WFAA-TV's digital transmitter is a Harris Platinum series model housed with the analog transmitter at the base of the tower.

Not yet completed is the digital studio-to-transmitter link, although California Microwave has been commissioned to do the work. Current programming consists of a one-hour tape loop produced by HD Vision of Irving, Tex. The tape features an intro from A.H. Belo Chairman Robert Decherd, a 20-minute simulated newscast shot partially on a 16x9 camera leased from Sony and a half hour of high-definition Texas nature scenes.

The signal, going out over WFAA-TV's final digital assignment on ch. 9, is broadcast from the low-power VHF transmitter at 3.5 kw ERP, although the total allowed power is 18.6 kw ERP, according to Guemmer.

On tap is upconverted standard-definition programming and network HDTV

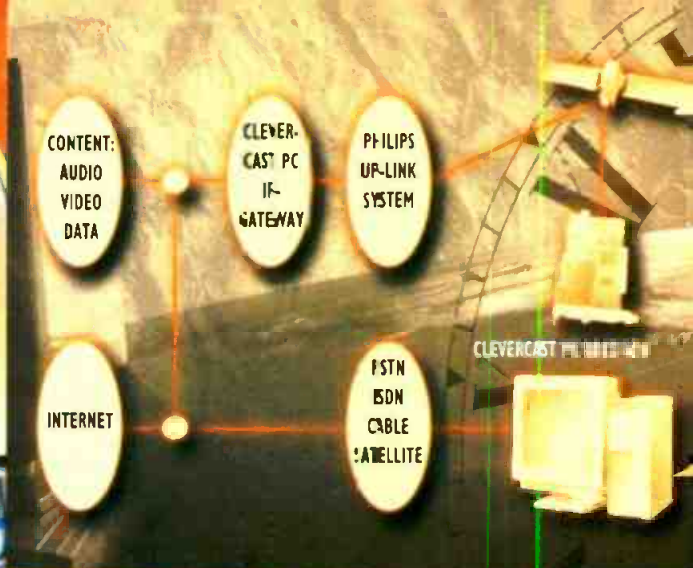
fare. The station has a Snell & Wilcox upconverter on hand capable of converting standard definition to 1080i, which is Belo's official format of choice for digital. Although ABC has not identified the digital receiving equipment it will install at WFAA-TV, the station plans to upconvert the network's 45 Mb/s, 720P-formatted feed to 1080i.

A Lucent encoder is in place—but the vendor does not have the high-definition plug-in cards ready, so the unit is sitting idle, equipped with one standard-definition card. "We are just letting it cook in the rack until we get the high-definition cards, because we never really had any plans to transmit anything but 1080i," Guemmer says.

The encoder was purchased with a redundant unit that safeguards against primary encoder failure and allows for a little more flexibility. "If we ever do switch to a multichannel format, we can take the other one off-line, reprogram it to do multichannel and, when the time comes, just switch to that side and then reprogram the high-definition side," Guemmer explains. "To go back to high-definition, it's just the same thing in reverse."

It's been estimated that WFAA-TV has spent about \$1 million on transmitter, antenna, transmission line and some tower modifications, somewhat less than has been reported by other stations making the switch to digital. Engineering technical manager Wayne Kube explains that the low-power VHF digital transmitter is less expensive than higher-power UHF transmitters.

As a result of the heart monitor interference, the FCC now will require that DTV stations notify all hospitals before they go on air. "If by chance the hospitals have equipment in that bandwidth, [the hospitals] have to switch to a different channel," Guemmer explains.—*Andrew Bowser, B&C correspondent*



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WBFF(TV)

Baltimore

Owner: Sinclair Broadcast Group

Analog channel: 45

Digital channel: 46

Affiliation: Fox

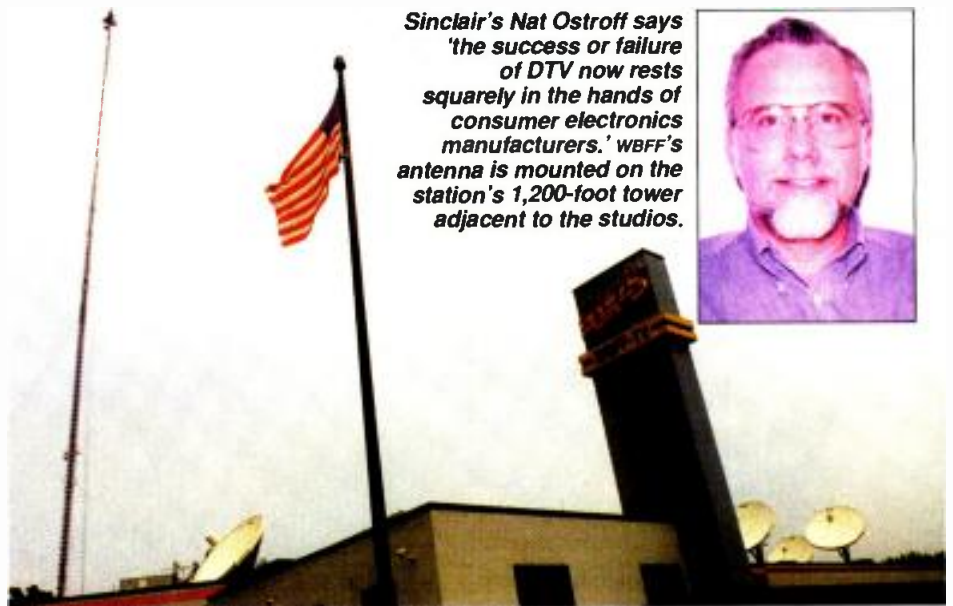
Fox affiliate WBFF-TV Baltimore is the only experimental DTV station in the Sinclair Broadcast Group, according to Nat Ostroff, Sinclair's vice president of new technologies. The multichannel 480P DTV tests that were conducted on an experimental basis on ch. 40 started in early April and ended in late June. This channel is now off the air. Ostroff says.

"We did a multichannel demonstration one month ago, with ch. 46 running 1080I and ch. 40 running 480P. We think 480P/30 is very spectrum-efficient. On a 32-inch screen, the multichannel pictures looked great," says Ostroff, who makes it clear that he ranks among the chief skeptics whenever the topic is HDTV.

"Sinclair owns or programs 57 other stations besides WBFF," says Ostroff. "We're building a half-dozen towers in different locations—but we're doing it, first, because we see it improving the existing NTSC signal, and second, [to see] if it can carry DTV. Other than our previously announced transmitter-related purchase agreement with Comark, we have not signed any contracts with any other manufacturers for digital transmission or other DTV-related hardware. This includes any DTV antennas."

Using the Comark 10-X DTV transmitter linked to a Scala Paraflector narrow-beam, high-gain antenna mounted on WBFF's permanent 1,200-foot tower adjacent to the WBFF studios, Sinclair has been conducting point-to-point digital testing. The testing employs horizontal polarization with one radial illuminated. The ATSC-compliant encoder was supplied by Divicom. This encoder is now back at Divicom, according to Ostroff.

With the WBFF studios located at the base of the tower, no studio-to-transmitter link is required. Instead, WBFF runs fiber from the master control to the transmitter.



Sinclair's Nat Ostroff says 'the success or failure of DTV now rests squarely in the hands of consumer electronics manufacturers.' WBFF's antenna is mounted on the station's 1,200-foot tower adjacent to the studios.



"We did prototype receiver reception tests using a mix of taped material and satellite feed. We did not use bit-streams; rather we relied entirely on on-air material," Ostroff says. "What we found, among other things, is that the answer to the question of whether or not you can receive DTV in the same location as analog is clearly no. We also saw that the receiver had difficulty separating the DTV signal on ch. 46 from our analog signal on ch. 45. That's a front-end issue."

Ostroff indicates that the cliff effect is immediately noticeable—and if a top-line Radio Shack antenna is off by as little as 15 degrees, the receiver will not produce a picture because of multipath signals. Ostroff says that the narrow-beam antenna consistently offered a signal strength that was 20 dB above threshold and that in all positions the existing NTSC signal was very good.

During one test, a panel van driving by completely knocked out the DTV test signal that was reaching an outdoor antenna mounted 10 feet off the ground.

"Multipath is encountered at most locations, and this makes the signal very fragile. A better antenna will work, but just consider what is likely to happen in the average market where the broadcasters are not co-located.

"What are we going to do? Are we prepared to require the consumer to buy a new antenna mount with a built-in rotator where you set the dial and the thing goes click-click-click as it spins?" Ostroff asks. "Say good-bye to

DTV channel-surfing. We set up just two miles out from the tower with no tall buildings in sight, and we still had multipath problems, even with a narrow-beam antenna."

Ostroff stresses the importance of co-locating all DTV stations at one location—"That's essential wherever it is possible to do so," he says—because if just one station is not co-located, that station will cease to exist for DTV viewers, he maintains. That's because of the high degree of antenna directionality needed to receive DTV pictures, he says.

"We're waiting to see what the consumer electronics manufacturers have on their receivers when they come out in the fall," says Ostroff. The adaptive equalizers in the DTV receivers need to be able to make more precise adjustments—and make them more quickly—to combat multipath interference, he says. The adaptive equalizers also must deal both with multipath interference caused by a distant obstruction and with multipath that originates close to the receiver, such as that created by the walls of a viewer's home. Dealing with both of these issues, he says, will require TV manufacturers to spend more on silicon chip processing power.

"The broadcasters have done everything they said they would do," says Ostroff. "The success or failure of DTV now rests squarely in the hands of the consumer electronics manufacturers."

—Peter Brown, B&C correspondent

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WCBS-TV

New York

Owner: CBS

Analog channel: 2

Digital channel: 56

Affiliation: CBS

B&C spoke to Robert J. Ross, vice president of operations and engineering for news production systems, and Paul A. Puccio, vice president of operations and engineering for CBS Television Stations, on July 9. That night, work began on the removal of the upper four bays of the old auxiliary NTSC antenna atop the Empire State Building to make way for a three-bay Harris DTV antenna. The lower two bays of the same antenna will be replaced by a two-bay Harris NTSC antenna.

Two 468-foot Dielectric Digitline 6-1/8-inch transmission lines have been installed between the transmitter on the 83rd floor and the mast. The old aperture space has been completely reworked, according to Ross. DTV antenna installation is scheduled for completion Aug. 31.

"The goal is to cluster as many broadcasters up there on the Harris UHF wideband antenna as possible. We don't know how many broadcasters will end up using it. We could get a lot of people up there at reduced power, but we are still sorting out the power levels. Right now, I would say that a half-dozen broadcasters could end up using it," Puccio says.

The 2 kw transmitter is still operating on the 81st floor for experimental ch. 33, beaming out to the northwest. It provides set manufacturers with a mix of bitstream data and occasional HDTV over-the-air demo material. The station will be using horizontal polarization. The Harris two-tube Sigma Plus transmitter has been run at full power into the dummy load.

"We're quite proud of what we've been able to accomplish thus far, but we are disappointed that we were unable to generate more HDTV transmission-related data up until now for test purposes. The real test has proven to be just getting up on the air by the voluntary deadline of Nov. 1," Ross says. "We have not done any testing yet on the main antenna. And our test truck is still in the garage."

The tower work is done



WCBS-TV is in the process of replacing its old analog antenna atop the Empire State Building with a new Harris DTV antenna. CBS's Robert Ross is most concerned about indoor reception.



ed NTSC," Puccio says. "The objective is to have the station take the DS-3 feed, bring it back from 45 Mb/s to SMPTE 292 1.5 Gb/s 1080I baseband and do all the switching at that level.

"We've been fortunate to have the resources to deal with the very different and difficult problems the stations have had to deal with," Puccio says. "If you are not hard at work right now trying to implement DTV, you're not going to make the voluntary deadline—and probably not the May deadline mandated by the FCC."

Ross is concerned about the lack of field data on signal strength, and not just in and around New York City. Multipath problems and cliff effects obviously exist in New York City, but Ross indicates that a wide range of results have been reported and that it is all a matter of speculation without more hard data from the field.

"Indoor reception is what we have the most questions about. There are a lot of questions that remain unanswered for now. We are broadcasting in a highly reflective environment. Will there be adequate memory built into the new generation of digital TVs? We just don't know," Ross says. "If the receiver manufacturer does not provide sufficient range with the adaptive equalizer, how will the receiver perform? Each manufacturer will do it differently, and that means some TVs will work and others won't."

He is most concerned about indoor antenna reception and generally supports the attempt by CEMA to develop digital-coverage maps. Cross-promotions with set manufacturers and local retailers are being explored. However, the issue of the technical capabilities of local cable operators has yet to be addressed, according to Ross.

Local zoning is the biggest problem encountered by the O&Os, according to Puccio. "It is something that we have the least control over."

—Peter Brown, B&C correspondent

The vendor for the 7 ghz digital microwave studio-to-transmitter link—combining ATSC and digital NTSC—was being selected at press time.

CBS has indicated that they will be generating five hours per week of 1080I HDTV programming, but there is no indication as yet about which shows will be available in HDTV or how the five-hour block will be distributed across the weekly schedule, according to Ross. All other NTSC programming will be upconverted to 1080I HDTV. Two Mitsubishi encoders have been used for testing along with Sony and Panasonic switchers. Details surrounding the satellite feed were unavailable, although 13 affiliates, including 4 O&Os were scheduled to take the feed. It will be uplinked at the DS-3 (45Mb/s) transmission rate.

"In the beginning, we won't be using any SDTV. It is our understanding that the new generation of digital TVs don't like to switch back and forth between the different ATSC modes. Everything we handle will be at 1080I, whether it's true HDTV or upconvert-

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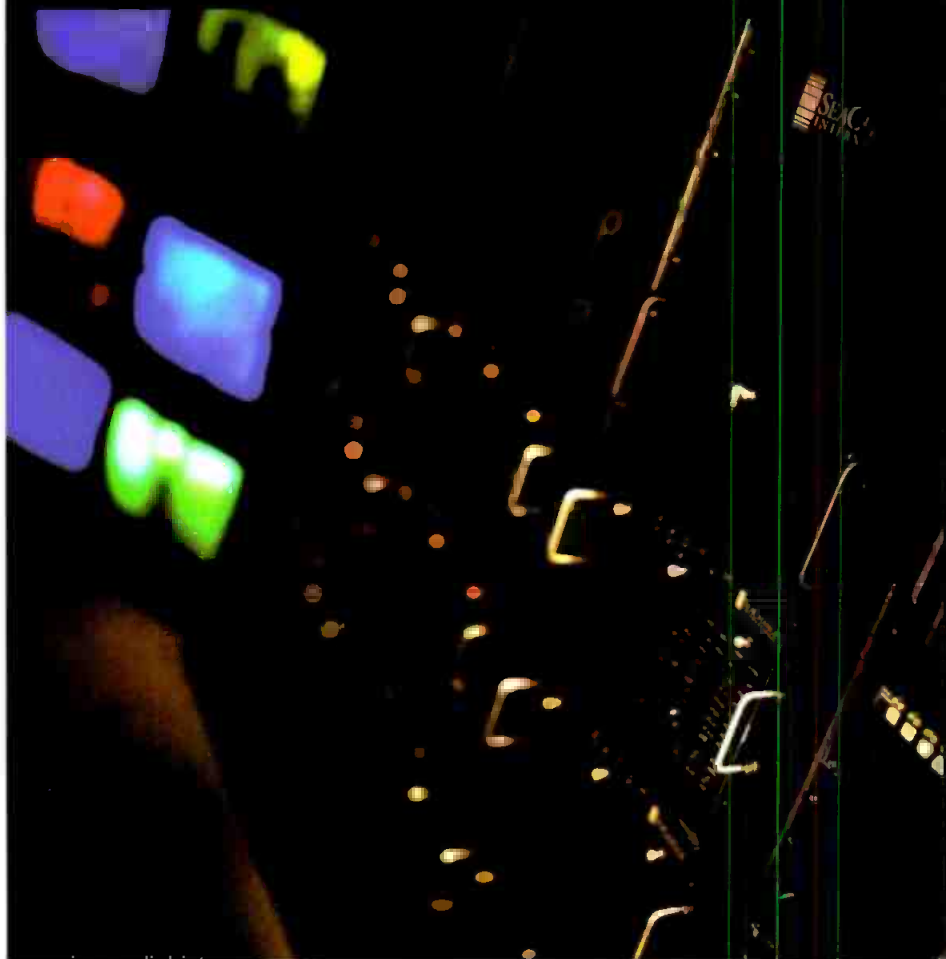
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WSB-TV**Atlanta****Owner:** Cox Broadcasting**Analog channel:** 2**Digital channel:** 39**Affiliation:** ABC

November deadline? No problem. That's the message from WSB-TV Atlanta, one of Cox Broadcasting's 11 stations, which has been switching its digital signal on and off intermittently since last November.

The test signal, carried on ch. 39, emanates from a Dielectric antenna mounted some 1,950 feet above sea level on the station's existing NTSC tower. Using the existing tower helped to keep transition costs low; John Swanson, vice president of engineering, says that the station saved \$1.5 million in construction costs that would have accompanied a DTV-specific tower. The entire delivery path cost about \$1.5 million.

The antenna, supplied as part of a corporate agreement between the manufac-

November is no problem

wsb-tv has a new all-digital studio. The station's Harris DTV 100 kw transmitter is outfitted with an ATSC-compliant encoder.

turer and Cox Broadcasting, doesn't replace temporary equipment. "We just started with the one we intend to finish with," Swanson says.

The signal has been tested only at 500 kw ERP, half of the station's assigned power. Doubling power would require that the station's Harris Sigma transmission equipment be increased proportionally. "That really runs up the cost after you go above 500 [kw]," Swanson says.

To link the studio and transmitter,

wsb-TV will use a fiber-optic link with an NDS multiplex system encoding at 45 Mb/s. Both the NTSC and DTV signal will run over the same cable.

Although WSB-TV's usual test transmission consists of color bars and an ID, the station has successfully transmitted some 1080i-formatted signals in a 19.4 Mb/s stream. The programming, played back from a Panasonic D-5 tape machine, included full-blown HDTV—taped in the studio with WSB-TV's news anchors—integrated with some material from the model station and elsewhere.

A Harris FlexiCoder is on hand, but upconverting has not been tested.

There have been difficulties interfacing with other equipment. "The big challenge is getting everything talking to each other," Swanson says. "That's critical. If they don't talk, it's not like you get a piece of a picture. You get nothing."

But those communication problems may not matter soon. Although Harris may not be pleased, WSB-TV is moving the FlexiCoder to another station and installing an NDS encoder before the Nov. 1 premiere of ABC in HDTV. The reasons for the switch from Harris to NDS: timing and pricing.

Currently, WSB-TV engineers are equipping the plant to convert everything to 720P, including the 480 portion of ABC's contribution stream and the station's homegrown NTSC. But there are no receivers—and hence, no definitive reception tests.

However, WSB-TV was able to confirm antenna-to-antenna reception with a prototype Zenith receiver borrowed from the model station. The pictures were viewed on monitors furnished by Panasonic. "And it was just gorgeous," Swanson says. "It was everything everybody says it is."

—Andrew Bowser, B&C correspondent

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KHOU-TV Houston

Owner: A.H. Belo
Analog channel: 11
Digital channel: 31
Affiliation: CBS

David Carr, director of engineering at KHOU-TV Houston, appears confident his station will be up and ready to go with DTV transmissions Nov. 1. He has some reservations, however, about how many people will be on the receiving end.

"I am getting quite nervous about CEMA [the Consumer Electronics Manufacturers Association]. Nobody heard from them at all last year, and then they suddenly popped up and said that they would show everything at CES [Consumer Electronics Show] in Las Vegas. I just get the feeling that they will not be there when we need them," says Carr, who is a member of the technical committee for the model digital TV station in Washington (WHD-TV).

On the top of KHOU-TV's 2047-foot tower—located 15 miles southwest of Houston—an existing NTSC ch. 11 antenna that uses circular polarity is now mounted above a new Dielectric slotted-line DTV antenna with horizontal polarity. The six-year-old tower was shortened by 55 feet during the month-long antenna placement process, which will be completed by the end of July, according to Carr. At the time of this interview, the power dividers were just being connected.

According to Carr, a temporary side-mounted DTV panel antenna is being taken down after being used for DTV tests in May and June.

"We were able to go on the air at low power and at a lower height, but when we requested an STA—special temporary authorization—from the FCC, we got caught up in the aftermath of the WFAA-TV DTV interference episode [in which the digital transmission interfered with some heart monitors]," Carr says. "During our temporary DTV signal transmission tests, we were transmitting an SDTV image identical to ch. 11, simulcasting on-air material."

A new 8-inch Dielectric transmission line was added to the tower to feed the DTV antenna, and a new Harris two-tube Sigma Plus transmitter was

DTV in Houston by Nov. 1



KHOU-TV will complete its antenna placement process by the end of the month. Engineering director David Carr estimates the station will spend \$5 million–\$6 million on DTV.

installed in November.

A Microwave Radio 7 GHz digital studio-to-transmitter link (STL) is on site and is being installed. Carr describes the process of solving the digital STL dilemma as his biggest headache thus far.

"We have a microwave nightmare here in Houston, and they will charge you an arm and a leg if you decide to go to fiber. The STL has to handle both signals. We've put in fiber as an NTSC backup, but mention DS-3 [the 45 Mb/s data-transmission standard for fiber-optic transport] and the rate shoots up right there on the spot," Carr says. "There are so many different stations using STLs to reach six different towers in roughly the same spot."

KHOU-TV is not upconverting the NTSC feed because it does not yet have the necessary 1080I HD card for its Harris/Lucent Flexicoder. "Once that Flexicoder HD card is here, I will be able to upconvert at the transmitter site in the event that the STL does not work," Carr says.

"Belo is not doing any multichannel transmission. We're going to go with upconverted 1080I all the time. We will be giving our viewers the highest-quality pictures."

The engineering director is aware of the discussions concerning multipath and cliff effect—related interference issues, but he prefers to take a more cautious approach to potential problems.

"I've seen so many people panic

throughout this whole process. We've solved too many problems to worry about adaptive equalizers and connectors. All these things will be resolved. Nothing is threatening DTV. It is not going away," Carr says.

As far as CEMA's digital-coverage maps are concerned, Carr believes that CEMA's money and energy could probably be put to better use. He would like to see a tape aimed at answering vital

consumer-oriented questions. Broadcasters would welcome a tape that spells out the DTV equation in plain and simple language for consumers, he says.

"Right now, nobody on the sales floor in any of the major consumer electronics chains seems to know what they're doing or what they will be selling as far as DTV sets are concerned. They are not informing the public correctly. CEMA should take the necessary steps to address this problem."

Carr says that KHOU-TV has had "congenial" contacts with local cable operators about the issue of DTV carriage. "Cable operators will be forced to carry a DTV signal, if not by Congress then by their subscribers," Carr says. "The industry needs time to get the answer to the question of who owns the bits."

Carr estimates that KHOU-TV will spend \$5 million–\$6 million on DTV. That includes a Tektronix HD master control switcher that has not yet been installed, although an NTSC switcher is in place.

"Equipment availability is OK. I laid out the entire plant on paper, made up a list that identified the equipment we needed and then drew up a budget. A few components might not be available for immediate delivery, but I think we're in good shape and on schedule," Carr says. "By Nov. 1, I will have a working system, including a permanent antenna operating at full power."

—Peter Brown, B&C correspondent

It's seconds for '60 Minutes'

Jeff Fager named executive producer for second edition of news magazine

By Steve McClellan

CBS confirmed last week its plans to do a second weekly edition of *60 Minutes* in "early 1999." date and time to be announced. Jeff Fager has been named executive producer for the broadcast, effective Aug. 3. Succeeding him as executive producer of *The CBS Evening News with Dan Rather* is Al Ortiz, currently the news division's Washington bureau chief.

Commenting last week on *60 Minutes II*, CBS News President Andrew Heyward said that the new broadcast will include original reports as well as "freshly updated classics from the original *60 Minutes*." Heyward said that the new show would also do follow-ups, "where appropriate," to "topical and urgent stories on Sunday."

CBS correspondents not specifically attached to the broadcast will be called on when they're working a big story, Heyward said. "We're determined to make this not a clone but a worthy offspring of the original," he said.

60 Minutes creator Don Hewitt will work with Fager in developing the new show, Heyward said. Hewitt was on vacation last week and wasn't being made available for comment. In the past he's expressed mixed feelings about a second edition.

Heyward said it was premature to even think about extending the program beyond two weekly editions, as NBC has done so successfully with *Dateline*.

CBS News would look both inside and outside the division for the New *60 Minutes* team of producers and correspondents, the CBS News president said. Internal candidates are said to include Bob Simon, Bernard Goldberg and possibly Bryant Gumbel, although Gumbel is said to be lobbying the network to revive his own magazine, *Public Eye with Bryant Gumbel*. CNN's Christiane Amanpour, who contributes to *60 Minutes*, also is considered a possible contributor to the new program.

As for *The Evening News*, incoming executive producer Ortiz says "the important thing to remember is there is



nothing broken here." Indeed, the three network evening newscasts are currently neck and neck in the ratings. "There's no need to start throwing around the furni-

ture," Ortiz says—but adds that he'd like to put more news in the broadcast, "perhaps pace it up a bit without sacrificing the strong production values Jeff has brought to it."

Before joining the evening news, Fager was a producer with *60 Minutes* (1989-94). Before that, he was part of the team that developed and launched *48 Hours*.

60 Minutes II will have a familiar look and feel, including the opening montage with the ticking stopwatch. "The hardest part will be finding the right stories to report and broadcasting them in a way that meets the high quality standards set by the original *60 Minutes* team," Fager said last week. ■

'Caroline' gets dual play

Will go to broadcast stations first—with some basic cable carriage on WGN-TV—followed by exclusive cable run

By Joe Schlosser

Caroline in the City is taking an unusual route to off-network syndication, but one that Eyemark Entertainment executives hope will please both the cable and station sides of the equation.

The current NBC sitcom will start its syndication trek in fall 1999

on broadcast stations. After three years, it will head to cable's Lifetime Television, where it will air without any competition from the station side. Eyemark executives have cleared the sitcom in more than 75% of the country for 1999, including 28 of the top 30 markets.

Tribune, Fox, Paramount, CBS and other top station groups have signed on for the three-year *Caroline*. Clearances include WNYW(TV) New York, KTLA (TV) Los Angeles and WGN-TV Chicago.



'Caroline' hits the Windy City.

The WGN-TV deal includes the Chicago superstation's reach of 50 million basic cable homes.

Lifetime gets *Caroline in the City* in September of 2002 and has the exclusive off-network rights to the sitcom for four years. Sources say Lifetime anted up \$300,000-\$350,000 per episode for the series. Last

month, Lifetime acquired the off-network cable window for Warner Bros. sitcom *Suddenly Susan*, which will debut on the cable network in 2003.

"I think this is a real win for TV stations, I think it's a real win for Lifetime and I think it's a real win for the producer of the show," says Ed Wilson, Eyemark Entertainment's president.

Caroline in the City, which is heading into its fourth season on NBC, stars Lea Thompson and Malcolm Gets. ■



By Dan Trigoboff

Late night without David Letterman

Here are the Top 10 reasons for dropping David Letterman from your schedule:

Number 10: Ratings

Number 9: You've been offered *Pauly!* starring Pauly Shore

Number 8: The

show ticked

off the head

of your sta-

tion group

when it

didn't make

tickets avail-

able for local

viewers and

advertisers visiting the

Big Apple....

Spartan Communications President Nick Evans decided to give Dave the week off when ticket requests for visitors from Spartan stations went unfilled. The show says that while it normally reserves a couple of dozen of the 460 seats at New York's Ed Sullivan Theater for VIPs—often so-designated by affiliates—it drops the policy during the summer, when vacation ticket requests boom. Eventually, Spartan's VIPs found seats, but the station group planned its blackout to make a point. Even *Letterman* promos were omitted.

By midweek, a show staffer commented that "common sense would say, 'You made your point, now get [the show] back on.'" And the point was abbreviated in some communities, Spartan said, as stations ran out of programming. *Letterman* was off one night in Wichita, as Spartan's KWCH-TV aired a special on

the KBI—that's Kansas Bureau of Investigation—which, station officials say, did huge numbers when it first ran in May.

Letterman's temporary preemption may portend greater troubles; Spartan says it isn't happy with

Dave's ratings and will

consider other late-

night program-

ming. The 10-

station group's

markets in-

clude Mobile,

Ala.; Mason

City, Iowa; Flo-

rence, S.C., and

Columbus, Ga.



Public service choice

Michael Kettenring had enjoyed a distinguished career in Nashville television and might have enjoyed additional successful years. But he was unexpectedly turned toward a higher personal calling.

Kettenring was well-regarded as general manager at WSMV-TV and as an executive for Meredith and had the inside track to be GM at Nashville PBS affiliate WDCN(TV). But Kettenring withdrew after his wife died from cancer. He now plans to enter a Catholic seminary in New Orleans in January and join the priesthood. Kettenring had studied at a seminary before college and his television career and has been active for years at his Nashville church. He could not be reached for comment.

Current WDCN GM Robert Shepherd, who will retire at the end of this year after more than

30 years at the station, and WDCN chairman Ben Rechter say that Kettenring's success locally with WSMV-TV and his general reputation made him an obvious front-runner for the GM position. Rechter says that Kettenring had told him he felt he'd gone as far as he wanted to in commercial television but was interested in the WDCN position to serve the public. Kettenring's wife, Catherine, had been ill for some time, and Kettenring had told friends the couple had discussed his eventual entrance into the priesthood. But her short-term prognosis was fairly good, and her death last month was not expected.

"We'd have loved to have him here," Shepherd comments. "His years in the community would give him instant credibility. This is a remarkable man."

KADY-TV looks for change, growth

Having finally taken over KADY-TV this month, Biltmore Broadcasting wants to expand both the physical size and reach of the station. The station, which will move from Oxnard to Camarillo, Calif., this summer, has asked the FCC to allow it to nearly triple its power, to 5 million watts. The station currently reaches from Malibu to Monterey County. The increase would extend its coverage of Ventura County, particularly the Simi Valley and Conejo Valley, adding hundreds of thousands of potential viewers. The station also plans to offer a 10 p.m. newscast—*KEY News at 10 on KADY*—produced by Santa Barbara station KEYT-TV. Forced into bankruptcy in July, 1996, KADY-TV was run by a bankruptcy trustee until its purchase.

From weekends to warriors

New York weekend sports anchor Bruce Beck will be in Las Vegas Aug. 7 for pay per view's latest entry in reality fighting, the K-1 tournament at the Mirage. The WNBC(TV) sportscaster—who has called boxing for Showtime's Championship Boxing series—will handle the blow-by-blow, aided by middle-weight boxing legend Marvelous Marvin Hagler and former kickboxing champion Don "The Dragon" Wilson. K-1, which has been popular in other countries, particularly Japan, is making its U.S. debut.

Prosecutor pegs suspect in anchor abduction

A Minnesota prosecutor is convinced that a man convicted for the rape of a St. Paul woman is also responsible for the long-unsolved disappearance of Jodie Huisenruit, the Mason City anchor who has been missing for three years. Assistant Ramsey County Attorney Melinda Elledge told the Des Moines *Register* that "I would bet my bottom dollar" that 24-year old Paul Jackson abducted Huisenruit. Jackson, already serving time for another rape conviction, was sentenced to life in prison two weeks ago. He lived near KIMT(TV), where Huisenruit worked. He has been a suspect in the Huisenruit case since his arrest in 1997. Thomas has maintained his innocence throughout.

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



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Global solutions for your world

Post-Newsweek switching reps

Stations move to MMT from Petry, Blair and Katz

By Steve McClellan

The Post-Newsweek station group, with annual national spot billings of some \$150 million, is switching rep firms effective Aug. 10.

All six PN stations—NBC affiliates WDIV(TV) Detroit and KPRC-TV Houston; ABC affiliates WPLG(TV) Miami and KSAT-TV San Antonio, and CBS affiliates WKMG(TV) Orlando and WXT(TV) Jacksonville—are moving to Cox-owned MMT, which in turn is

being reorganized into a joint venture to be operated by Cox and Post-Newsweek.

The PN stations are currently repped by Petry, Blair and Katz. Sources say that PN still has a year left on those contracts and that the incumbent reps will therefore get paid another year for the national spot business placed on the PN stations.

Sources say that Post-Newsweek CEO G. William Ryan did the deal with Cox and MMT because he wanted an equity stake from Petry and Blair,

which weren't willing to give it to him.

It's the second time in the last seven years that PN has dropped Petry. It left the first time to go to Telerep, then came back to Petry and Blair.

Hicks, Muse, Tate & Furst—controlled Chancellor Media owns Katz and has a deal pending to buy co-owned Petry and Blair. Two weeks ago, Chancellor CEO Jeff Marcus told analysts that the Department of Justice had submitted a second request for information for its antitrust review of the pending deal. But he said that he remained confident the deal would close by year's end. ■

Are you ready for some changes?

'Monday Night Football' adds new faces to broadcast booth, sidelines

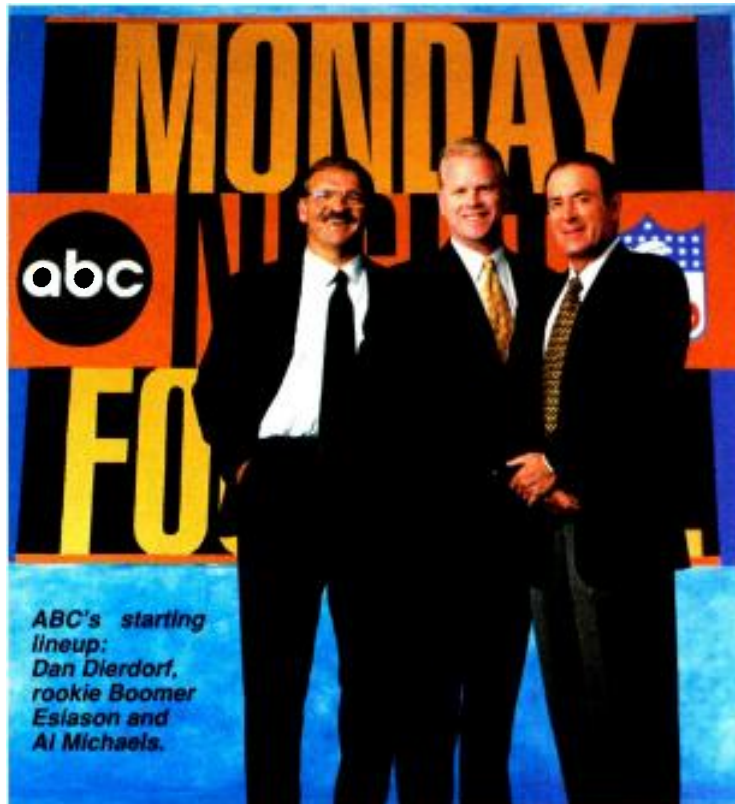
By Joe Schlosser

ABC's *Monday Night Football* is heading into its 29th season, and the network's top-rated prime time program will take on a new look and feel when the season kicks off in September.

With \$4.4 billion invested in its Monday night franchise, ABC has changed the lineup in its three-man broadcasting booth, the show's sideline reporter, the pregame show and even the game's start time.

Beginning on Sept. 7, when the New England Patriots open the season against the Denver Broncos, *Monday Night Football* will start an hour earlier, at 8 p.m. ET. The reason, ABC executives say, is to attract a larger East Coast audience than in seasons past. The old 9 p.m. ET kickoffs often would go past midnight on the East Coast and would push the ABC affiliates' late night newsback into the early morning hours on Tuesdays.

At the outset of each *Monday Night Football* telecast, the pregame show (now called "Monday Night Blast") will originate from the newly erected



ESPN Zone in Baltimore, Md. The 35,000-square-foot entertainment and dining complex will serve as the broadcast center for both the pregame and halftime shows.

Frank Gifford, who spent 27 years in the *Monday Night Football* broadcasting booth, will co-host the pregame show with ESPN personality Chris Berman. Berman also will host the

show's halftime highlight program, and Gifford may stick around for halftime chores as well. Gifford's halftime status is still to be determined, ABC executives say.

Replacing Gifford in the broadcast booth will be former NFL quarterback Boomer Esiason. Esiason joins longtime *Monday Night Football* veterans Al Michaels and Dan Dierdorf in calling each week's action.

"It isn't going to be a difficult thing for me," Esiason says about making the transition from playing to describing the action. "I've gotten used to getting to know new teammates after playing for a number of teams, so I have an advantage in that sense. I'm not naive though, to think that

I'm going to step in there and do a bang-up job right away. I'm not going to be afraid to be critical, because I've got 14 years of playing experience behind me."

Another new addition to the *Monday Night* team will be Lesley Visser, an *ESPN SportsCenter* and football reporter. Visser will take over for Lynn Swann as ABC's sideline reporter. ■



GET WITH THE PROGRAM

By Michael Stroud and Joe Schlosser

Fox can't digest 'Soul Food'

Soul Food producers Robert Teitel and Tracey Edmonds and Twentieth Television are shopping the TV series based on the movie to other networks after Fox decided to halt development. "We are upset about the unexpected turn of events," the producers said in a statement, adding that other networks "have already expressed interest." The producers didn't specify with whom they're in talks.

Fox, Chappelle sitcom shelved

Comedian Dave Chappelle's sitcom at Fox appears to be officially dead after a disagreement between the two sides on casting for the midseason launch. A Fox official confirms that there are no plans to resurrect the show, which had been in development.

Wolpert is a match

Jay Wolpert has been named executive producer on Pearson Television's soon-to-launch remake of

Match Game. Wolpert formerly produced *The Price is Right* and helped to develop the original *Match Game* while working at Goodson-Todman Productions. Pearson executives also announced that comedian Judy Tenuta has been added to the *Match Game* celebrity panel that already consists of Nell Carter, Vicki Lawrence and George Hamilton.

Revenue up, Cone on board at KW

King World Productions, Inc. reported earnings of \$34.2 million for the third quarter of fiscal 1998. Revenue was up 1% from third quarter 1997, to \$168 million, and net income was off 4%, to \$34.2 million. In other KW news, Randi Cone has been named senior vice president of corporate communications at King World Productions Inc. Cone was formerly executive vice president of entertainment at Rogers & Cowan.

'Encore' for Headly

NBC's freshman comedy, *Encore!*, starring Nathan Lane, will feature Glenna

Headly as the sister of Lane's retired opera singer character. Headly previously had a recurring role as a pediatrician on NBC's *ER*.

Bogdanovich walks in Disney's shoes

Director Peter Bogdanovich will direct *The Wonderful World of Disney's* new made-for, *In Your Shoes*, about a pro quarterback father and a feminist mother who exchange bodies. The film, set to air next season, stars Vivica Fox, David Alan Grier and Rue McClanahan. The film will be produced by Walt Disney Television, with Your Shoes Productions.

Pax Net goes under...the sea

Flipper will continue to swim for the next four years on Bud Paxson's start-up network Pax Net. Paxson Communications and MGM Television Group signed a four-year deal to produce 44 original episodes of *Flipper: The New Adventures* to air on Pax Net. *Flipper: The New Adventures* is a

weekly hour series based on the original 1960s series.

Prime time 'Nightline'

ABC's *Nightline* will go prime time in a series of five specials on the American penal system starting Aug. 6. *Nightline in Prime Time: Crime and Punishment* will begin with a return trip to a maximum-security prison in Raleigh, N.C., that *Nightline* first visited in November 1994.

On the move

Former CBS Productions drama chief Nina Tassler has been named vice president of drama for CBS Entertainment. Tassler was behind three shows on CBS's fall schedule: *To Have and to Hold*, *Martial Law* and *L.A. Doctors*. ■ Del Mayberry was named chief financial officer for Fox Broadcasting Co. He had been senior vice president, finance. ■ Kathy Hornbuckle has been named director of drama programming for Studios USA Television. Hornbuckle was formerly director of development at Metropolis Animation. Hornbuckle assumes responsibility for *Xena, Warrior Princess*; *Hercules: The Legendary Journeys*, and *Young Hercules*.

Don't go grey

Some networks try summer debuts

ABC will debut two shows in August; NBC content to repurpose power hitters

By Michael Stroud

Ah, summer: a time for vacations, holidays and endless reruns.

At least until now. With cable continuing to kick sand in broadcasters' faces in the market-share department, more shows are getting a summer kickoff.

In August, traditionally one of the lowest-rated months of the year, ABC will host its first two summer launches in three years: *Maximum Bob*, a comedy starring Beau Bridges (premiering Tuesday, Aug. 4), and the following day, *Whose Line Is It Anyway?*, a remake of the British game show smash, starring Drew Carey.

About 42% of Fox's schedule is new, up 2% from last year, including its new *Fox Files* news magazine, launched last Thursday (July 16); new episodes of *Melrose Place* on Monday, July 27, and *Guinness World Records: Prime Time* on Tuesday, July 28.

The reason for the flurry of activity?



ABC hopes to get maximum impact with a summer start for 'Maximum Bob.'

Cable continues to eat broadcasters' lunch this summer, airing original programming while broadcasters rely heavily on reruns. From May 25 through July 12 (compared with the same period last year), ratings for the 300-plus channels in the cable universe collectively rose

about 11%, to 10.4 in prime time among adults 18-49, as channels from HBO to the Sci Fi Channel aired new programs.

By contrast, compared with the year-earlier period, NBC was flat, at a 5.1 rating in prime time; ABC was down 6%, to 3.2; Fox was down 3%, to 3.0, and CBS was down 10%, to 2.7 among adults 18-49, according to Nielsen.

"We do experience a lot of erosion over the summer, and it's hard to build back from that in the fall," says ABC Entertainment President Jamie Tarses. "It's not economically or logistically sound to have a feeding frenzy at certain times of the year [for sweeps] and very little at other periods."

ABC is considering running more original shows next summer, Tarses says.

CBS has been slower to act. Although the network has occasionally launched summer shows, most notably the 1990s hit *Northern Exposure*, it has nothing this summer in its pipeline besides its news shows.

Northern Exposure was the exception rather than the rule, a "quirky, different" show that stood out enough to entice summer viewers back into their living rooms. "Very few of us can afford to do full-blown comedies and dramas over the summer," says Kelly Kahl, CBS's vice president for scheduling and programming. "Most of the time, revenue can't match the program costs."

Fox found that out last summer when it paid an estimated \$1 million an episode to launch its medieval drama *Roar*, only to see it whimper in the ratings.

Of the Big Four, only NBC is holding fast to tradition. The network, ranked number one among 18-49-year-olds and total households in prime time, makes no apologies for reruns of hits like *Seinfeld* and *Frasier* over the summer, particularly given that its summer-to-date ratings are the best of the Big Four.

Indeed, NBC researchers will argue for TV critics this week that as many as 75% of viewers who watch reruns over the summer never saw the originals. "It's a fallacy that original programming [over the summer] necessarily brings more viewers," says NBC's Mike Nelson.

Maybe so. But the erosion in market share of broadcasters who just a few years ago captured more than 90% of viewers is worrisome, and many think summer is a big reason why. ■

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JULY 6-12

Broadcast network prime-time ratings according to Nielsen



PEOPLE'S CHOICE

Major League Baseball's All-Star Game gave a big boost to NBC Tuesday, helping the network pull ahead of CBS to win the week.

Week 42	abc	CBS	NBC	FOX	U/PIN	WB
	6.5/12	7.0/12	6.1/11	4.2/8	1.6/3	2.4/4
MONDAY	8:00 48. America's Funniest Home Videos 5.4/10	28. Cosby 6.7/13	48. Suddenly Susan 5.4/10	83. Damon 3.1/6	107. Love Boat: The Next Wave 1.7/3	89. 7th Heaven 2.5/5
	8:30 12. 20/20 8.3/14	36. Ev Loves Raymd 6.3/11	54. Caroline in/City 5.2/10	80. Damon 3.4/6	110. Clueless 1.3/2	91. Buffy the Vampire Slayer 2.4/4
	9:00 40. The Practice 5.7/10	32. Ev Loves Raymd 6.5/11	52. Caroline in/City 5.3/9	54. Ally McBeal 5.2/9	108. Clueless 1.6/3	
	9:30 40. The Practice 5.7/10	45. Cybill 5.5/9	63. Veronica's Closet 5.0/8			
	10:00 10. 48 Hours 8.4/15	17. Dateline NBC 7.8/14				
TUESDAY	8:00 32. Soul Man 6.5/12	30. JAG 6.6/12	5. All-Star Pregam 9.5/19	85. Fox Tuesday Night Movie—Darkman II: The Return of Durant 2.8/5	100. Moesha 2.0/4	96. Invasion America 2.1/4
	8:30 36. Smthng So Right 6.3/11		1. MLB All-Star Game 13.3/25		96. In the House 2.1/4	96. Invasion America 2.1/4
	9:00 10. Home Imprvmt 8.4/14	40. CBS Tuesday Movie—Original Sins 5.7/10			94. Malcolm & Eddie 2.3/4	105. Unhap Ever After 1.8/3
	9:30 22. Two Guys, A Girl 7.0/12				100. Good News 2.0/3	
	10:00 17. NYPD Blue 7.8/14					
WEDNESDAY	8:00 38. Spin City 6.1/13	40. The Nanny 5.7/12	70. The Pretender 4.7/9	74. Fox Summer Movie Special—Hideaway 4.2/8	109. The Sentinel 1.5/3	96. Jamie Foxx 2.1/4
	8:30 28. Dharma & Greg 6.7/13	58. The Simple Life 5.1/10	45. 3rd Rock fr/Sun 5.5/10		100. Star Trek: Voyager 2.0/4	93. Jamie Foxx 2.3/4
	9:00 22. Drew Carey 7.0/13	22. Public Eye with Bryant Gumbel 7.0/13	32. Working 6.5/11			88. The Wayans Bros. 2.6/5
	9:30 40. Armageddon: Tg 5.7/10	44. Chicago Hope 5.6/10	15. Law & Order 7.9/14			85. Steve Harvey 2.8/5
	10:00 7. PrimeTime Live 8.8/16					
THURSDAY	8:00 75. Champions of Magic 2 4.1/8	39. Promised Land 6.0/12	14. Friends 8.2/17	45. Fox Summer Movie Special—Bad Boys 5.5/10		
	8:30 91. Prey 2.4/4	15. Diagnosis Murder 7.9/14	19. 3rd Rock fr/Sun 7.6/15			
	9:00 25. ABC News Thursday Night 6.9/12	27. 48 Hours 6.8/12	3. Seinfeld 11.2/20			
	9:30 25. ABC News Thursday Night 6.9/12		4. Just Shoot Me 10.5/19			
	10:00 7. 20/20 8.8/18	35. Nash Bridges 6.4/13	6. Mad About You 8.9/16			
FRIDAY	8:00 58. Sabrina/Witch 5.1/12	48. Kids/Darndest 5.4/12	30. Dateline NBC 6.6/15	77. Beyond Belief: Fact or Fiction? 3.8/8	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	
	8:30 73. You Wish 4.4/10	52. Candid Camera 5.3/11	78. NBC Friday Night Movies—Gulliver's Travels, Part 1 3.7/7	81. Millennium 3.3/7		
	9:00 58. Boy Meets World 5.1/11	54. Family Matters 5.2/11				
	9:30 67. Teen Angel 4.8/10	48. Step by Step 5.4/11				
	10:00 7. 20/20 8.8/18	35. Nash Bridges 6.4/13				
SATURDAY	8:00 89. Timecop 2.5/6	67. Magnificent Seven 4.8/11	79. National Geographic Special 3.6/8	72. Cops 4.5/11		
	8:30 70. ABC Saturday Night Movie—Sliver 4.7/10	25. Walker, Texas Ranger 6.9/14	82. NBC Saturday Night Movie—Gulliver's Travels, Part 2 3.2/7	63. Cops 5.0/11		
	9:00 70. ABC Saturday Night Movie—Sliver 4.7/10			63. AMW: America Fights Back 5.0/11		
	9:30 70. ABC Saturday Night Movie—Sliver 4.7/10					
	10:00 70. ABC Saturday Night Movie—Sliver 4.7/10					
SUNDAY	7:00 58. Wonderful World of Disney—Sabrina the Teenage Witch 5.1/10	2. 60 Minutes 11.6/26	76. TV Censored Bloopers 3.9/9	84. World's Funniest! 3.0/7	105. The Parent 'Hood 1.8/4	
	7:30 58. Wonderful World of Disney—Sabrina the Teenage Witch 5.1/10	9. Touched by an Angel 8.7/17	12. Dateline NBC 8.3/16	58. The Simpsons 5.1/10	104. The Parent 'Hood 1.9/4	
	8:00 21. Stephen King's The Stand, Part 1 7.3/13	20. CBS Sunday Movie—Keeping the Promise 7.5/13	66. NBC Sunday Night Movie—The Odyssey, Part 1 4.9/9	54. King of the Hill 5.2/10	100. Sister, Sister 2.0/4	
	8:30 21. Stephen King's The Stand, Part 1 7.3/13			67. The X-Files 4.8/8	96. The Smart Guy 2.1/4	
	9:00 21. Stephen King's The Stand, Part 1 7.3/13				87. Unhap Ever After 2.7/5	
10:00 21. Stephen King's The Stand, Part 1 7.3/13				94. Steve Harvey 2.2/4		
10:30 21. Stephen King's The Stand, Part 1 7.3/13						
WEEK AVG	6.0/11	6.7/13	6.9/13	4.2/8	1.8/3	2.2/4
STD AVG	7.9/13	9.1/16	9.8/17	6.6/11	2.7/4	3.0/5

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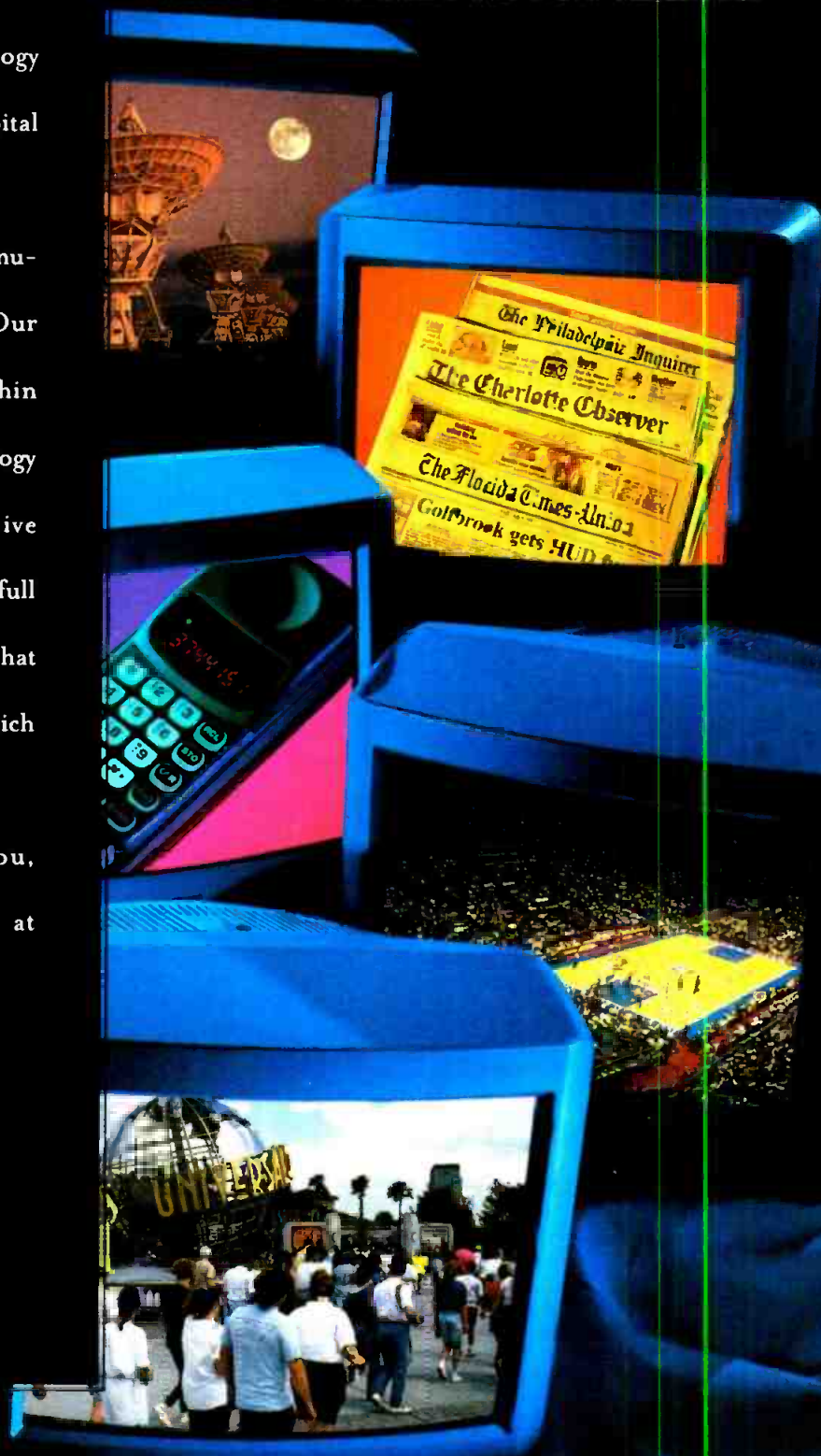
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SPORTS RADIO: It pays to play

The format has been on a record-breaking pace for the past 10 years

By Sara Brown

WFAN(AM) New York is the top-billing radio station in history, bringing in \$50.3 million in 1997. The first to top the \$50 million mark, it leaves its nearest competitor \$12.4 million behind, according to Duncan's American Radio's *Radio Market Guide*.

While many say the sports-formatted station's success is the work of *Imus in the Morning* (the only non-sports program of the day), no one can deny that sports radio is on the rise.

In 1988, the BROADCASTING YEARBOOK counted no stations with a sports format (WFAN was the first, on the air in July 1997). This year's BROADCASTING & CABLE YEARBOOK counts more than 600 sports stations.

No doubt the format's rise is the result of the search for the same elusive audience that prompts television networks to shell out nearly \$18 billion for rights to National Football League games.

"Sports radio is an attractive vehicle for the male demographic," says Chris Brennan, president of One-on-One Sports. "Qualitatively, it is a demographic that's very sought-after."

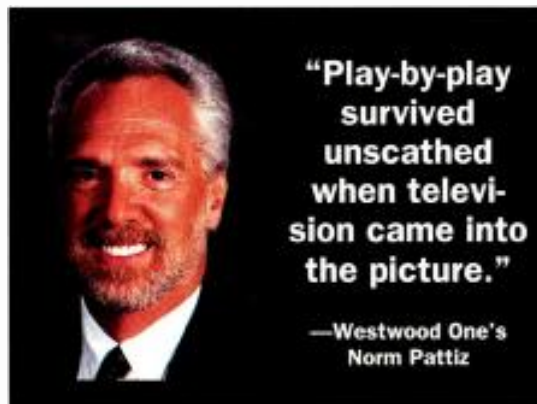
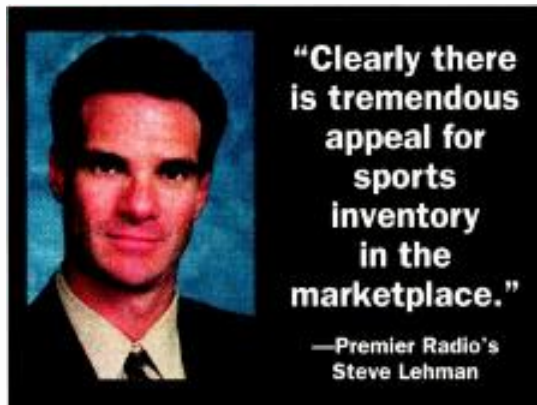
"I think that sports is very salable," says Steve Lehman, president of Premier Radio Networks. "If you take a look at the power ratio of sales to ratings for WFAN, clearly there is tremendous appeal for sports inventory in the marketplace."

WFAN reaches an average 58,000 people per quarter hour, according to Arbitron's winter 1998 survey, meaning that the sports station bills advertisers an average \$867.24 per ratings point. Its nearest competitor, adult contemporary WLTW(FM), billed \$37.9 million last year; it has an average quarter-hour reach of 174,100 and charges an average \$217.70 per ratings point—a quarter of WFAN's fee.

"I think that if you look at it, power ratios for advertisers at those stations are unbelievable," says T.J. Lambert, vice president of sports at ABC Radio Networks. "The passion and the

lifestyle of sports are really effective. The revenue is terrific."

Not only are sports fans attractive to advertisers, they also are loyal to stations, programmers say. "I think sports has always been in demand," says Lyn Andrews, president of ABC Radio Net-



works. "One thing we know about passion for sports is, [fans] never can get enough of it."

Lehman agrees: "The sports audience tends to be a very loyal audience. They tend to listen for a long time."

What makes sports so popular? "That's an easy question," says Ron Barr, founder of Sports ByLine USA, an overnight sports talk network. "I've often described sports as the toy department of life. It's the one thing that's not religion, not politics, not the sensitivities. We can relate to sports because sports is a reflection of life itself. We all compete every day; sports is that release."

And national syndicators have sprung up in the past 10 years to fill that sports niche. Sports ByLine USA went on the air on 13 stations in 1988 and has grown to more than 250 stations in the

U.S. plus 400 stations of Armed Forces Radio. ESPN Radio debuted in 1992. It now brings *The Fabulous Sports Babe* (syndicated by parent ABC Radio Networks) plus *SportsCenter* and sports play-by-play to more than 400 affiliates. One-on-One Sports Network went on the air in 1993 and now reaches more than 300 affiliates (including four owned-and-operated stations).

Today, everyone seems to be getting into the games. Premier Radio Networks syndicates *The Jungle* with Jim Rome and Westwood One syndicates *Ferrall on the Bench* with Scott Ferrall.

The local angle

WFAN tries to stay local, using almost no syndication. "I try to run all-local programming," says Mark Chernoff, the station's program director. "I use only four hours of ESPN late Saturday and Sunday nights."

Others take a different tack.

"If you look at the major cities—take Dallas, for example, you could throw a scatter bomb and probably not hit a local," Lambert says. "I'm a diehard Philadelphia Eagles fan, and I live in Dallas. You've got an enormous amount of transient folks in these big cities."

Furthermore, Brennan says, sticking to local means no variety. "If you turn to a local show you'll hear 20 comments on the same issue." But still. "We have local formats within our format, which makes a lot of sense when you have a format that is compelling."

And don't forget about play-by-play. "There always has and always will [be play-by-play]. Play-by-play was a mainstay of radio from the beginning," says Norm Pattiz of Westwood One. "It was one of the few things that survived unscathed when television came into the picture."

Why listen when you can watch?

"I look at a lot of things," Brennan says. For instance, "Car radio listening hangs [at] around three to three and a half hours a day. These guys are pretty busy people. When you look at why they listen, it's [because it's] convenient, it's informative." Lambert

agrees: "We are portable ESPN. They want their *SportsCenter*. People are pretty mobile."

When it comes to types of sports talk programs, you have two choices. On the one hand, there are irreverent, edgy shows like *The Jungle*, which attack players, coaches and teams for everything from players' salaries to poor performance. *Jungle* host Rome is best remembered from his preradio career

at ESPN for provoking quarterback Jim Everett into a fistfight after repeatedly calling him Chris—like the female tennis player. These shows are geared toward a younger audience.

The other type is more straight-laced, and never the twain shall meet. Reflecting on his sports talk competitors, Barr says he is shocked: "What I hear locally—some of the things about women and minorities—I'm offended.

I will not allow four-letter words, offensive language—and no prejudicial, racist or sexist remarks."

Either type of show is likely to be available in the growing sports talk syndication marketplace. "Forty-eight stations went all sports in 1997 alone," Brennan says. "Sports talk is a growth format, targeted to a great demographic. This will definitely continue to grow." ■

Sports and then some from D.C.

Newspaperman takes his 'Post' column into radio syndication

By Sara Brown and Kristine Lamm

ESPN: We're not just sports," chuckles Tony Kornheiser. But is he joking?

On the air live from downtown Washington, *The Tony Kornheiser Show* is broadcast by the ESPN Radio Network to sports radio listeners nationwide. But Kornheiser insists that his show is different.

"It's not about sports," he asserts. "It's a show about me."

Lucky for ESPN, Kornheiser is first and foremost a sports columnist for the *Washington Post*, so much of the banter in the studio is sports-oriented: "It's my job," he says.

But that's not all. When filling his three-hour time slot, just about any topic is fair game. "We talk about music, we talk about movies, we talk about things that happen in our homes with our children, we talk about culture and current events," Kornheiser says.

Kornheiser's view of sports as high culture also distinguishes the show, he says. He doesn't want his show to degenerate into a forum for callers to simply rant. "I hope it attracts a better class of listener and caller than a sports show that simply asks listeners to call in and say, 'We ought to fire this coach because he stinks and my dog could do better.'"

One particularly untraditional means by which Kornheiser tries to elevate the program's content is his cardinal rule: "No athletes." Guests and interviews are typically chosen from a pool of highly respected sports writers. And when discussing sports, Kornheiser sticks to a strict plan, asking "very specific questions" of the other columnists. Once those specific questions are answered, he refuses to restrict his talk to sports.



Kornheiser: "It's a show about me."

"It's a very different show. It's about sports but not about sports. It's more of a lifestyle sort of show," says T.J. Lambert, vice president/sports, ABC Radio Networks.

The formula is working. "We originally thought in the first year we'd have 30 [affiliates]," Lambert says. The show has 65 stations on board just seven months after its ESPN debut on Jan. 5.

Radio as recess

Kornheiser is having too much fun to worry about ratings and affiliates. Although he hustles at lunchtime to a studio just around the corner from his office at the *Post* and is on the air live from 1-4 p.m., it's hard to tell whether he's taken on extra work or found a way to include recess in his busy schedule. When 4 p.m. comes, it's back to the grind, putting his newspaper column to bed.

"I really like radio. Radio is more fun by miles than writing," Kornheiser says.

Still: "On my tombstone I expect it to say newspaper writer. I'm old and I've written my whole life and I have enormous respect for the printed word."

Jokes about who should play the role of Dennis Rodman in a proposed movie about Michael Jordan and debates about the accuracy of the American Film Institute's top 100 movies entertain the show staff as much as the listeners.

Kornheiser's on-air playmates include Andy Pollin, a full-timer at WTEM(AM) Bethesda, Md. (where Kornheiser first produced his show and which now carries the broadcast in the Washington market). Pollin is a cousin of Abe Pollin, the owner of the Washington Capitals and Wizards. The crew also features Kevin Stanfield, who handles the D.C. production side and can't wait for ESPN to send him to major sporting events, and Dan "The Duke" Davis, who tries in earnest to get through the sports headlines without breaking up from Kornheiser's interruptions and running commentary.

From casualty to success

This is not Kornheiser's first shot at a national audience. Jones Radio Network tried to syndicate the show from WTEM but failed. The syndication was imposed and didn't have his support, Kornheiser says. "We were very resistant, and we never really gave up the local flavor," he says.

Then ESPN contacted Kornheiser about joining its network. "This time it has our complete cooperation and it has our enthusiasm and it has our total support," Kornheiser says. ESPN affords Kornheiser considerable latitude and he has kept the show much the same as when it was broadcast only in Washington. ■

ESPN West goes south

Concedes regional sports territory in Southern California to Fox

By Joe Schlosser

The ESPN expansion train was derailed last week after plans for a Southern California-based regional sports network were scrapped at the last minute. The Disney-owned cable network's entire plan to enter the profitable regional sports business could be in jeopardy.

ESPN West, which was set to launch this fall and to televise the majority of the Disney-owned Anaheim Angels baseball and Mighty Ducks hockey home games, was going to be ESPN's

first attempt in the localized sports game. ESPN already has four national networks (ESPN, ESPN2, ESPNEWS and ESPN Classic Sports), and the plan to move into regional sports seemed like the next logical step, analysts say.

But failure to get sufficient cable carriage and to provide enough high-quality sports programming around the clock apparently made the road too



Fox was in position to catch the Mighty Ducks and Angels rights put in play by the departure of ESPN West.

rough in Southern California and could put a crimp in ESPN's plans for regional outlets elsewhere across the country.

ESPN executives would not comment on their future development plans, but the network put out a statement defending the decision to halt plans on ESPN West. In the statement, ESPN authorities shifted the blame for canceling ESPN West from its own lack of cable carriage

to a purely financial move by Anaheim Sports, a separate Disney division that runs the Anaheim Angels and Mighty Ducks.

"We are certain ESPN West would have been a top-quality service, but we respect the team's interest in having immediate access to the largest possible distribution, for their benefit and that of their fans," the ESPN statement said.

When it became clear last month that ESPN West was not going to be up and running in time to give the Angels and Mighty Ducks sufficient cable coverage in

the greater Los Angeles region, Anaheim Sports executives opened talks with Fox Sports West executives. Fox Sports West and Fox Sports West 2 have carried both the Angels and Mighty Ducks telecasts for the past few years and enjoy all but a monopoly on Southern California professional and college sports television rights.

With the announcement to end ESPN West, ESPN executives also announced new 10-year pacts for both the Angels and Mighty Ducks on Fox Sports West and Fox Sports West 2.

"We consider it a very positive day at our network," says Kitty Cohen, vice president and general manager of Fox Sports West and Fox Sports West 2. "A couple of weeks ago they [Disney executives] made a call and said they would entertain an offer."

Cohen says that she and other Fox executives, who were getting ready for life with ESPN West in their backyard, were caught off guard by ESPN's decision. Fox Sports West 2 was going to lose its 40 Mighty Ducks telecasts next season, and the start-up ESPN network and Fox Sports West were going to share coverage of the Angels during the 1998-99 campaign.

"We knew they didn't have the distribution, because we would have heard that from the local cable operators," Cohen says of ESPN West's apparent lack of cable carriage. "We



Albert rebounds

Albert rejoins MSG

Less than a year after he pleaded guilty to misdemeanor assault charges in a messy sex lawsuit, sportscaster Marv Albert has been hired back by MSG Network. He will host its nightly news show about New York sports, *MSG SportsDesk*, beginning Sept. 14. Albert also will provide play-by-play radio coverage for half of the upcoming season's New York Knicks games.

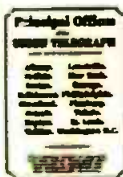
At a press conference in New York, Madison Square Garden President David Checketts said that Albert's loyalty as a sportscaster for MSG events over 30 years "made MSG want to return

the favor." But Checketts also said that MSG is hoping Albert's notoriety will draw a larger audience to *SportsDesk*. "I won't deny we made a business decision about ratings here, too," Checketts said. MSG is "comfortable" with its decision to hire Albert after "conversations with shareholders" and after "checking with some sponsors," the MSG president said. Albert resigned from MSG Network and was fired by NBC News last Sept. 25. Albert repeatedly thanked MSG for giving him an opportunity to "turn the page on a difficult time in my life. What I did was wrong." Albert said that he'll continue counseling sessions and hopes that in time, "my fans will take me seriously" again.

—Donna Petrozzello

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knew they were having difficulty getting distribution, just as we had getting [Fox Sports] West 2 up and running two years ago. But we didn't think it would call for them to scrap the whole thing altogether."

ESPN West's demise should help Fox Sports West 2 increase carriage from its current 2.8 million subscribers to nearly 4 million over the next year or so, Cohen says. Fox Sports West reaches close to 5 million homes in Southern

California, Nevada and Hawaii.

In addition to the new deals with the Angels and Ducks, the two Fox Sports networks currently have exclusive cable coverage of the Los Angeles Dodgers, Los Angeles Lakers, Los Angeles Kings and Los Angeles Clippers. Fox also has long-term deals with the top college teams in the area, including USC and UCLA.

ESPN's effort to enter the regional sports business was going to be the network's first attempt in the local game after staying the national course for so long. While ESPN is the most profitable national cable network, sports or nonsports, Fox has quickly taken over the regional sports business and has built up a war chest with the rights to more than 70 professional and college teams across the country. Fox also has entered the national sports cable business through Fox Sports Net and certain events on FX.

The rivalry between Fox parent News Corp. and ESPN parent Walt Disney Co. was expected to move to the regional sports arena with ESPN's entrance into Southern California. But from the tone of the ESPN statement, it appears that Disney is going to stay out of the local game for a while. "While we will continue to consider regional opportunities if they make good business sense, ESPN's success has been built through national distribution." ■

Turner apologizes for 'Valley of Death'

Time Warner Vice Chairman and CNN founder Ted Turner called CNN's retraction of its *Valley of Death* story alleging nerve gas use by the U.S. military "probably the greatest catastrophe in my life."

The story appeared in CNN's debut June 7 episode of its *NewsStand* news magazine series, a joint programming venture of CNN and Time Inc.'s *Time*, *Fortune* and *Entertainment Weekly* magazines.

In a 20-minute apology to TV critics at the TCA tour in Pasadena last week, Turner said he is "100% in agreement with the apologies and the admission of mistake" by CNN officials. "It's been the most horrible nightmare that I ever lived through," Turner said.

"This is a terrible embarrassment to all of us at CNN," Turner said. "If I thought it would do good, if anybody has a whip here, I'll just take my shirt off and beat myself until I'm bloody on the back."

Insisting that he was "not making any excuses whatsoever," Turner also said that CNN "hired a lot of new people, particularly from ABC, and [CNN] went into the news magazine business a couple of months ago, not with one news magazine but with three at a time.

"And we had a much more collegial, smaller network and nothing like this ever happened before, even though we did make mistakes and near mistakes," said Turner. "This was a big error, and it was unforgivable for a news network as large as ours."

Turner told critics that CNN has added CNN News Group Chairman, President and CEO Tom Johnson to an editorial standards and practices board created to review major stories for accuracy. —Donna Petrozzello

Cable shows and tells at TCA

Unveils a host of series, specials and movies

By Donna Petrozzello

With a production price tag of \$58 million, Showtime's original *Lolita* is the network's most expensive original production and one of many ambitious projects that cable networks trumpeted at the TV Critics Association tour in Pasadena last week.

Based on the novel by Vladimir Nabokov and directed by Adrian Lyne, *Lolita* premieres Aug. 2 and will be released theatrically through Samuel Goldwyn Films later this year.

Showtime also introduced *Linc's*, an



Showtime's 'Lolita' (above) and HBO's 'The Rat Pack' were among the high-profile shows offered for critical appraisal in Pasadena.

original Saturday night series about sex, politics and race from an African-American perspective. Showtime has ordered 13 episodes of the series, which debuts Aug. 1 at 10 p.m.

Many networks used their TCA tour presentations to recap programming announced earlier this year, but some introduced original series and movies planned for the fall.

■ HBO stepped up with an exclusive three-year TV deal with comedian Chris Rock that commits the network to another 13 episodes of Rock's late-night show and two stand-up specials.

HBO Chairman Jeff Bewkes said that HBO has also signed multiyear deals with top boxers—including Oscar de la Hoya and Larry Holmes—for the network's *Boxing After Dark*

"You have to have your priorities in life set and mine have been family number one and business number two."



**Michael C.
Burrus**

President
Multimedia
Cablevision, Inc.

Member
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of Directors

"I grew up in Wichita and came through the parochial school system. I think the Jesuit discipline, which forces you to learn, helped to make my education special. I received one detention during my four years in high school. It was for flunking a Latin quiz and it made an impact. I remember all these years later how important it is to take care of things."

"I came into the cable business in 1981. Multimedia was looking for a chief financial officer and I was interested in moving outside of public accounting. The timing just meshed. I didn't know then what I was getting myself into since cable was not a proven business at the time. But I am sure thrilled it worked out the way it did. Don Sbarra, the former president of Multimedia, really had the driving commitment to do what was right as a corporate citizen in our local communities and in the cable industry. I tried to learn that from him."

"I'm chair-elect of the Wichita Area Chamber of Commerce and am also involved in a number of educational and charitable organizations. It is important to be involved in our communities, but to do so creates a very tough juggling act. When you have your priorities in life set—and mine have been family number one, and business number two—then you have a better idea of what to say yes to and what to pass on. My wife and I have four children, ranging in age from 22 down to 14. I have lived in Wichita almost my whole life. It's very unusual in this business to be able to spend your career in your hometown, but that has been important to our family and I feel so lucky in that regard."

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series. HBO also will bring back *Mr. Show with Bob and David*, starring comics Bob Odenkirk and David Cross, for its fourth season this fall.

HBO also announced a roster of original movies for the fall including *The Rat Pack*, about the tightly knit group of entertainers that included Frank Sinatra, Dean Martin and Sammy Davis Jr., and *Winchell*, a biographical drama about famed gossip journalist Walter Winchell.

■ CNN previewed its 24-part *Cold War* documentary series that launches this September and runs through April 1999. Executive-produced by Sir Jeremy Isaacs, the series includes interviews with dozens of world leaders and rare documentary film footage.

■ Turner Network Television announced a three-picture deal for a series of movies produced by and starring Burt Reynolds.

■ Discovery Channel introduced *Expedition Adventure*, an original series that kicks off Oct. 19 with the documentary *Lost Warriors of the Clouds*, about discoveries made in a mausoleum uncovered in the mountains of Peru. In other news from Discovery Networks' channels, Animal Planet unveiled *Judge Wapner's Animal Court*, a half-hour series debuting Sept. 28 in which Judge Wapner presides over animal-related lawsuits.

■ MTV Networks will add two new series this fall: *The Cut* and *Revue*. It also plans to air a pilot later in the year for a 13-part dramatic series, *Youth in Revolt*.

■ VH1 will tackle original movies for the first time next summer and has five films in production. Later this summer, VH1 features *Endless Harmony*, a documentary about Beach Boy Brian Wilson.

■ Comedy Central unveiled *Upright Citizens Brigade U.C.B.*, a new series about a sketch comedy troupe by the same name that debuts at 10:30 p.m. on Aug. 19 in the coveted *South Park* lead-out spot.

■ History Channel previewed a block of new programs slated to premiere Sept. 6. On that Sunday, *History Undercover* debuts in its new 10 p.m. time slot with a new host, Arthur Kent of NBC News. Also on Sept. 6, History launches *Sworn to Secrecy*, a weekly documentary series hosted by Charlton Heston and featuring stories about clandestine military and political operations. Starting September 7, History's original series *Modern Marvels* moves from its Sunday night slot to air Monday-Thursday at 10 p.m. ET.

■ A&E will feature a two-hour David



CNN hopes to heat up its lineup with the documentary series, 'Cold War.'

Frost interview with former President George Bush on Aug. 25 at 9 p.m. ET.

■ Sci-Fi Channel reviewed the original programming slate that will debut this fall. It will add digitally remastered episodes of the original *Star Trek* series at 7:30 p.m. weeknights starting Sept. 1.

Original new series for Sci-Fi this fall include *Welcome to Paradox* and *Poltergeist: The Legacy*. Sci-Fi says it is plan-

ning to go into production on another original series, *Farscape*, a joint production of The Jim Henson Company and Hallmark Entertainment.

■ ESPN announced a broad slate of programming to commemorate the best moments, players and coaches of the 20th Century. *Sports-Century* will include 60 hours of original one-minute interstitials that will air daily from Sept. 7, 1998, through Jan. 1, 2000. Starting in January 1999, ESPN launches a 50-hour documentary series project, *50 Greatest Athletes of the Century*. The series will air Friday nights through December, 1999.

■ Lifetime has invested \$10 million in advertising and promoting its new Tuesday night prime time lineup of original series, which premieres Aug. 18, according to Lifetime President Doug McCormick.

Lifetime's *Any Day Now* is an hour drama, starring Lorraine Toussaint and Annie Potts, about an African-American woman and white woman who rekindle their childhood friendship as adults. *Maggie*, a half-hour comedy, stars Ann Cusack as a

40-year-old married woman who is struggling with a mid-life crisis and fantasizes about cheating on her husband. *Oh Baby* stars Cynthia Stevenson, who chooses to become pregnant by artificial insemination.

■ FX introduced *Penn & Teller's Sin City Spectacular*, an hour weekly variety series starring the comic pair of Penn Jillette and Teller. ■

TVN bonds with financial community

Looks to raise \$250 million to bankroll digital PPV

By John M. Higgins

Pushing forward in its plans to sell digital cable services to MSOs, TVN Entertainment Inc. is looking to raise \$250 million through the sale of junk bonds.

The satellite company is in the market now, meeting with investors and hoping to price the deal by next week. The money is slated to help the company roll out its DCTV digital pay-per-view services to operators—

which includes helping them finance headend upgrades—plus repay debt. In the wake of the shutdown of conventional cable PPV distributor Request TV, the company is stepping up to offer operators PPV movies and events for a small cut of retail revenue.

A securities filing tied to TVN's bond offering sheds new light on the company's business plan and financial condition.

After losing money for years offer-

ing PPV packages to owners of big C-band backyard dishes, TVN chairman Stu Levin hit on the idea of offering a similarly, fat digital PPV package, primarily to small systems. Those small-town and rural properties have been hit hard as customers have migrated to small-dish and channel-rich DBS services DirecTV and EchoStar.

TVN doesn't offer digitally compressed feeds of conventional cable networks such as Discovery or Starz!/Encore multichannel packages, but operators are free to distribute other networks along with the TVN package.

By helping those rural systems—not all of them owned by small operators—pay for the digital upgrade, TVN hopes to get a big split of the retail revenue as consumers order "Godzilla" or "Armageddon"—starting about 27%, much higher than the 10% that PPV movie distributors generally collect. About 55% of movie revenue goes to the Hollywood studios.

The splits are a potential sore point, because operators are generally loathe to share so much revenue with outsiders that don't actually own the movies or networks.

DCTV competes directly with Tele-Communications Inc.'s HITS service (for headend in the sky) that is reaching out to small and large operators.

TVN President Jim Ramo wouldn't discuss the deal or the company's finances until the bond sale is complete. But the filings show that while TVN's current financial condition is terrible, the company may need to sign up systems serving just a couple of million subscribers to make its plan work.

The company is telling investors that cash flow starts coming in at about 650,000 subscribers; the company expects to be able to service its debt with about 1 million subscribers.

Ramo is key to TVN because he brings instant credibility. A former Times Mirror Cable executive, he joined the company last September from DBS service DirecTV, where he was executive vice president. Well-respected on Wall Street, his arrival was pivotal in convincing a fund controlled by Morgan Stanley Dean Witter to invest \$45 million in equity.



TVN President Jim Ramo is key to TVN because of the instant credibility of his cable/DBS background.



TVN Chairman Stu Levin hit on the idea of offering fat digital PPV packages, primarily to small systems.



TVN's operating history has been rocky. The company has lost money in four of the past five years, with negative cash flow totaling \$2.7 million for fiscal 1998. Its dependence on C-band satellite dish owners means that the company has been in a no-growth mode since 1994, with revenues declining or stalling every year. Revenue has run \$30 million–\$35 million for four years, with sales for fiscal 1998 (ended March) totaling \$30.5 million.

TVN's auditors have said that without a turnaround the company may not be able to continue in business.

That almost doesn't matter in the bond deal. Bondholders won't be betting on TVN's current operations but on whether TVN can actually create a distribution business in digital cable.

Because the zero-coupon market is shaky, TVN plans to borrow not just money to fund digital cable operations, but also enough to cover roughly 12% interest payments for the first three years. So, of the \$250 million being raised, almost \$90 million will be held as an interest reserve. After that, the company's digital cable business will have to be up and running sufficiently to cover \$30 million or so in debt service. So by 2001, TVN needs annual cash flow equal to the revenue it is generating today.

To get there, TVN is offering a turnkey digital PPV product with 32 channels of digital PPV, enough to pass as near-video on-demand, plus 40 channels of digital audio and the Prevue Interactive electronic programming guide. In addition, TVN—which handles authorization, billing and some marketing—offers help in financing headend upgrades.

TVN is primarily targeting small systems. They're the ones whose limited channel capacity and system reliability leave them most vulnerable to DBS, yet, they are least able to pay for conventional system upgrades or less expensive digital upgrades. Larger systems and operators generally don't need the financial help.

TVN is offering to pay up to 80% of the cost of upgrading a cable headend, roughly \$50,000 per system. Each digital subscriber also will require a digital set-top converter costing about \$335.

Operators are expected to charge subscribers \$11 per month just for the digital service, before the consumer buys a single movie. The bulk of that goes toward paying for the box, though TVN wants a small cut. TVN expects its real money to come from PPV movies priced about \$4 each.

After the studios' cut, TVN has told investors that it is seeking 60% of the remainder, or some 27% of the total retail revenue.

Diva Systems Inc. is meeting resistance in its pursuit of an even more modest slice of revenue for a true video-on-demand system. But TVN's targeting of small systems may give the company more leverage. "These guys are really providing something these small operators need," says one Wall Street financier familiar with the bond deal. "If they don't do this, the operators are stuck fighting DBS without more channels."

So far TVN has signed up systems serving 205,000 subscribers, most of them owned by tiny companies like Country Cable, Cable America and Rigel Communications. However, fourth-largest MSO Comcast Corp. is using TVN on two of its small systems as well. The pool of potential customers is large. About 26 million subscribers are served by systems with 30,000 or fewer subscribers. ■

Sky's no limit for SBCA

Record growth is backdrop for satellite industry meeting in Nashville

By Price Colman

The Satellite Broadcasting and Communications Association heads to its annual lovefest in Nashville this week, having defied the widespread belief of a year ago that the DBS sector had peaked.

Instead, DirecTV and EchoStar Communications Corp.'s Dish Network have reported record growth every month so far this year. Overall, the industry has about 9.3 million subscribers, including the gradually dwindling C-band segment, and likely will hit 10 million before the year's out.

"They're doing much better than I thought they would have done," says Curt Alexander of Media Group Research.

The recipe for that growth? One part



Satellite executives could get a preview of the Nashville gathering at www.SBCA.com.

strong U.S. economy that provides consumers with the disposable income to buy DBS hardware and programming, mixed with two parts aggressive marketing and promotion. And if that bullish

subscriber growth includes substantial subsidies that extend cash-flow and earnings break-even horizons, who cares. For now and the foreseeable future, it's a battle for market share, and those two DBS providers have demonstrated they're up to the fight.

At the same time, it's not all sunshine and blue skies in the DBS sector. Primestar Inc. has run into a regulatory thicket that shows no immediate openings. Like its peers, Primestar has proved that it can add customers despite distractions on legal and corporate fronts. But unlike DirecTV/USSB and Dish, Primestar is spending nearly as much energy on keeping existing customers as it is on signing up new ones.

The DBS sector overall faces regulatory obstacles in the form of white-area definition and copyright law. And recent high-profile problems with DBS satellites themselves have uncovered a potential Achilles' heel for the industry.

Nonetheless, the mood is upbeat as DBS's considerable clout attracts outside interest. SBCA President Chuck Hewitt predicts that this year's annual convention will draw new players to Nashville.

"I think you're seeing ... quite a cross section of players—a lot of telephone companies as well as large retail outlets," he says. "I think you'll see a lot of new faces that represent distribution outlets."

The dominant themes at SBCA '98 likely will be a renewed and refined offensive against digital cable, delivery of local broadcast signals, demonstrations of DBS's ability to deliver HDTV signals and a big emphasis on satellite-delivered data.

There's upside and downside on many of those issues. Digital cable, that industry's barricade against DBS, has been slow to arrive, giving DBS ample time to establish a beachhead. Moreover, in markets where digital cable has emerged, DBS sales are as much as 39% higher than elsewhere as consumers comparison shop and often opt for a satellite-delivered service, Hewitt says.

The flip side is that digital cable is so new that it's largely an unknown quantity—and as MSOs begin to use digital cable as the foundation for bundled, discounted service packages, DBS may have



CABLE'S TOP 25

PEOPLE'S CHOICE

ESPN's 'Home Run Derby' on July 6 got a 7.7 rating and was watched in 5.7 million homes, giving the network top billing for the week.

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

Rank	Program	Network	Day	Time	Duration	Rating	U.S.	HHs (000)	Cable Share
1	Home Run Derby	ESPN	Mon	8:00P	132	7.7	5.8	5,697	13.4
2	WCW Monday Nitro	TNT	Mon	10:00P	60	5.6	4.2	4,088	9.2
3	MLB Special	ESPN	Mon	10:12P	56	5.5	4.1	4,037	9.1
4	Movie: 'Everything That Rises'	TNT	Sun	8:00P	120	4.7	3.5	3,465	8.2
5	South Park	COM	Wed	10:00P	30	4.6	2.4	2,336	7.7
6	WCW Monday Nitro	TNT	Mon	8:00P	60	4.5	3.4	3,307	8.0
7	WCW Monday Nitro	TNT	Mon	9:00P	60	4.4	3.3	3,241	7.1
7	WWF War Wrestling	USA	Mon	10:00P	63	4.4	3.3	3,208	7.2
9	NASCAR: Jiffy Lube 300	TNN	Sun	1:00P	240	4.2	3.1	3,012	11.3
10	Thunder	TBS	Wed	9:05P	68	3.8	2.9	2,811	6.6
11	WWF Wrestling	USA	Mon	8:57P	63	3.6	2.7	2,671	5.8
12	Movie: 'My Husband's Secret Life'	USA	Wed	8:59P	121	3.4	2.5	2,487	5.8
13	Movie: 'Everything That Rises'	TNT	Sun	10:00P	120	3.1	2.3	2,244	6.0
14	Rugrats	NICK	Sun	10:00A	30	3.0	2.3	2,212	10.2
14	Movie: 'Liar, Liar: Father & Daughter'	LIFE	Sun	4:00P	120	3.0	2.2	2,147	7.4
16	Rugrats	NICK	Mon	7:30P	30	2.9	2.2	2,121	5.6
16	Rugrats	NICK	Thu	8:30A	30	2.9	2.2	2,120	12.3
18	Thunder	TBS	Wed	8:05P	60	2.8	2.1	2,067	5.4
18	Maurice Sendak's Little Bear	NICK	Tue	9:00A	30	2.8	2.1	2,066	11.9
18	Blues Clues	NICK	Mon	9:30A	30	2.8	2.1	2,042	11.4
18	Blues Clues	NICK	Wed	9:30A	30	2.8	2.1	2,016	11.2
18	Rugrats	NICK	Sat	8:00P	30	2.8	2.1	2,010	6.1
23	Rugrats	NICK	Tue	8:30A	30	2.7	2.0	1,994	11.6
23	Rugrats	NICK	Tue	7:30P	30	2.7	2.0	1,992	5.2
23	Blues Clues	NICK	Tue	9:30A	30	2.7	2.0	1,983	11.3
23	Rugrats	NICK	Thu	7:30P	30	2.7	2.0	1,955	5.6

a hard time matching, Alexander says.

"DBS has to pray that cable screws it up," he says. "You've got to believe they're going to be impacted by the bundling of services."

On the data side, the satellite sector can't boast the robust network of a hybrid fiber-coax system, although Hewitt contends that there's an ample potential DBS market in data.

"When you're only talking about people sitting in front of the TV set, we think we're going to have by far the best tool with a narrowband return through telephone lines," he says. "For the great bulk of TV consumers, we're going to have the best because we're the cheapest and most efficient."

As for maintaining DBS's growth curve, Hewitt's holding off on projections, but he's clearly bullish.

"At SkyForum three years ago, analysts agreed that by the end of the decade we would have 8 million subscribers," he says. "A half year later, it was 12 million. A half year after that it was [at its most bullish] 17 million to 18 million. Now it's 15 million. ... This year, we've got DirecTV and EchoStar still on a fast track, although Primestar is struggling a little." ■

MSNBC picks up Grodin

Former CNBC Talk host gets weekend prime time slot

By Donna Petrozello

NBC Cable is bringing Charles Grodin back to cable, this time with a live, weekend prime time show for MSNBC. Titled *Charles Grodin*, the show launches July 18 at 8 p.m. ET.

Grodin's late-night talk show on CNBC was canceled last month after more than three years. CNBC officials claimed that Grodin's penchant for discussing the rights of the homeless, aged and imprisoned didn't mesh with CNBC's weeknight prime time lineup of topical news shows.

CNBC also cited Grodin's smaller audience (compared with other shows in its prime time lineup, including *Rivera Live* and *Hardball with Chris Matthews*) as a reason for bouncing Grodin from late night. In May 1998, Grodin's show earned an average



Grodin gets 8 p.m.

.4/227,000 homes, compared with the network's prime time .7/482,000 average, according to Nielsen and CNBC.

Grodin says he thinks his show, which has earned four CableACE nominations in three years, is better suited to lead-in MSNBC's weekend prime time programming, which he described as "more diverse" than CNBC on weeknights.

"There really isn't anyplace for the Ralph Naders of the world to have a welcome venue on television, and it became very important to me to be that place," he says.

NBC News Vice President David Corvo says: "We believe Charles' deeply personal monologues, quick wit and unique perspectives on the events of our week will hold great appeal for our viewers. The show is a terrific complement to our existing weekend lineup." ■

CAB on Rocky Mountain high

Denver conference trumpets 'golden age' for cable ad sales

By Price Colman

When TCI President Leo Hindery told the Cabletelevision Advertising Bureau's Local Cable Sales Management conference in Denver last week that it is the "golden age" of cable advertising, he was preaching to the choir.

With cable upfront ad sales approaching \$2.9 billion and many MSOs saying that 1998's first half will produce near-record or record local ad sales, the industry has much to cheer about.

Indeed, if the mood at the conference was jubilant, who can blame an industry that has long labored in the shadow of broadcast's mighty magnet for ad bucks?

Below the surface, however, there's an undercurrent of concern as the cable industry gears up to deliver products and services digitally. On one hand, digital transmission opens the door to the oft-mentioned 500-channel universe. The challenge is that as that universe grows,

fractionalization of viewership also increases, and that's a threat to ad sales.

"We're going to have to find a way to somehow take digital services and convert them into advertising dollars," says Ajit Dalvi, senior vice president/programming and strategy at Cox Communications.

The equation may be simpler for larger MSOs—such as TCI, MediaOne and Cox—which have clustered markets that offer millions of eyeballs. One approach, which TCI is exploiting, is an Internet-like model where advertisers partner with an MSO for space in what TCI Chairman John Malone has called cable's "walled garden."

TCI already has such deals in place with BankAmerica, Intuit and @Home, and Hindery says that the MSO expects to announce additional partnerships in the coming weeks.

For smaller operators with more fragmented markets the challenge is greater, but there may be opportunities there as well, say Dalvi and Marcus

Cable Executive Vice President and COO Lou Borrelli.

"Zoning has become very important, localness is very important," Dalvi says. "[Cable] made it possible for small businesses to advertise on TV. For a time, we forgot our heritage. But when we do zoning, we're going back to our roots—without losing sight of the GMs and the Coca-Colas."

"The more zoning, the more targeted audiences, the better the ability for us to target local business," says Borrelli.

As for the Internet, where nearly everyone sees huge advertising revenue potential but few have found a way to exploit it, the ball's in cable's court, says Julie Dexter Berg, executive vice president and chief marketing officer at MediaOne.

Audience measurement remains a sticky issue for cable, particularly for national ad sales. "We know how powerful [cable] is, but we can't prove it," says Hindery. "There's no amount of money TCI won't spend to measure audiences better than they're being measured today." ■

Launch revs up for @Home, Roadrunner

Intel-supported site could lead development of high-speed Web music

By Richard Tedesco

Online music services will march to the beat of a different drummer next year when CD-ROM music publisher Launch Media introduces a high-bandwidth version of its monthly cyberzine via cable modems.

In a deal announced last week, an enhanced version of Launch, the CD-ROM music magazine, will be available to @Home and RoadRunner subscribers. Arepa, a Cambridge, Mass.-based broadband technology company, is providing Launch Media with the software platform to translate Launch to a high-speed multimedia vehicle. Launch's equity partners include Intel Corp. and NBC.

The new service's business model is not clear. Launch now includes exclusive performance material from artists who also are interviewed on the monthly CD-ROMs. Various transactional pricing schemes are being considered.



Launch is moving its CD-ROM magazine online with the help of partners Intel and NBC.

according to David Goldberg, Launch CEO, who says that he has 270,000 subscribers paying \$19.95 a year for the monthly CD-ROMs. Eventually, updates could be delivered via satellite modems, a technology that Intel will test with Launch this fall.

The new Launch service will be tested with @Home in October, probably on Tele-Communications Inc.'s

Fremont, Calif., system, according to Raj Kapoor, @Home manager of media development. Other online publishers, whose offerings include music and edutainment services and games, also will be tested. Kapoor says, adding that the new service can be compared with video rentals. For Launch, @Home likely will charge a monthly subscription fee or an overnight access charge of \$2.

TCL Music expects to deliver music content with @Home from online concert programmer SonicNet or TCL's DMX service via cable modem. Kapoor acknowledges that @Home is exploring streaming concerts via PC on a pay-per-view basis: "That's certainly something that's intriguing."

RoadRunner and @Home want to make the Launch service available to all their subscribers—more than 100,000 for @Home and about 75,000 for RoadRunner/MediaOne.

"This is the kind of thing that's going to make cable modems come alive for people, not just deliver HTML pages faster," says Goldberg, who foresees expanding from the current one or two tunes from featured artists on each Launch CD-ROM issue.

The high-speed Launch project leads Intel's efforts to cultivate interest in the music field as a means of promoting PCs as all-purpose entertainment centers. Along with Intel and NBC, GE Capital, Phoenix Partners and Allen & Co. also hold minority stakes in the Santa Monica, Calif.-based Launch. Intel also holds a stake in Liquid Audio, which is creating its own online music "network" (see box at left). "We want the PC to be a great machine to listen to the music and communicate with the bands," says Claude Leglise, Intel video brand marketing director.

Intel's New York City festival last week was intended to demonstrate the myriad possibilities of online music. The company streamed live video of new music groups from five clubs and audio from 20 other venues during the four-day event. "It's not like having the cigar and the beer, but it's as close as you can get without

Liquid Audio launching music network online

Liquid Audio introduced a syndicated new-music online network last week for preview and digital distribution of 100 independent record labels.

The Liquid Music Network debuted with 1,500 singles available for downloading from companies that included Arista and RCA. Gerry Kearby, Liquid Audio CEO, describes the new network as an "offshoot" of the Web-hosting services that Liquid Audio has been providing to some small record companies.

An abundant inventory of music is available from diverse artists, including Little Feat, Frank Zappa, Ray Charles, Jesus Jones, Loudon Wainwright III and Aretha Franklin. The Liquid Audio format also permits PC users to scan data about the artists,

including liner notes and lyrics. The network content will be accessible through the ElectricVillage, myLaunch, Nordic Entertainment and Ultimate Band List Websites.

Redwood City, Calif.-based Liquid Audio is funded by Intel Corp. and Hummer Winblad Venture Partners.

As a promotion last week, Liquid Music offered a streamed Jesus and Mary Chain live performance as a premium for PC users who purchased the band's CD at a Tower Records store in lower Manhattan. —Richard Tedesco

the Next Wave
in **Music Delivery**

LIQUID AUDIO
Liquid Audio offers 1,500 singles for downloading.

being there," says Leglise, who claims that Intel could have handled 50,000 multimedia streams simultaneously during the event. More than 120,000 fans tuned in last year:

300,000 were expected this time.

Another Intel-supported online music venture, ArtistDirect, has struck deals to create one-stop virtual stores on its site (www.artistdirect.com) for

several artists, including Tom Petty, the Beastie Boys and Marilyn Manson. Fans will be able to buy concert tickets, sample and order recordings and even buy Web-exclusive memorabilia. ■

Atlantic, Sony launch RealVideo networks

By Richard Tedesco

Atlantic Records, Sony Music and RealNetworks introduced what could become the online equivalent of MTV last week, with the two major record labels debuting video music channels on RealPlayer G2.

RealNetworks' RealPlayer G2 gives PC users single-click access to entertainment and news sites. Sony Music and Atlantic will use the improved video and audio quality of the new RealNetworks player to offer multiple channels of music videos on their sites.

RealNetworks expects to sign more such deals, according to Rob Glaser, RealNetworks chairman, who says that the attraction is doing "MTV-like things" online: "We're seeing a lot of major record labels with an interest in it."

Atlantic is developing an in-house

digital studio "to close the barrier between the artist and the listener," says Karen Colamussi, Atlantic senior vice president of new media. Atlantic plans to conduct regular chat sessions between its artists and their fans.

But the main feature of both sites is the full-length music videos to be archived there: an undetermined number on the Sony site, while Atlantic anticipates 200 music videos will be available as it launches the service this month for the newly released beta version of G2.

While the music videos are streamed on the Atlantic site, prompts will appear that will let PC users connect to a site to buy the CD they're listening to.

Atlantic also plans to use the site to introduce new material: Hootie & the Blowfish debuted some songs from its upcoming CD in an online miniconcert last week. ■

Setting sites on TV

Site features: streams 4 p.m. and 5 p.m. newscasts live daily; archives some local news stories; links to MSNBC and NBC's Interactive Neighborhood network of resources, including San Diego Sidewalk, launched by Microsoft in November 1997

Site launched: April '97

Site director: Doug Gilmore

Number of employees: 2

Design: Created internally; maintained by Console Inc., a local technology firm that handles live Webcasts

Streaming technologies: RealVideo; InterVu

Traffic generated: Several hundred thousand page impressions per month

Advertising: Banners; animated banners by Console

Revenue: Not available; station claims it has hit break-even and projects a profit in the second year of operation; station is contemplating addition of a station "store"

Highlight: Live, simultaneous online coverage of a breaking on-air story about local fires in San Diego last year drew the station's highest traffic numbers for streamed video access

—Rich Tedesco



**KNSD(TV) San Diego
NBC, ch. 39**

ESPN extends NASCAR deal

ESPN Internet Group completed a thorough regrouping of its online sports media properties last week, extending its deal with NASCAR for three years.

The pact is an extension of a three-year contract between EIG's Starwave unit and the racing association. ESPN recently



renewed its online production deal with the National Basketball Association for two years. Shortly before that it added the National Football League to its client roster in a multiyear agreement.

The site will offer new features, aided by the NASCAR deal. Live in-car audio streaming during races is the latest multimedia wrinkle that NASCAR is testing, with video streaming a distinct possibility. "It's something we could look at for the races ESPN and ABC produce," says Geoff Reese, EIG senior vice president of production and programming.

Reese concedes that low frame rates present an impediment to video streaming of races. But ESPN also realizes that multimedia content is the key to increasing traffic on the site. Reese says that ESPN could co-develop online games with NASCAR as an added feature.

In financial terms, the deal is structured like EIG's online production deals: Each party draws a share of ad revenue, with none of the EIG sites turning a profit. —Richard Tedesco

CHANGING HANDS

The week's tabulation of station sales

COMBOS

KGMI(AM)-KISM(FM) Bellingham, Wash.

Price: \$8 million

Buyer: Saga Communications Inc., Grosse Pointe, Mich. (Ed Christian, chairman); owns one TV; owns/is buying 24 FMs and 14 AMs
Seller: KGMI Inc., Bellingham, Wash. (Ann Jones-Richardson, president); no other broadcast interests

Facilities: KGMI: 790 khz, 5 kw day, 1 kw night; KISM: 92.9 mhz, 50 kw, ant. 2,440 ft.

Formats: KGMI: news/talk; KISM: classic rock

Broker: Blackburn & Co.

WLRB(AM)-WKAI(FM) Macomb and WLMD(FM) Bushnell, both Ill.

Price: \$570,000

Buyer: WPW Broadcasting Inc., Monmouth Ill. (Wayne W. Whalen, chairman); is also buying WAIK(AM) Galesburg, Ill.

Sellers: Donald L. Sharp and J.M. Sharp, Macomb Ill.; no other broadcast interests

Facilities: WLRB(AM): 1510 khz, 1 kw; WKAI(FM): 100.1 mhz, 3.08 kw, ant. 463 ft.; WLMD(FM): 104.7 mhz, 3 kw, ant. 328 ft.

Formats: WLRB(AM): news/talk; WKAI(FM): CHR; WLMD(FM): country

WXAL(AM)-WZMJ(FM) Demopolis, Ala.

Price: \$456,300

Buyer: Amy Ross Douglas and Randall W. Douglas, Auburn, Ala.; no

PROPOSED STATION TRADES

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

THIS WEEK

TVs \square \$0 \square 0

Combos \square \$9,596,606 \square 5

FMs \square \$5,375,000 \square 7

AMs \square \$13,250,000 \square 3

Total \square \$28,221,606 \square 15

SO FAR IN 1998

TVs \square \$6,463,343,000 \square 51

Combos \square \$1,499,826,713 \square 167

FMs \square \$551,526,672 \square 203

AMs \square \$359,578,408 \square 140

Total \square \$8,874,274,793 \square 561

SAME PERIOD IN 1997

TVs \square \$3,772,410,074 \square 62

Combos \square \$5,683,334,904 \square 185

FMs \square \$1,560,123,940 \square 231

AMs \square \$193,503,511 \square 124

Total \square \$11,209,372,429 \square 602

SOURCE: BROADCASTING & CABLE

other broadcast interests

Seller: DEBCO Productions Inc., Demopolis, Ala. (R. William Jones, principal)

Facilities: AM: 1400 khz, 1 kw; FM: 106.5 mhz, 25 kw, ant. 492 ft.

Formats: AM: news/talk, black gospel; FM: oldies, sports

WTTT(AM)-WRNX(FM) Amherst, Mass.

Price: \$350,306

Buyer: RNX Radio Inc., Holyoke Mass. (Thomas G. Davis, president); no other broadcast interests

Seller: Grandbill Inc., Memphis (E. William Henry, president)

Facilities: AM: 1430 khz, 5 kw; FM: 100.9 mhz, 1.35 kw, ant. 692 ft.

Formats: AM: news; FM: adult rock

KPCO(AM) Quincy and KBNF(FM) Chester, both Calif.

Price: \$220,000

Buyer: Carousel Broadcasting, Quincy, Calif. (Robert K. Fink, president); no other broadcast interests

Seller: Thomas A. Aceituno, trustee of bankruptcy estate of Stratcom Ltd., Folsom, Calif.

Facilities: AM: 1370 khz, 5 kw day, 500 w night; FM: 98.9 mhz, 25 kw, ant. 751 m.

Formats: AM: music of the 1940s through '70s

Broker: Media Ventures Partners

RADIO: FM

WQVR(FM) Southbridge, Mass.

Price: \$2 million

Buyer: Southbridge Radio Corp., Claremont, N.H. (Jeffrey D. Shapiro, president); owns/is buying 10 FMs and three AMs

Seller: Eastern Media Inc., Southbridge (John Neuhoff Sr., president); owns WESO(AM) Southbridge and WARE(AM) Ware, Mass.

Facilities: 100.1 mhz, 3 kw, ant. 295 ft.

Formats: Country

KIQO(FM) Atascadero, Calif.

Price: \$1.5 million

Buyer: American General Media of Texas Inc., Bakersfield, Calif.

(Anthony S. Brandon, president); owns/is buying 14 FMs and 12 AMs
Seller: Garry and Virginia Brill, Atascadero, Calif.; also selling KWEZ(FM) Santa Margarita, Calif.

Facilities: 104.5 mhz, 5.6 kw, ant. 1,410 ft.

Format: Oldies

WTOC-FM High Springs, Fla.

Price: \$850,000

Buyer: Williams Broadcasting Company, Leonto, Fla. (Robert V. Williams, president); owns WRGO-FM Cedar Key, Fla.

Seller: Millstone Broadcasting LC, Gainesville, Fla. (Donald Boyd, president); no other broadcast interests

Facilities: 104.9 mhz, 3.2 kw, ant. 450 ft.

Big deals

■ In February, Par Holdings Inc. was bought for \$40.5 million in stock. Par's holdings included KZTS(AM) Tacoma, Wash., which was sold to FORPAT Acquisitions Trust (B&C, Feb. 9). Contracts filed with the FCC last week show that KZTS(AM) has been sold from Par (via FORPAT) to Legend of Seattle LLC for \$350,000. However, a pro forma 316 form has been filed at the FCC that will change that sum to \$400,000. Another contract subsequently transfers KZTS(AM) from Legend to Inspirations Media Inc. for \$500,000. Inspirations Media Inc., which will be the final licensee of the station, is connected to Salem Communications Corp. Salem is headquartered in Camarillo, Calif. Its co-owners/brothers-in-law, Edward G. Atsinger III (president) and Stuart W. Epperson (chairman), own or are buying 14 FMs and 30 AMs.

■ In March, USA Broadcasting Inc. acquired KEVN-TV Rapid City and KIVV-TV Lead, both South Dakota, as part of a larger deal with Paxson Communications Corp. and Blackstar Ltd. (B&C, March 16 and 23). An FCC contract filed last week transfers control of the two stations from USA Broadcasting to Mission TV LLC for \$5.5 million. Washington-based Mission (William S. Reyner Jr., president) has interests in seven other TVs, two FMs and one AM. USA Broadcasting, a wholly owned subsidiary of USA Networks Inc., owns 13 TVs.

—Kristine Lamm

Format: Oldies
Broker: Hadden & Associates

WDCI(FM) Bridgeport, W.Va.

Price: \$405,000
Buyer: WDCI Radio Inc., Coshocton, Ohio (Bruce Wallace, president); no other broadcast interests
Seller: Dolphin Communications Inc., Bridgeport (Earl Stewart, principal); no other broadcast interests
Facilities: 104.1 mhz, 3 kw, ant. 328 ft.
Format: Soft adult contemporary

KFFB-FM Fairfield Bay, Ark.

Price: \$365,000
Buyer: Freedom Broadcasting Inc., Batesville (Bob Connell, president); no other broadcast interests
Seller: FB Spatz Media Inc., Fairfield Bay, Ark. (Dan Meadows, president); no other broadcast interests
Facilities: 106.1 mhz, 15.5 kw, ant. 879 ft.
Formats: Adult standards
Broker: MGMT Services Inc.

WXBX(FM) Rural Retreat, Va.

Price: \$200,000
Buyer: Three Rivers Media Corp., Greensburg, Pa. (Gary W. Hagerich, president); also buying WYVE(AM)

Wytheville, Va.
Seller: Highlands Broadcasting Inc., Rural Retreat, Va. (Ora Roberts Smallwood, president); also owns WCRR(AM) Rural Retreat
Facilities: 95.3 mhz, 6 kw, ant. 400 ft.

KYQX(FM) Weatherford, Tex.

Price: \$55,000
Buyer: CSSI Non-Profit Educational Broadcasting Corp., Weatherford (Charles H. Beard, president); no other broadcast interests
Seller: The Sister Sherry Lynn Foundation Inc., Marlow, Okla. (Sherry L. Austin, president); owns four FMs and is building six FMs
Facilities: 89.5 mhz, 368 w, ant. 203 ft.
Formats: Big band

RADIO: AM

WTMR(AM) Camden, N.J.

Price: \$8 million
Buyer: Beasley Broadcasting Group, Naples, Fla. (George Beasley, president); owns/is buying 9 AMs, 20 FMs
Seller: Gore-Overgaard Broadcasting, Vero Beach, Fla., (Harlod Gore and Cordey Overgaard, principals); owns three AMs
Facilities: 800 khz, 5 kw
Format: religious/ethnic

Broker: Force Communications & Consultants

KAAY-AM Little Rock, Ark.

Price: \$5 million
Buyer: Citadel Communications Corp., Bigfork, Mont. (Lawrence R. Wilson, president/19.1% owner; ABRY Broadcast Partners II LP, 37.2% owner); owns/is buying 65 FMs and 30 AMs
Seller: Beasley Broadcasting Group, Naples, Fla. (George Beasley, president); owns/is buying 19 FMs and nine AMs
Facilities: 1090 khz, 50 kw
Format: religious, southern gospel
Broker: Michael Bergner

WYVE(AM) Wytheville, Va.

Price: \$250,000
Buyer: Three Rivers Media Corp., Greensburg, Pa. (Gary W. Hagerich, president); also buying WXBX(FM) Rural Retreat, Va.
Seller: Dominion Media Group Ltd., Richlands, Va. (Ralph B. Davis, president); no other broadcast interests
Facilities: 1280 khz, 2.5 kw
Format: C&W, local news, sports

—Compiled by Kristine Lamm

BY THE NUMBERS

BROADCAST STATIONS

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

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 700 North Pearl Street, Suite 2400
 Dallas, Texas 75201
 (214) 953-8323
 June 1998

RADIO

HELP WANTED NEWS

The Voice of America

is in search of experienced broadcast correspondents for its overseas bureaus

VOA broadcasts news and information round-the-clock to more than 83 million radio listeners worldwide in English and 51 other languages.

VOA correspondents, based in 17 overseas and five domestic bureaus, are professional broadcast journalists who provide quick, accurate and balanced news reports on the top stories of the day.

The Voice of America is seeking to build a file of resumes from interested applicants for possible overseas correspondent positions in the future.

VOA is interested in broadcast journalists with at least three years of professional experience who are knowledgeable in foreign, Washington or regional domestic news coverage and who can quickly write and produce 50-second and 90-second radio news stories, with actualities included, as well as longer, colorful news features and insightful news analysis. Fluency in a foreign language and/or work experience overseas is preferred.

Employment is on a limited basis and includes generous benefits and a competitive salary. Applicants must be American citizens.

Send your resume, a tape of your three best news or feature reports (on cassette) and cover letter to:

Ms. Cindy Krasinski
Voice of America
Rm. 3254, Wilbur Cohen Bldg.
330 Independence Avenue, SW
Washington, DC 20547

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

Radio **BROADCAST ENGINEER**

WKTU-FM has an immediate opening for a Radio Broadcast Engineer in our NEW YORK CITY studios. Applicant must be a self-starter with a minimum of 5 years AM or FM radio experience, have the ability to troubleshoot to component level on audio and RF equipment, be familiar with running remote broadcasts and performing studio mtce. SBE certification a+, as is Network 4x experience. Please fax resume to: Chief Engineer, WKTU/WHITZ-FM 212-649-5375. WKTU is a Chancellor Media Station. EOE.

WKTU
103.5
The Bear of New York

HELP WANTED MISCELLANEOUS

Wanted: Applications for Broadcast Industry Opportunities. All Positions. The members of the Massachusetts Broadcast Association (MBA) are committed to the FCC's goals of non-discrimination and affirmative action. Mail resumes to: Massachusetts Broadcasters Association, Attn: Job Bank, c/o Bedford Granite Group, 10 Chestnut Drive, Bedford, NH 03110. The members of the MBA are Equal Opportunity Employers. Please specify the position(s) you wish to be considered for. No phone calls.

SITUATIONS WANTED MANAGEMENT

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.

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.

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.

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

Producer/Project Manager. ACG seeks a dynamic person to run the show. Ideal candidate will have experiences in managing clients, publicity, story development and an understanding of TV markets and Nielsen ratings. Bachelor's degree in broadcasting a plus, good communications and computer skills a must. Auritt Communications Group is a full-service tv and radio news production and placement operation working closely with both major corporations and Public Relations firms in areas such as satellite media tours, video news releases, radio tours and corp videos. For consideration, fax resume to (212)302-8576.

General Manager. Small market Fox affiliate - Eastern U.S. seeks sales oriented leader. Top salary / with ownership potential. Please fax resume to 615-221-8994.

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

General Sales Manager. Strong FOX affiliate seeks high energy sales leader with local, national experience. Great opportunity for LSM or NSM ready for next career step. Send or fax resume to: General Manager, WCOV, One WCOV Avenue, Montgomery, AL 36111. Fax: 334-409-2022. No phone calls. EOE.

Traffic Manager for New England LMA traffic department. A strong #2 Assistant Manager looking to move up, or a seasoned veteran needed for "hands-on" traffic operations and encompassing management. Candidates should have total experience in formatting, inventory flow, spot input and continually process, and final log production. Knowledge of JDS helpful. An exciting compensator is waiting for the right individual. Reply to Box 01402 EOE.

Sales Management Opportunities: WZDX-TV, FOX 54, Huntsville, AL, announces two sales management opportunities: *National Sales Manager* with 5 years station and/or rep experience and *Local Sales Manager* with 5 years broadcast sales experience. Computer literacy a must for either position. Prefer experienced managers with strong people skills able to train and coach AEs and develop new business. Some travel required for NSM position. Columbine and Tapscan experience a plus. Forward resume to Human Resources, WZDX-TV FOX 54, PO Box 3889, Huntsville, AL 35810. EOE. No phone calls please.

National Sales Manager. Gannett Broadcasting owned NBC affiliate, WGRZ-TV is looking for a dynamic leader of our National and Canadian Sales. National Sales Manager will direct our sales efforts of the Buffalo, New York area. Minimum 5 years sales experience needed. Prior management experience and/or national spot sales preferred. Want to join us with the best company and in one of the greatest areas of the country? Send your resume to Tim Busch, General Sales Manager, WGRZ-TV, 259 Delaware Ave., Buffalo, New York 14202. EOE

Local Sales Manager-Television. FOX KJTV34 in Lubbock is seeking a Local Sales Manager. If you have at least 3 years of television sales experience and seek to lead a winning team of your own, this may be your opportunity. Knowledge of BMP, Columbine and qualitative research important. New business development, sales training skills and computer literacy essential. Looking for a people person who could enjoy living in a friendly university town. FOX KJTV34 offers excellent compensation, has stable ownership, is debt free and has facilities that rival major market stations. Send resume ASAP to: Human Resources, FOX KJTV34, PO Box 3757, Lubbock, TX 79452. Or fax to: 806-748-9374. No phone calls please. Equal Opportunity Employer.

Local A.E. NBC affiliate in 94th ranked, Waco-Temple-Bryan, TX market has immediate opening for Local A.E. to handle established list with both local, direct, and regional agency accounts. Must possess excellent sales, communication, presentation, and computer skills. Knowledge of TvScan, Marshall Marketing and Nielsen ratings a plus. Applications accepted through July 25, 1998. Submit resume to: KCEN-TV Personnel Dept. 24, PO Box 6103, Temple, TX 76503. Equal Opportunity Employer.

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.

General Sales Manager. 100+ network affiliate seeks GSM to drive station's sales efforts. Must be innovative, motivated, creative leader with successful sales track record. Salary, car allowance, plus bonuses. Send cover letter and resume to Box 01403 EOE.

HELP WANTED MARKETING

Marketing Research Director. The Fisher Broadcasting Inc. Marketing Department is seeking a hands-on Research Director for KOMO-TV, the ABC affiliate in Seattle. This person will be responsible for the development, analysis, maintenance and presentation of a variety of market research materials in support of sales, news, programming and promotion. Primary focus is on ratings analysis, sales piece development and audience research. The ideal candidate will have: 1) A degree in Business, Communications, Marketing or related field required, 2) A minimum of three years experience in Research, Television/Cable, or Agency, 3) Proficiency with Nielsen Media Research software and analysis is required, 4) Ability to deliver in-depth, insightful presentations to key personnel a must, 5) Proficient with Word, Excel, PowerPoint, 6) Knowledge of and background in a variety of research methodologies preferred, 7) An aggressive, proactive, hands-on approach. Please send resume and cover letter to Human Resources Department, KOMO TV, 100 4th Avenue North, Seattle, Washington 98109. No phone calls please. EOE.

Marketing Position. Univision, the #1 ranked Hispanic Television Network, is seeking a highly motivated, analytical person with 3-5 years experience using syndicated marketing research (i.e. Simmons, Polk, Scarborough) in the sales and marketing process. The ideal candidate would also have some media experience and be able to use Univision's unparalleled marketing research resources to design marketing presentations which will motivate national advertisers to advertise on Univision. Excellent communication and presentation skills, as well as knowledge of PowerPoint, a must. Please fax resume and salary requirements to 212-455-5295.

HELP WANTED TECHNICAL

**WE PLACE ENGINEERS
TV, POST, SATELLITE, VIDEO**

KEYSTONE INT'L., INC.
Dime Bank Bldg., 49 S. Main St.
Pittston, PA 18640, USA

Phone (717) 655-7143
Fax/Resume (717) 654-5765

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.

Chief Engineer needed for Florence/Myrtle Beach, South Carolina, CBS affiliate. WBTV-TV13 is owned by Spartan Communications, Inc., a leading pioneer broadcast company for over 50 years. Mail of fax letter of application with resume to: Bone & Associates, Inc. Attention: WBTV Position. Six Black stone Valley Place, Suite 109, Lincoln, RI 02865. Fax 401-334-0261. EOE/M-F.

Master Control. Tribune Broadcasting's Washington Bureau is looking for a master control operator who knows no boundaries. Responsible for all satellite uplinks, downlinks, microwave and fiber transmissions. Must have FCC Restricted Radio-Telephone Operator permit. Master Control operator will also be required to operate video switcher and audio mixing board for live shots and tape feeds. Must be familiar with studio/control room operations. Will be called upon to archive video tape and assist chief engineer with minor maintenance of equipment. Video tape editing, computer skills and newsroom skills a big plus. Person must be willing to grow as the bureau grows advancing intranet browsing, newsroom computer systems, video file servers, digital editing, and digital transmissions. For more information contact Cissy Baker, Bureau Chief, Tribune Broadcasting Washington, 1325 G Street, Suite 200, Washington, DC 20005. Fax: 202-824-8333 or Email: Cbaker@Tribune.com

WTVQ-TV has an immediate opening for an Electronic Maintenance Engineer that involves general electronic maintenance and equipment installation. Applicant must have 3-5 years electronic maintenance experience in a broadcast facility and be proficient in troubleshooting down to the component level. Types of equipment involved includes but is not limited to monitors, transmitters, computer networks and terminal equipment. FCC General Class License and/or have or be able to obtain within one year SBE or other industry accepted certifications at Broadcast Engineer level or above. Send resume to: Human Resources, WTVQ-TV, PO Box 55590, Lexington, KY 40555-5590. EEO M/F Pre-employment drug test required.

Engineering professional - major market television group broadcaster seeks a "hands-on" Assistant Director of Engineering for the group. You will be based in Los Angeles but will work with and travel to all our major market "O&O's." The ideal candidate will have 5-10 years experience as Chief or Assistant Chief Engineer working in UHF stations. Superior salary and benefits. Fax resume to 310-348-3659. EEO.

ENG and Broadcast Personnel. ENG Field Operations with Camera and Microwave Experience. Videotape Editors. Studio Operations and Maintenance Including: 1) Technical Directors (GVG-300 switcher with Kaleidoscope) 2) Audio (mixing for live studio and news broadcasts) 3) Studio Camerapersons (studio productions and news broadcasts) 4) Chyron Operators (iNFInIT!) 5) Still Store Operations 6) Tape Operators (Beta) 7) Maintenance (plant systems with experience in distribution and patching) 8) Lighting Director Engineer 9) Robotic Camera Operations 10) Master Control. For the East Coast, Midwest and West Coast. Would commence spring/summer 1998. Out-of-town applicants accepted for the positions will be reimbursed for airfare, hotel, and per diem expenses. Send resumes to: MMS, Suite 345, 847A Second Avenue, New York, NY 10017, Or Fax 212-338-0360. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

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.

Engineering professional - major market television group broadcaster seeks a "hands-on" Assistant Director of Engineering for the group. You will be based in Los Angeles but will work with and travel to all our major market "O&O's." The ideal candidate will have 5-10 years experience as Chief or Assistant Chief Engineer working in UHF stations. Superior salary and benefits. Fax resume to 310-348-3659. EEO.

Chief Transmission Engineer. Join Arkansas Educational Television Network to direct the operations and maintenance of a 5 transmitter state wide network. Candidates will have a formal education equivalent to a high school diploma, plus two years vocational or related training in television, plus four years of high power RF experience, television operations, or electronic repair and maintenance. A valid drivers license and in-state travel will be required. Submit a State Application, current resume with cover letter, three professional references and salary history to: AETN-Human Resources Supervisor, PO Box 1250, Conway, AR 72033. Application review will begin August 3, 1998. AETN is an AAE/ADA Employer. Minorities and Women are encouraged to apply.

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.

HELP WANTED NEWS

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.

Weather Anchor/Anchor. KPVI-TV, an NBC affiliate, is looking for a candidate to present the weather and co-anchor. Candidate should possess one-year experience on-air; knowledge of ACCU Weather System and a degree in Meteorology and/or Journalism preferred. The ability to carry 50 pounds of television equipment and operate videotape-editing equipment a must. Applicant must have valid driver's license w/no DUI convictions. Great company, great growth potential and great benefits. Send non-returnable SVHS tape/resume to: Tonia Ellis, News Director, 902 E. Sherman Street, Pocatello, ID 83201. EOE.

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.

Television News Associate Producer. KCRG wants an Associate News Producer to make our newscasts the best they can be! If you want to work with the best in the television business, send your resume and/or non-returnable tape to Personnel Coordinator, KCRG, PO Box 816, Cedar Rapids, IA 52406. EOE. Requires four year degree or experience, relevant internship experience preferred.

Television News Producer. If your idea of producing news is stacking shows, keep reading. If you want to produce a fast paced, visually exciting news program and work with four live trucks, live news helicopter and satellite truck, send your resume and non-returnable tape to Personnel Coordinator, KCRG, PO Box 816, Cedar Rapids, IA 52406. Four year degree/or relevant experience and at least one year of news writing and producing required. EOE.

Sports Photographer/Producer. WFMY-TV is looking for a motivated Sports Photographer/Producer to coordinate, shoot and edit sports events and special projects as determined by the sports director and news director. At least two years experience as a general assignment photographer and editor. Some specialization in sports preferred. Ability to react quickly and correctly to a variety of assignments; sharp eye for composition and lighting; good interpersonal skills. Interested applicants should send a tape and resume to Mike Hogewood, Sports Director, WFMY-TV, PO Box TV-2, Greensboro, NC 27420. No phone calls please. EOE.

Special Projects Producer. WHAS11, the market leader, is seeking a special projects producer with 2-3 years of on-line producing experience. Candidate should have experience producing half-hour and one hour format specials. Ability to conceptualize show from start to finish, including format, graphics, music and content. Ability to orchestrate the show from the control room, coordinating with anchors reporters, and director is necessary. Solid writing and creative pre-production skills are required. Must have the ability to work independently and be a self-starter. Interested candidates forward resume, tape and cover letter to: Cindy Vaughan, Human Resources Manager, HR #826, WHAS11, 520 West Chestnut Street, Louisville, KY 40202. EOE.

Reporter/Anchor. CBS affiliate seeks a Reporter/Anchor. Must be able to gather, write, and edit three-quarter inch video for broadcast; produce and host a Public Affairs News Segment; produce and anchor Saturday morning news cut-ins. Requires fluent Spanish. Degree and experience preferred. Send resume and tape to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, San Angelo, TX 76903. EOE.

Reporter. NBC affiliate needs an aggressive, enterprising reporter who excels in live shots. If you want the breaking story at 5pm and 6pm and the top story at 10pm, send resume and tape to: WAFF TV, PO Box 2116, Huntsville, AL 35804, Attn: Frank Volpicella. EOE.

Reporter. KETV, Omaha, and sister station KCCI in Des Moines have an immediate opening for a reporter to cover western Iowa for both stations. This position is currently based in Omaha. Excellent storytelling and live work a must. Send resumes and non-returnable tape to Rose Ann Shannon, KETV, News Director, 2665 Douglas Street, Omaha, Nebraska 68131.

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.

Producer: WIFR-TV23, Rockford, is looking for a primetime News Producer. No show stackers. We need someone who weaves a great broadcast. Plenty of bells and whistles, more coming. T&R's to Ray Wilck, WIFR-TV, PO Box 123, Rockford, IL 61105. No phone calls. EOE.

Producer/Director II (Reporter): Quails: HS graduation or equiv., graduation from college with a degree in radio, TV, and/or film production, communication, or journalism; plus one year experience in television production or six years experience in television production. **Preferred Quails:** Five years reporting and/or anchor experience, business or financial news reporting strongly preferred. Expertise in tourism, gaming, and urban growth issues (water, traffic, air quality) desired. **Starting Salary:** \$39,686 + paid health insurance and 21% benefit package. Submit detailed resume and audition tape to Madelyn Barnum, KLVX-TV, 4210 Channel 10 Drive, Las Vegas, Nevada 89119 or Fax to 702-799-5586. Position will remain open until filled. A screening packet will be mailed to competitive applicants. EOE.

Producer. Seeking experienced producer for 6pm weekday newscast at busy FOX O&O station. Will determine the content of the newscast as well as edit scripts and videotape. Must be skilled in Newstar or a comparable newsroom system and Beta editing equipment. Two (2) years experience producing a television newscast required. Must be a proven leader with a positive collaborative news philosophy. College degree required; journalism major preferred. Please send resume (including salary requirements) and non-returnable tape to: WDAF-TV, Human Resources Dept., 3030 Summit, Kansas City, MO 64108. EOE/M/F/V/D.

Producer. 81st market ABC affiliate seeks enterprising journalist with creative broadcast production skills and conversational writing style. College degree required with minimum one-year on the job or college-related experience. Non-returnable tape and resume in Debra Harris, News Director, WAND, 904 Southside Drive, Decatur, IL 62521. EOE.

Photojournalist. Entry level opportunity for visual thinker and quick learner. Will shoot and edit news stories, plus have opportunities to report. Requirements necessary: Must have video photography and editing experience. In addition, candidate must be willing to develop reporting skills. Experience: 4 year college degree in communications or related field, 1 year photography experience. Job Status: Union position. Position Reports To: News Director. Contact: Paul Donohue, News Director, WETM-TV, 101 E. Water Street, Elmira, NY 14901.

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.

Photographer. Talented, skilled NPPA style team player needed for an immediate opening. We have AVID, SX Sony, Beta, SNG. You need at least one year of experience. A college degree is preferred. Resume/tapes to: Human Resources Manager, WYFF-TV, 505 Rutherford Street, Greenville, SC 29602.

One-Man Band. Be your own boss and be on TV. WFMY-TV is looking for a motivated reporter/photographer to be a one-man band. We need someone who can take ownership of a countywide beat by developing contacts, generating story ideas and producing compelling pieces daily. Qualified candidates will have 2 years reporting and TV photography experience. Interested applicants should send a tape and resume to Darren Richards, News Director, WFMY-TV, PO Box TV-2, Greensboro, NC 27420. No phone calls please. EOE.

News Producer. The top-rated station in Nashville is looking for a producer who can meet our high standards. Must know how to package the big story and capture the audience every day! We need an excellent writer, capable of directing the work of reporters, photographers, editors, and associate producers. Prefer two years experience and a college degree. Please send a resume and tape to Lyn Veazey Plantinga, Executive Producer, WTVF-NewsChannel 5, 474 James Robertson Parkway, Nashville, TN 37219. EOE.

News Producer. WICS-TV, the NBC affiliate in Springfield, IL, is looking for a 6pm producer. You must be able to produce an informative newscast that is relevant to the community. Good editorial judgement and writing skills are a must. At least two years producing experience desired. Good opportunity for management advancement. Send resume and non-returnable VHS or Beta tape to: Sue Stephens, News Director, WICS-TV, 2680 East Cook Street, Springfield, IL 62703. EOE. Women and minorities are encouraged to apply. WICS is an Equal Opportunity Employer and a division of Guy Gannett Communications.

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 Expansion. Want to join the fastest growing news team in Charlotte? Want to make your home in the south's most livable city? Want to work for a company that puts journalism first? AH Belo's NBC6 is searching for an executive producer, operations manager, meteorologist, (2) reporter/photographer, (3) news producers to join our growing news operation. We are expanding our news product and are looking for high energy, hard working, extremely motivated journalists. If you are the best in your newsroom and are looking for the coaching and creative environment to be even better, send your resume, resume tape (if applicable) and salary history to: (No phone calls, please): NBC 6, Human Resources Department, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. EOE/M/F/V/H.

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 Director needed for southern Oregon's top-rated news station. The successful candidate must be an excellent journalist and have the patience and skills to teach a young and motivated staff. This is a hands-on position and an excellent opportunity for a medium to large market journalist to take their next step in news management. Send cover letter, resume, references and statement of news philosophy to: KDRV-TV, Attn: Human Resources, 1090 Knutson Avenue, Medford, OR 97504. Pre-employment drug screening required. EOE.

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.

Meteorologist. KDLT-TV, the NBC affiliate in Sioux Falls, SD is starting a new one hour early morning news September 28, 1998. We are looking for a part time meteorologist - 20 hours per week. Females encouraged to apply. Send resume and tape to: KDLT-TV, Madeline Shields, News Director, 3600 S. Westport Avenue, Sioux Falls, SD 57106. F/M. EOE.

Investigative Journalist. ABC-7, WJLA-TV in Washington, DC is seeking an award winning *Investigative Journalist* for our I-Team. Must have 10 years experience in broadcasting, including 3-5 years investigative reporting, or comparable experience. Join us and help us continue our tradition of winning national awards. Send resume and tape to: Human Resources, WJLA-TV, 3007 Tilden St., NW, Washington, DC 20008. EOE.

KSBY-TV, NBC for the Central Coast of California, seeks a Reporter/Producer for the Santa Barbara Bureau. The person hired will have worked as a full-time reporter at an acknowledged television station for at least one year. This person must know how to tell great stories with pictures, show writing proficiency, perform admirable live shots, and have the independent ability to set up their own stories on a daily basis. A demonstrated ability to line produce a news show is imperative, though not a daily requirement. Send non-returnable 3/4" or VHS tape to Personnel, KSBY-TV/M, 467 Hill Street, San Luis Obispo, CA 93405. EOE. No phone calls.

I-Team Reporter. We're looking for a reporter with a passion for developing high-impact investigative reports. The reporter will work with our I-Team producers on both long-term and short-term projects. Applicants should be able to handle complex and sensitive stories and to juggle several projects at once. Previous experience with hidden cameras and computer-assisted reporting are a plus. Fairness and accuracy are mandatory. This is a position that requires working as part of a team, with the flexibility of meeting some day-to-day reporting and anchoring, as needed. Letters and resume to: News Director, WISH-TV, PO Box 7088, Indianapolis, IN 46207. No phone calls please. M/F EOE.

FOX News in the Fort Myers/Naples market seeks Investigative/Consumer Reporter. Position will supervise producer and photographer. At least two years experience. Send non-returnable tape and resume to FOX WFTX-TV, Attn: Mark Pierce, 621 SW Pine Island Road, Cape Coral, FL 33991. WFTX-TV is an Equal Opportunity Employer.

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.

Co-Author/Reporter. KSBY-TV, NBC for the Central Coast of California, seeks a Co-Author/Reporter for the 11pm weekday show. The person hired will have worked as a full-time anchor/reporter at an acknowledged affiliate television station for at least two years. This person must know how to communicate with an audience, break information down into understandable bits, be great in live shots, write well, and have the ability to line produce in a pinch. Daily reporting is expected. Send non-returnable 3/4" or VHS tape to Personnel, KSBY-TV/M, 467 Hill St., San Luis Obispo, California 93405. EOE. No phone calls.

You can simply fax your
classified ad to
Broadcasting & Cable at
(212)206-8327.

Chief Photographer and Photographer/Editor. NBC O & O is looking to fill two positions on its award winning photography staff. *Chief Photographer*-Creative, experienced Photographer that can lead by example. Must be able to guide and motivate photo staff to continuously be one of the best in the country. *Photographer/Editor*-Minimum of two years experience in news photography and editing. Must also be able to run ENG live truck. We are looking for someone with a creative eye, but who can also keep up with a very fast paced, aggressive newsroom. Send resume and tape to WCMH-TV, Phillip Schneider-Operations Mgr., P.O. Box 4, Columbus, Ohio 43216. Drug screening. EOE

Assignment Editor. Tribune's Washington Bureau is looking for an assignment editor who believes anything is possible. This nightside assignment editor will be responsible for coordinating news coverage in and around Washington. This includes coordination of camera crews, reporters, producers, satellite and fiber feeds. In addition, the nightside assignment editor produces all evening live shots, edits evening scripts, and produces daily feeds. Applicant must have excellent communication skills in order to communicate *effectively* with all Tribune stations regarding Washington news coverage. Must be able to work under pressure during breaking news. The candidate should have a firm understanding of all aspects of news gathering from satellite bookings, to fiber feeds, out of town field producing and editing. Person must have some knowledge of internet browsing, newstar computer system, digital editing. This will be a job you never forget! Contact Cissy Baker, Bureau Chief, Tribune Broadcasting, 1325 G Street, NW, Washington, DC 20005. Fax: 202-824-8333. Email: Cbaker@Tribune.com

Anchor/Producer. WETM-TV. Job description: Primary producer and Co-Anchor for 11pm newscast Monday through Friday. Candidate will coordinate coverage at night, and do some reporting for 6pm newscast. Requirements necessary: Must have at minimum one year experience as an anchor with demonstrated producing skills. In addition, candidate will have reporting experience and must complement our male anchor. Must have working knowledge of beta editing and have computer skills. Experience: 4 year college degree in communications or related field, 1 year anchor experience, producing and reporting experience. Job Status: Union position. Position Reports To: News Director. Contact: Paul Donohue, News Director, WETM-TV, 101 E. Water Street, Elmira, NY 14901.

11PM News Producer. Sleep until noon...but come alive at 11! WFMY-TV is looking for a top-notch 11pm Producer. We want someone who loves the nightshift...and can put together a newscast that's totally fresh since 6pm. Qualified candidates will be excellent writers, creative thinkers and solid journalists. If you have 2 years producing experience and you think this job is right for you, please send a tape and resume to Rodney Bush, Evening Executive Producer, WFMY-TV, PO Box TV-2, Greensboro, NC 27407. No phone calls please. EOE.

Fax your classified ad to
Broadcasting & Cable,
(212)206-8327

HELP WANTED PROMOTION

Promotions Producer: If you love to write killer copy, if you can produce circles around everybody else, if you like news and news promotion, if you have lot's of energy and a great attitude - you are the promotion producer we are looking for! We are looking for a hot new producer to round out our promo department. If you'd like to join a team of t.v. pro's who are dedicated to doing great work, we'd like to hear from you. We are a top 40 market, can offer a great quality of life, a chance to live and work at the beach and plenty of great stuff to produce! If you'd like to join our team and take this place to #1, rush your tape and resume to Creative Services Director, WTKR-TV, 720 Boush Street, Norfolk, VA 23510.

Promotion Writer/Producer: KTXH UPN 20 is seeking clever copywriter with an eye for great shots, ear for strong sound bites, and desire to write/produce/direct creative spots in the 11th largest market. Two years promotion experience required. On-line or non-linear experience a plus. Think no news is good news? Rush resume and reel to: KTXH Promotion, Dept. B/C, 8950 Kirby Drive, Houston, TX 77054. EOE. No calls please.

Promotion Producer. Wanna feel the power of the peacock? Top 35 NBC O & O looking for a News Promotion Producer to continue building on our #1 rated news. If you write, produce and edit (linear and/or non-linear) with the best, I want to see your stuff! 1-2 yrs news promotion and editing experience preferred. Join an award winning creative staff, grow as a producer and have a ton of fun doing it! We are not your typical promotion department. Rush resume and non-returnable reel to Rick Green, Creative Director, P.O. Box 4, Columbus, Ohio 43216. Drug screening. EOE.

On-Air Promotion Manager. Top ranked FOX affiliate has an immediate opening for a *creative* and *organized* On-Air Promotion Manager. Responsibilities include the coordination/production of high-end on-air promotional image spots, as well as developing concepts for quality station image campaigns. The ideal candidate has 3 to 5 years of hands-on editing experience. BA in Communications, Journalism, or related experience desired. Knowledge of on-air promo scheduling, CMX and/or non-linear editing experience helpful. If you are ready to live on-air promotion in a fun, fast-paced department, send VHS tape, resume and cover letter stating desired position and referral source to: Human Resources, WXIN-TV, 1440 N. Meridian St., Indianapolis, IN 46202. No phone calls please. EOE.

KCPQ-TV/13 FOX Seattle. Wants a top flight *Promotion Manager* and *News Promotion Writer/Producer*. Manager needs strong experience in news and entertainment audience-building, creative/innovative marketing, budget control and people management. News Promotion Writer/Producer must know how to market a new, young-appealing product using topicals, teases and image - plus be able to do own non-linear editing. IBEW. Send non-returnable tape (VHS or BETA) to: KCPQ-TV, Attn: Promo-150, 1813 Westlake Avenue North, Seattle, WA 98109-2706. Please, no calls! Any offer of employment is contingent upon passing a medical test for drug/alcohol use. Application closing date: Fri., 7/31/98. KCPQ-TV is an Equal Opportunity Employer. M/F/ADA.

ABC7. Promotions/Marketing Director. WVII-TV, Bangor, Maine's ABC affiliate, is searching for an energetic, creative person with video-graphy and editing skills to direct the station's on and off-air promotion. WVII-TV production/promotion employs cutting edge digital technology. Broadcasting/journalism degree; computer skills required. Send resume to: WVII-TV, 371 Target Circle, Bangor, ME 04401. No phone calls. WVII is an EOE.


HELP WANTED RESEARCH

**MANAGER
PROGRAM
RESEARCH**

New York, NY

The ABC Television Network's Marketing and Research Department is seeking a **Manager of Program Research** who will be responsible for primary audience research on news, sports, internet and late-night programming and promotion.

Applicants must have a minimum of 3-5 years' experience designing and analyzing survey research, the ability to present data to clients in a clear and concise manner, and strong writing and computer skills. Working knowledge of Nielsen rating data is highly desirable. A college degree is required; an advanced degree is preferred. For confidential consideration, please forward resume to:



**Employee Relations
ABC, Inc.
Dept. MW
77 West 66th Street
New York, NY 10023**

An equal opportunity employer m/f/d/v

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.

Research Director. CBS O&O station in Miami, looking for a Director of Research with minimum 5 years metered market experience. Candidate must possess thorough knowledge of NSI and Scarborough research and have the ability to work with sales on presentations and client calls. Position works closely with GM, Programming and News, but reports directly to Sales Director while overseeing daily activities of Research Manager. Send resume: WFOR-TV, 8900 NW 18th Terrace, Miami, FL 33172. Attn: Human Resources. EEO/MF. No phone calls.

HELP WANTED MISCELLANEOUS



As one of the fastest growing, most progressive broadcast groups in the nation, SINCLAIR COMMUNICATIONS, INC. owns and/or provides programming services or has agreements to acquire 57 stations in 37 separate markets, and owns, provides sales and programming services to, or has agreements or options to acquire 50 radio stations in 11 separate markets. Sinclair's television group will include ABC, CBS, FOX, NBC, WB and UPN affiliates. As our phenomenal growth continues, we seek the one element which gives us the edge on the competition and the power to stay on top-the best people in the business. If you are a motivated team player with a successful track record, an opportunity may await you at Sinclair.

Charleston, WCHS-TV/ABC National Sales Manager
Seeking an experienced leader and manager to become a part of a dynamic sales management team. Must be able to establish strong relationships and have the ability to grow national shares. Minimum of 3 years television sales experience. Columbine and Tapsan. Previous management desirable. Send resume. BC#128

Charleston, WCHS-TV/ABC News Assistant (PT)
Take the hand-off from the dayside desk and work with the producer to plan and execute the news assignments for the late news. Job requires intelligence, news judgement, energy and good people skills. If you have these qualities, we want to hear from you. Send resume. BC#129

Dayton, WRGT-TV/FOX Television Engineer
Candidate should have Associate degree in Electronics Technology plus 5 years experience with UHF transmitters and related broadcast studio equipment. A general FCC radio telephone license or SBE certification a plus. The ability to supervise others, solve inter-departmental problems, and relate to and communicate effectively with upper management are important skills in this position. Send resume and letter of interest. BC#130

Kansas City, KSMO-TV/WB GSM/LSM
WB62 is looking for a highly aggressive GSM/LSM with minimum 4 years experience in local broadcast sales & management to lead the most dynamic sales team in Kansas City. Must be able to "think outside of the box" to come up with creative ideas to generate additional revenue. Send resume. Fax number 913-321-4703. BC#131

Minneapolis/St. Paul, KLTG-TV/WB Creative Services Assistant
Successful candidate will be computer literate, deadline oriented and enjoy office organization. If you're a detail-oriented person who enjoys a creative atmosphere, this is the job for you. Send a resume or apply in person. BC#132

Rochester, WUHF-TV/FOX News Topical Promotion Producer
Join the promotion team at a growing FOX affiliate. Create compelling promotional messages for our News Department. Degree with two years broadcast experience or equivalent. Tapes and resume requested. BC#133

San Antonio, KABB/KRRT-TV/FOX-WB Broadcast Maintenance Engineer
Must have 3 years hands on experience with Beta-SP equipment, SONY one-inch transports, field and studio cameras, S-VHS studio and field gear and troubleshooting skills. Will work on high power, UHF transmitters and microwave trucks. Send resume. BC#134

San Antonio, KABB-TV/FOX National Sales Manager
Opening for an aggressive, detail-oriented, creative, computer literate individual with 2 years experience. Send resume. BC#135

San Antonio, KABB/KRRT-TV/FOX-WB Research Director
Experience with Nielsen/TV, Scan/Scarborough/Market Manager/Microsoft Office and prior TV experience desired. Send resume and cover letter. BC#136

San Antonio, KABB/KRRT-TV/FOX-WB News Photographer
Looking for a strong and creative News Photographer with 2 years experience. Live truck experience a plus. Send resume and non-returnable tape. BC#137

Various Locations Program Managers
Program Managers needed for regional and station level vacancies. BC#138

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



Sinclair is proud to be an EQUAL OPPORTUNITY EMPLOYER and a DRUG-FREE WORKPLACE.

WOMEN AND MINORITIES ARE ENCOURAGED TO APPLY

Promotion Producer

Job #98-128

This position will produce daily news topicals for early evening and 11pm newscasts. Individual must have one to two years of experience writing, producing and editing for broadcast or cable, and be able to work 2pm-11pm. Two years of experience in news promotion writing and non-linear editing is preferred. Familiarity with graphics production is helpful.

Graphic Artist Job #98-129

This position will support on-air news promotion and outside media advertising including daily news series graphics, direct mail and sales materials. Individual must be a design school graduate and Mac proficient in Photoshop, Freehand, Illustrator and Quark. Experience with Chyron Liberty, After Effects or similar animation systems preferred.

Here, you'll receive an excellent compensation package as well as professional development. Please send resume indicating job number to: Corporate Human Resources, WRAL-TV, P.O. Box 12800, Raleigh, NC 27605; Fax (919) 890-6011. EOE



Division of Capitol Broadcasting Company, Inc.
www.wral-tv.com

HELP WANTED CREATIVE SERVICES

DIRECTOR OF CREATIVE AFFAIRS

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.

Creative Services Director. Can you develop and implement strategic positioning plans? Can you tap the creative energies of other people and focus that power to change viewing habits? Would you like to be compensated for what you can deliver? If the answer is yes to all of the above, please rush your tape and resume directly to Al Bova, VP and General Manager, KYW 3, 101 S. Independence Mall East, Philadelphia, PA 19106. KYW is a CBS Station and an Equal Opportunity Employer.

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 PRODUCTION

ARE YOU AT THE TOP YOUR GAME? ARE YOU READY TO MANAGE PRODUCTION ACTIVITIES FOR MULTIPLE TELEVISION NETWORKS?

BLACK ENTERTAINMENT TELEVISION, a leader in music entertainment and a cable industry pioneer is looking for a

PRODUCTION MANAGER

Professional wanted for the position of Production Manager in a creative environment. This campus styled plaza features two large production facilities with two studios each. The main production facility is analog and features two video control rooms, audio control rooms, on-line edit suites and one off-line edit suite. The second facility is supported with a state-of-the-art digital production truck, Quantel Hal and Edit Box, digital compositing and non-linear editing systems. On average, 11 television shows are produced each season; 7 studio and 4 non-studio (field or music mix) productions. This will require management of a technical services production budget of approximately 4-6 million per year.

The successful candidate will have exceptional people skills and be formally trained in personnel management.

You must be a self-starter and able to prioritize, have creative and technical knowledge related to field productions, non-linear Avid editing, on-line editing, with Grass Valley systems, Sony audio multiple studio productions and multi-camera remotes. Must have at least 10 years production management experience.

Send resume and salary requirements to:

Att: Human Resources-Dept. RR
BET

One BET Plaza/
1900 W Place, NE
Washington, DC
20018-1211



No phone calls, please
Equal Opportunity Employer - M/F

Production Assistant

We are seeking an individual w/ 1-2 years experience in TV promotion or production to work with our on-air promotion department. Assist with daily promotion, copywriting and coordinator responsibilities. TV production experience and ability to juggle multiple projects a must. Entry level freelance position. 20 hours a week. Send resume and tape, if available to:

On-Air Promotion Manager
FOX Sports New England
10 Tower Office Park
Woburn, MA 01801
Fax: 781-933-4677

Producer- Broadcast Creative Services. Houston Public Television is looking for a dynamic Producer for our Broadcast Creative Services unit. We'll give you the chance to create some great spots and give you the toys to do it. Our newest edit suite is fully digital- featuring the Abekas Texas, Devious, and 8100 switcher. Experience: 2-3 years producing promos, corporate marketing tapes and station image. 2 years experience with off-line and computer assisted linear on-line systems- Sony and CMX system experienced preferred. Proven experience in handling multiple projects and attentiveness to deadlines. Experience in writing compelling copy, designing captivating spots. Proven verbal communication skills. Requirements: Bachelor's degree in RTV/Film and/or five years experience. Salary: Commensurate with experience. Send resume, a VHS tape of your work you've produced and edited, along with an equipment list to: University of Houston. Human Resources, Houston, TX 77204-5883. Application deadline: 8/15/98. KUHT is licensed to the University of Houston. The University of Houston is an Equal Opportunity/Affirmative Action Institution. Minorities, women, veterans, and persons with disabilities are encouraged to apply.


Coordinating Producer, Broadcast Creative Services. Houston Public Television is looking for a dynamic producer to be our number two in the Broadcast Creative Services unit. Our newest edit suite is fully digital - featuring the Abekas Texas, Devious, and 811 switcher. Experience: 3-4 years producing for broadcast or cable TV. Promotional production desired. Field shooting a major plus; 3 years hands-on experience with computer assisted linear on-line systems- Sony and CMX system experience preferred; Proven experience in handling multiple projects and attentiveness to deadlines; Proven experience in writing compelling copy, designing captivating copy; Long & short format experience a plus. Requirements: Bachelor's degree in RTV/Film and or five years equivalent experience. Salary: Lower to mid 30's- commensurate with experience. Send resume, a VHS tape of recent work you've produced and edited, along with an equipment list to: University of Houston, Human Resources, Houston, Texas 77204-5883. KUHT-TV is licensed to the University of Houston, The University of Houston is an Equal Opportunity/Affirmative Action Institution. Minorities, women, veterans, and persons with disabilities are encouraged to apply.

Electronic Media Editor/Videographer. Available: September 1, 1998, or until filled. Salary: \$25,528-\$28,000 plus benefits. Salary commensurate with education and experience. Minimum qualifications: Bachelors Degree in Telecommunications or equivalent required; Masters Degree is preferred. Requirements: Television experience working as an Editor/Videographer preferably in Public Broadcasting. Two to five years experience working with Avid non-linear editing systems and Studio, EEP/ENG cameras. Duties: To be the primary Editor/Videographer for Telecommunications Center productions. Apply creativity and add production values to assigned projects. Supervise and train student support staff in the operation and utilization of non-linear digital editing technology and studio EFP/ENG cameras. Send application letter, resume, three references and sample videotape to: Paul Witkowski, Associate Director, Telecommunications Center, Ohio University, 9 South College Street, Athens, Ohio 45701. Deadline: August 15, 1998, indicate in your letter of application your referral source for this position. Ohio University is an Affirmative Action Equal Opportunity Employer.

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.

Commercial Producer. Network affiliate television station in 79th market seeking a commercial producer. Creates, writes and produces commercials under tight deadlines. Must be an organized team player, capable of meeting with clients and turning their ideas into commercials. This is a hands-on position. Voice and on-camera work may also be required. Must be computer friendly, Mac experience helpful. Photoshop a plus. Four year related degree and two years experience in a related field. No phone calls please. Send resume. Non-returnable 1/2" VHS samples of work, to: Dan Steele, Operations and Program Mgr., WPSD-TV, PO Box 1197, Paducah, KY 42002-1197. EOE. M-F. ADA.


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



SITUATIONS WANTED NEWS

13 year play by play pro available. College football/basketball, pro baseball/hockey. John Emmett 509-943-2439

PROGRAMMING FOR SALE

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 demo. 800-473-6672.

TV RESUME TAPES

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

TV SALES TRAINING

LEARN TO SELL TV TIME
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Over 25 years in the TV industry.
ANTONELLI MEDIA TRAINING CENTER
(212) 206-8063

FUNDRAISING

Development Associate. Houston Public Television seeks a Development Associate to support the Director of Corporate Development in the administration of fundraising activities of the department. Successful candidate must be proficient in Microsoft Word and Microsoft Excel. Candidate will also possess excellent written skills. College graduate preferred with previous non-profit or public television fundraising experience. Min. starting salary \$24,000. Send resume w/three references to: University of Houston, Human Resources, Houston, TX 77204-5883. Application deadline: 8/15/98. KUHT is licensed to the University of Houston System. An Equal Opportunity/Affirmative Action Institution. Minorities, women, veteran, and persons with disabilities are encouraged to apply.

CABLE

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 PROMOTION

on air **P**ROMOTION
WriterPRODUCER

The COURT TV network, based in NYC, is seeking an aggressive **SENIOR WRITER-PRODUCER** with amazing copy-writing skills, and incredible dexterity in the edit room. Non-linear experience a plus.

We are looking for a unique visualist unafraid of running ahead of the pack.

Experience in news promos a must. Managerial aptitude a must.

For immediate consideration, please send resume, demo tape and salary requirements to
COURT TV,
Human Resources-RG,
600 3rd Avenue,
NYC 10016.

COURT

(No phone calls, please)

HELP WANTED SALES

TRAFFIC COORDINATOR

Lifetime Television, the dynamic cable network, seeks a Traffic Coordinator. The successful candidate will be responsible for handling the placement of commercial spots on pre-logs and scheduling of commercial copy. Additional duties include maximizing inventory through spot placement/manipulation and responsibility for obtaining/ maintaining traffic instructions from advertising agencies.

Position requires 2-3 years experience in a cable/broadcast/agency environment. Knowledge of traffic systems & experience in Windows environment essential. Ability to work with deadlines.

Lifetime offers a competitive salary and an excellent benefits package. Please send resume with salary requirements to:

Lifetime™
Television for Women

LIFETIME TELEVISION
Human Resources Department
Traffic Coordinator 405
309 West 49th St, New York, NY 10019 EOE MF

HELP WANTED MANAGEMENT

Senior Management. Communications/Media Company seeks successful "Take Charge" individual with extensive Cable Management background. Must have cable operations, cable acquisition, IPO, and high yield fund raising experience. Applications will be kept in strict confidence. Reporting to the Chairman. Favorable remuneration package offered. Please send resume to private fax: 914-634-0948

General Manager for system with 35,000 subs. Strong marketing skills required. Franchising knowledge a must. Hands-on operator needed. South Florida location. No phone calls please. Send detailed resume and salary requirements to Search Committee. SCI, 225 W. Colfax Ave., South Bend, IN 46626. Applications accepted until 7-31-98. Equal Opportunity Employer.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to: Box _____,
245 West 17th St., New York, New York 10011

Librarian Outdoor Life Network, a new cable channel dedicated to all aspects of the great outdoors, seeks a Librarian to provide overall supervision for Library services and interface with Broadcast facility and production personnel in an operating environment. The successful candidate will develop and implement procedures and dept. policies; handle real-time issues in regards to library, including storage of on-air and raw stock inventory, shipping and tracking materials, coordination and prioritization of on-air and billable workloads. Requires strong working knowledge & exp w/ Library mgmt systems. Also, strong organizational skills & decisive leadership skills. Must be able to work well under deadlines and to prioritize workloads. Must be flexible & willing to work various hrs incl some weekends. Strong working knowledge of MS DOS & MS Windows is req'd. Starting pay commensurate w/ exp level. Send/Fax resumes attn: Librarian, Outdoor Life Network, Human Resources, Two Stamford Plaza, 281 Tresser Blvd, 9th Fl., Stamford, CT 06901. Fax: 203-406-2500, No phone calls please. EOE M/F/D/V.

HELP WANTED NEWS

Assignment Editor: KING 5 TV, the number one station in the Pacific Northwest and a subsidiary of the A.H. Belo Corporation, needs an aggressive assignment editor to plan and execute weekend news coverage. College degree and minimum two years previous desk experience is required, preferably in the top 30 market. Must have solid news judgement and ability to make quick decisions. Send 2 copies of your resume to: KING 5 TV, Attn: HR Dept., K#98R33, 333 Dexter Ave. N., Seattle, WA 98109. EOE- M/F/D/V.

Chief Meteorologist. Chief meteorologist for Washington, DC's 24-hour cable news channel. Seeking an aggressive anchor who will be our on-air and weather department leader. AMS or NWA seal. Familiarity with WSI WEATHERproducer System a major plus. Rush tape and fax resume for this Top 10 market opportunity to: Director, Human Resources, NEWSCHANNEL 8, 7600 D Boston Blvd., Springfield, VA 22153. Fax: (703)912-5435. No telephone calls please. EOE.

Reporter: KING 5 TV, the number 1 station in the Pacific Northwest and a subsidiary of the A.H. Belo Corporation, is seeking an experienced general assignment reporter for the weekday morning and noon newscasts. If you are aggressive, enterprising, consistently deliver quality stories, have exceptional live skills, and want to work in a fast paced, competitive environment, send two copies of your resume and a non-returnable 3/4" or Beta tape to: KING 5 TV, Attn: HR Dept., #K98R43, 333 Dexter Ave.N., Seattle, WA 98109. EOE- M/F/D/V.

Weathercaster/News Reporter. Weathercaster/News Reporter combo for Washington, DC's 24-hour all news cable channel. Seeking an aggressive person with multiple skills and versatility. Position calls for a mix of daily on-air weather presentation and general assignment news reporting. Familiarity with WSI WEATHERproducer System a major plus. Rush tape and fax resume for this Top 10 market opportunity to: Director, Human Resources, NEWSCHANNEL 8, 7600 D Boston Blvd., Springfield, VA 22153. Fax: (703)912-5435. No telephone calls please. EOE.

HELP WANTED RESEARCH

Research Analyst- CBS Cable, a business unit of CBS, is a leader in the sales and marketing of several nationally broadcast cable networks: TNN, CMT, CBS Eye on People and CBS TeleNoticias. The selected candidate will be responsible for tracking and analyzing cable viewing trends and advertising activities, producing market reports on product usage, providing viewing estimates for three cable networks, creating/maintaining cable network ad sales rate cards, writing sales presentations and monitoring cable broadcast program schedules and audience performance. To qualify, you must have knowledge of Win95 Microsoft Suite including Excel, Word and PowerPoint, knowledge of the ad sales process, familiarity with media terms and ratings and rating services, and exceptional organizational, writing and communication skills. Knowledge of Nielsen, MRI, SMRB, MSA, CMR methodology and software applications is a plus. A college graduate is preferred. We offer a competitive salary and benefits. Please send your confidential resume, including salary history and requirements, to: Human Resources Department RA, CBS Cable, 250 Harbor Drive, Stamford, CT 06904. Equal Opportunity Employer. CBS Cable.

BUSINESS OPPORTUNITIES

Attention Small Cable TV System Owners: We are a major investment firm seeking to acquire many cable TV systems anywhere in the USA. Please fax in confidence to: (203)531-6903.

ALLIED FIELDS

HELP WANTED TECHNICAL

Broadcast Maintenance Engineer. The Mississippi State University Television Center seeks an energetic and resourceful broadcast maintenance engineer to help support the Television Center and WMSV Radio. A two year degree or technical school certificate and five years of experience in electronics repair and maintenance are required. Five years of experience in broadcast maintenance engineering is preferred. RF/Transmitter systems operation and maintenance experience a plus. Salary range is \$20,000 to \$24,000 per year, depending upon experience. Interested applicants should send resume and the names and addresses of three references to: David Hutto, Director, MSU TV Center, P.O. Box 6101, Mississippi State, MS 39762. Deadline is August 21, 1998, or until acceptable candidate is found. MSU is an AA/EEO.

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 SALES

Account Executive/New York. Looking for an opportunity in the next great medium? FeatureCast, a leading producer of internet content for media and other high visibility web sites, is seeking organized, creative, presentable people for its syndication sales team to represent its products among the FeatureCast Network of some 200 sites in North America. Positions are New York based. Ideal way to bust out of entry level media business rut! Fax resumes to (626)525-2701, or e-mail khersant@featurecast.com.

Vice-President, Advertising Sales is needed in New York-based office of FeatureCast, a leading producer and distributor of web content. Looking for a hard-charging individual who believes in the web as the next great media business to oversee growth of network advertising sales. Competitive salary/bonus/equity package. Fax resumes to (626)535-2701, or e-mail khersant@featurecast.com.

HELP WANTED MANAGEMENT

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Broadcast News Coordinator. Duties: Coordinate the dissemination and placement of information pertaining to the University among the broadcast media; writes, shoots, edits, voices, produces and markets news and feature stories, public service announcements and public affairs programs for radio and TV to maximize the amount of favorable publicity given the University as a premier academic and research institution to support its academic, fund-raising, and recruitment efforts. *Qualifications:* Bachelor's degree in broadcasting or journalism/communications; demonstrated television reporting and on-camera or on-air experience essential. *Deadline:* June 28, 1998 or until filled. *Application procedure:* Send resume and demo tape to: Debbie Binkley, Operations Manager, Department of Public Relations and Marketing, The University of Mississippi, University, MS 38677. (601)232-7238.

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BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call Antoinette Pellegrino at (212) 337-7073 or Francesca Mazzucca at (212)337-6962 .

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. **NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.**

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO make goods will run if all information is not included. No personal ads.**

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$2.30 per word, \$46 weekly minimum. Situations Wanted: 1.25¢ per word, \$25 weekly minimum. Optional formats: Bold Type: \$2.65 per word, Screened Background: \$2.80. Expanded Type: \$3.45 Bold, Screened, Expanded Type: \$3.90 per word. All other classifications: \$2.30 per word, \$46 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$202 per inch. Situations Wanted: \$101 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

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Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

Broadcasting & Cable

Classifieds

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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 Osmani, (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 22—**Women in Cable & Telecommunications** 17th annual national management conference. JW Marriott Hotel, Washington. Contact: (312) 634-2330.

July 20-23—**New England Cable Television Association** 24th annual convention and exhibition. Newport, R.I. Contact: Bill Durans, (781) 843-3418.

July 22-24—**Montana Cable Telecommunications Association** annual convention. Grouse Mountain Lodge, Whitefish, Mont. Contact: Greg Herbert, (406) 628-2100.

July 22-26—SBCA '98, national satellite convention and exposition presented by the **Satellite Broadcasting and Communications Association**. Opryland Hotel, Nashville. Contact: Jennifer Snyder, (703) 549-6990.

July 23-25—**Southwest National Religious Broadcasters** convention. Dallas/Ft. Worth Marriott, Ft. Worth, Tex. Contact: (918) 743-9188.

July 24-25—**Michigan Association of Broadcasters** annual meeting and management retreat. Shanty Creek Resort, Bellaire, Mich. Contact: Michael Steger, (517) 484-7444.

July 25-27—51st annual **California Broadcasters Association** convention. Doubletree Hotel, Monterey, Calif. Contact: (916) 444-2237.

JULY

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. 2—**National Association of Broadcast 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 Baltimore,

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. 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.

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 Hotel 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, (610) 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** newsmaker luncheon. 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. 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.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@cahners.com)

'Nightly' go litely? Not to Doss

Keeping *NBC Nightly News* with Tom Brokaw relevant has been Executive Producer David Doss's top priority for the past two years. While some critics and competitors have asserted that Doss and his colleagues are doing "news lite," the viewers have given the effort a thumbs-up: The newscast has gone from third to first in the ratings under Doss's tenure.

When he joined the broadcast, he recalls, Brokaw and top executives all felt the show needed new energy, if not a new direction. "There was a feeling the program was flat," at a time when news and information outlets were multiplying, Doss says.

"There was this information explosion, where everything had changed except for the network evening newscasts," Doss says. "We realized it was going to get passed by if it didn't start offering something beyond the headlines."

During Doss's tenure, *Nightly* purposely has told fewer—but more in-depth—stories each evening, with new segments: "In Depth" and "In Their Own Words."

Nightly also pays less attention to the twists and turns of legislative proposals winding their way through the governmental process—unless there's a compelling hook, like the battle between federal and state agencies and the tobacco industry. The broadcast also pays more attention to family issues. "There is nothing 'lite' about those issues at all," Doss says. Increasingly, such issues are what people care about.

Doss takes issue with critics who have complained that *Nightly* has reduced its hard-news reporting. "We want to give it context and explain why it has meaning in today's world," he says. "We tend to set up artificial thresholds in this business and lose track of what the audience cares about."

Doss didn't catch the journalism bug until after college, when he landed a job at the *Seattle Times* classified ad department. "It was the best thing that ever happened to me, because I found out what happened on the other side of the wall [the editorial side], which is what interested me. I got crazed about it." So he got a master's degree in journalism instead.

Doss's first job in broadcast journalism was at KOTI-TV Klamath Falls, Ore., "the gateway to Crater Lake," as Doss describes the 142nd market. The station had a three-man news department. After about six months, he was "rescued" by Jim Compton,



"We want to give [news] context and explain why it has meaning in today's world."

David Doss

Executive producer, NBC Nightly News with Tom Brokaw, New York; b. Aug. 26, 1953, East St. Louis, Ill.; BA, literature, Claremont Men's College, Claremont, Calif., 1975; MA, journalism, University of Southern California—Los Angeles, 1978; reporter/anchor, KOTI-TV Klamath Falls, Ore., 1978; Washington-based reporter, King Broadcasting, 1978-80; producer, ABC News, Washington, 1980-82; producer, ABC News, Los Angeles, 1982-84, and senior producer, 1984-89; broadcast producer, PrimeTime Live, 1989-94; senior producer, NBC Nightly News with Tom Brokaw, 1994-96; current position since November 1996; m. Christina Prunier, May 9

then Washington bureau chief for King Broadcasting (and, as it turned out, a native of Klamath Falls).

It was during his stint as a Washington-based reporter at King Broadcasting that Doss realized he wasn't cut out to be on the air. "I loved the writing and the reporting, but the performance skills I just didn't feel great about developing."

In 1980, opportunity knocked at ABC. His contact was Dorrance Smith, who was then executive producer of ABC's weekend newscasts and had been a class ahead of Doss at Claremont College. Smith helped him get a job as an off-air reporter in Washington.

Doss knew by then he wanted to produce, but he lacked most of the key production skills. So he reported all week on Capitol Hill and went to work on weekends to watch and learn how the newscasts were produced. He went from watching to producing segments for both the weekend newscasts and the new *This Week with David Brinkley* Sunday morning show.

In 1982, he took a producer position at ABC's Los Angeles bureau. Two years later he won an Emmy for his work producing news segments and "instant" special reports during the Summer Olympics. He was named a senior producer, covering stories in the Western United States, Mexico, Canada and Asia for all the network's news programs.

It was a nomadic existence. "I remember one time being in the Santa Monica courthouse when my pager went off. They asked if I had my passport, which I did, and I was told to go to the airport and get on a plane for Tokyo, because Korean Airlines flight 007 had just been shot down."

In 1989, Doss moved to New York, where he became broadcast producer for the new *PrimeTime Live* magazine. But after five years in the post, he felt he was getting stale, and his first marriage had recently ended in divorce. "My contract was up, my wife was gone and I wanted to start over," he recalls.

NBC provided him with a new beginning professionally. In May, he remarried. His wife, Christine Prunier, is a senior vice president at Phoenix Pictures in Los Angeles. "I've found another complicated way to do it," he laughs, noting that marriage number two is bicoastal.

—Steve McClellan

FATES & FORTUNES

BROADCAST TV

Michael Waldron, graphic artist, WTVR-TV Richmond, Va., named art director.

Ron Strah, videographer, WJW-TV Cleveland joins WKYC-TV Cleveland as operations manager.

Appointments at WTNH-TV New Haven, Conn.: **Marty Peshka**, assistant chief engineer, maintenance, named director, engineering; **Francine DuVerger** named manager, engineering operations; **Charles Hofer** named manager, engineering maintenance.

Robert Allan, VP/GM, KCRG-TV Cedar Rapids, Iowa, joins WHO-TV Des Moines, Iowa, as president/GM.

Ricky Joseph, acting GM, KTRV(TV) Nampa, Idaho, named VP/GM.

Dexter Wilson, chief engineer, WDRB(TV) Louisville, Ky., named director, engineering.

PROGRAMMING



Cone

Randi Cone, executive VP, entertainment, Rogers & Cowan, joins King World Productions Inc., Los Angeles, as senior VP, corporate communications.

Jim Wagner joins Studios USA, New York, as VP,

advertising and promotion, domestic television.

Douglas Pasternak, associate editor, *U.S. News & World Report*, joins Henninger Productions, Arlington, Va., as associate producer.

Appointments at Another Large Production, Los Angeles: **Alan Skinner**, VP, creative services, named senior VP; **Trent Farr**, senior writer, Campbell Mithun Esty Advertising, Minneapolis, joins as VP, creative services;

Stephanie Rosato, writer/producer, named senior producer, long-form projects and launches; **Marilyn Higgins**, free-lance producer, on-



Skinner

air promotions, joins as producer/writer, weekly and strip programs.



Mayberry

Del Mayberry, senior VP, finance, Fox Broadcasting Co., Los Angeles, named senior VP/CFO.

Dow Jones & Co. and NBC announce the appointments of executives for

joint ventures CNBC Europe and CNBC Asia, London and Singapore:

Chris Graves, director, programming, CNBC Asia, named VP, news programming, CNBC Europe; **Chris Blackman**, director, news, CNBC Asia, named VP, news and programming, CNBC Asia.

RADIO

Jose Cancela, executive VP, Telemundo, joins Radio Unica Network, Miami, as president.

John Stein, national sales manager, WMMX(FM) Baltimore, accepts additional responsibilities of general sales manager.



Oylear

Don Oylear, director, sales, Portland, Ore. group, American Radio Systems, joins CBS Radio as VP/GM, WBZZ(FM), WZPT(FM) and WDSY-FM Pittsburgh.

Adam Marks, account executive, WQSR(FM) Baltimore/Catonsville, Md., named national sales manager.

Bob Bolinger, VP/GM, KFMB-FM San Diego, joins Chancellor Media Corp. as VP/GM, KPLN(FM) and KYXY(FM) San Diego.

Appointments at Pamal Broadcasting, Peekskill, N.Y.: **Steven Petron** named VP, operations; **Brian Krysz**, program director, WSPK(FM) Poughkeepsie, N.Y., named VP, programming, WHUD(FM) Peekskill and WSPK(FM).

Appointments at WAXQ(FM) New York: **Sue Marohl-Freund**, national sales man-

ager, named local sales manager; **Tony Hammel**, senior account executive, named national sales manager.

JOURNALISM

Frank Pettinger, regional manager, client services, Knight-Ridder/DIALOG, joins Business Wire, San Francisco, as regional sales manager.

Dave Fehling, correspondent, Newspath, joins KHOU-TV Houston as special reporter, *11 News at 10*.

Candace Davis, producer, 6 p.m. newscast, WBBM-TV Chicago, joins WMAQ-TV Chicago as producer, 10 p.m. newscast.

Michell Doell, producer, 5 p.m. newscast, KTUL(TV) Tulsa, Okla., joins WTTG(TV) Washington as writer/fill-in producer.

CABLE



Smith

As part of an overall strategy to provide genre-specific management teams with extensive subject-related expertise, Discovery Showcase Networks, Bethesda, Md., will appoint man-

aging editors for each of its showcase channels. **Joy Smith** has been named managing editor, Discovery Wings Channel.

Walter Nesbit, VP, operations, Southwest division, Paragon Cable, joins Time Warner Cable, Atlanta, as Florida-region VP, Atlanta national division.

Bret Marcus, executive producer, ABC News, joins CNBC's *Upfront Tonight*, Fort Lee, N.J., in same capacity.

Elen Caldwell Brown, senior financial development administrator, Pinnacle Health System, joins Radius Communications, West Chester, Pa., as director, retail sales, Central Pennsylvania region.

Anne Morgan, director, acquisitions, the Odyssey Channel, New York, named VP, acquisitions and new business.

Tom Hughes, manager, public relations, Turner Sports, Atlanta, named director.

Appointments at Showtime Networks Inc.: **Robert Mann**, VP/GM, South Central region, Dallas, named VP/GM, Southeast region, Atlanta; **Steve Severn**, VP, direct-to-home, named VP/GM,

Western region, Los Angeles; **John Wills**, area GM, Northeast region, named VP/GM, North Central region, Chicago; **Mark Ferra**, area GM, Northeast, named VP/area GM, New York.

Joe Conboy, VP, production, The Weather Channel, Atlanta, named VP, program operations.



Pellizzi

Rob Pellizzi, senior director, marketing, Nick at Nite and TV Land, New York, named VP.

Appointments at A&E Television Networks, New York: **Charles Wright**, director, legal and business

affairs, named VP; **Michael Katz**, VP, daytime and specials programming, named VP, programming and production, international division.

SATELLITE/WIRELESS



Alves

Thomas Free Alves, programming director, Sky Latin America LLC, Miami, named VP, programming. Alves replaces **John Duff**, senior VP, programming, Sky Latin America, who has formed

Pop Culture Entertainment Inc., a programming development company.

Jose Lucio Natali, managing director, Progress Software and Anixter Brasil, joins Comsat International, Bethesda, Md., as GM, Comsat Brasil Ltda.



Nilson

Tom Nilson, VP, sales, Scientific-Atlanta, named VP/managing director, broadband operations, North American region, Denver.

Appointments at GlobeCast North America, Miami: **Marc Grimaldi**,

executive director, strategic financial planning, Telecom Argentina, Buenos Aires, joins as CFO; **Charlie Trice**, director, engineering, GlobeCast Hero Productions, named senior VP, technical

operations; **Valerie Larson**, regional sales manager, Midwest, named VP, Western region sales, Dallas.

Julie Dobson, president, New York region, Bell Atlantic Mobile, joins TeleCorp (the lead affiliate of AT&T Wireless), Washington, as COO.

Bill Marmon, executive director, alliances/new ventures, MCI, Washington, named VP, alliance management.

TECHNOLOGY

Kerry Cozad, global engineering manager, Andrew Corp., joins Dielectric Communications, Raymond, Me., as VP, advanced broadcast operations.

Yoram Cedar, VP, new business development, Waferscale Integration, joins SanDisk Corp., Sunnyvale, Calif., as VP, systems engineering.

INTERNET

Jerry Blizen, national sales manager, World Satellite Network, Minneapolis, joins US Internet, Minneapolis, as national business sales manager.

David Fellows, interim chief technology officer, MediaOne, elected to the board of directors at American Internet Corp., Bedford, Mass.

DEATHS

Earl Haydt, 76, cable television executive, died July 7 at Hazleton General Hospital in Pennsylvania. Haydt started his career in the 1940s as a technician. During the 1960s and 1970s, he managed Berks TV Cable in Reading, Pa., which eventually was sold to American Telecommunications Co. (a subsidiary of Time Warner). Haydt organized the programming for local coverage, concentrating on schools and their sporting events. He later became director of community relations at ATC. When Haydt retired, ATC created an award in his honor that is presented annually for excellence in community service. Haydt is survived by his wife, Kathleen, and two sons.

Irwin "Sonny" Bloch, 61, radio show host, died of lung cancer March 10 in Bloomfield Hills, Mich. Bloch got his start in radio in the late 1970s and later used his radio program, *The Sonny Bloch Show*, to promote fraudulent investments in wireless cable and radio stations. Many listeners of the nationwide show—where Bloch had

Paul L. Klein, 1928-1998

Paul Klein, 69, a television executive, died in his sleep July 4 at the Plaza Fifty Suite Hotel in Manhattan.



Klein in 1978

Klein spent nine years at NBC as VP of audience measurement, before forming Computer Television Inc. The company was the first to deliver pay-per-view movies to hotel rooms, in 1970. Klein's view that conventional television didn't fill the needs of all audiences led him to the pay-per-view concept. Klein returned to NBC in 1976 as executive VP, programming. He took "event programming" to a new height, replacing weekly series with specials and live broadcasts. Some of the miniseries and movies broadcast under the event programming banner included *Holocaust*, *Shogun*, *Centennial*, *Backstairs at the White House* and *Sybil*.

In 1980 Klein left NBC a second time and formed an independent production company, PKO Television. He produced *The People vs. Jean Harris* for NBC and *Romance* for Showtime before joining Playboy Enterprises as president of the Playboy Cable Network. In 1982 he founded the Playboy Channel.

Klein is survived by his wife, Janet; two children, and one grandchild. —Denise Smith

dispensed financial advice for 15 years—trusted him with their savings. He was serving a 21-month sentence for tax evasion when he was diagnosed with cancer. Bloch was released in October. He is survived by his wife, Hilda, and two sons.

Raymond L. Hunt, 54, broadcaster, died June 26 of pancreatic failure in Evansville, Ind. Hunt held VP/GM posts at WTTW(TV) Chicago and KNXV-TV Phoenix. Earlier in his career he worked for WXIN(TV) Indianapolis as general sales manager and as an account executive at KPLR-TV and KDNL-TV, both St. Louis. Hunt is survived by five children.

—Compiled by Denise Smith
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In one of his first public appearances as ABC News chief, **David Westin promised not to pander to sensationalism** and to continue to do in-depth journalism designed to explain breaking news to viewers. "Viewers put an increasing premium on someone who will explain to them not just what happened but why it matters," he told journalists gathered at the semiannual television critics press tour in Pasadena. The network will roll out two special reports this summer and one next spring. Ted Koppel and his *Nightline* crew will do a five-hour series in prime time about the nation's prisons; Peter Jennings will do a 90-minute special on Little League baseball in America; and next spring, ABC News will do a series of special programs hosted by Jennings, *The Century*. Westin reaffirmed that his top priority is fixing *Good Morning America*, which has stumbled in ratings.

Broadcasters won a second victory last week over satellite TV distributor PrimeTime 24—this time in North Carolina. U.S. District Judge Frank W. Bullock Jr. granted a summary judgment against PrimeTime 24, ruling that it must turn off ABC affiliate WTVD(TV) Durham, N.C., to subscribers who can clearly receive WTVD's signal or who have received cable television within the past 90 days. Bullock found that although PrimeTime 24 already has turned off nearly 24,000 subscribers out of an original 35,000, its signal-strength tests proved that only five of 14 subscribers tested were eligible to receive WTVD's signal. A Miami court last week issued a preliminary injunction against PrimeTime 24, ordering that it turn off all ineligible subscribers who have received CBS and Fox nationwide since March 11, 1997—the date CBS and Fox filed their lawsuit (see story, page 19). PrimeTime 24 distributor DirecTV

says it plans to stop selling the service until it can determine how to legally provide the signals. PrimeTime 24 failed to return repeated phone calls.

The House Appropriations Committee last week voted to fund the FCC at \$182 million, \$5 million less than was appropriated for the last fiscal year. The bill forbids the FCC from using any of its funding for rent on its new offices at the Portals development in southeast Washington until House investigations find that the parties legally entered into the lease. The Senate Appropriations Committee earlier this month voted to fund the commission at \$197.9 million and included language that requires the FCC to ask Congress for separate funding "should it decide to move" to the Portals. The two figures will have to be reconciled in a House-Senate conference, but first the full House and Senate appropriations bills must

pass their respective floor votes.

The House Commerce Committee last week passed a bill (41-0) that would protect copyrighted digital products, such as online content and digitally recorded and distributed music and movies. Several disputes stalled the bill. The most contentious was whether to strengthen the right—called "fair use"—of libraries and universities to use copyrighted material for academic purposes without charge or permission. Last Friday, the academic community had struck a deal with the copyright holders to leave current fair-use provisions intact for the first two years after passage of the bill. After that, the Department of Commerce will hold a rulemaking every two years to determine whether theft of copyrighted works has taken place under the new law.

SF Broadcasting's four TVs now officially belong to Emmis Communications. USA Broadcasting and Fox (who together owned SF Broadcasting) and Emmis closed the deal last Thursday. Emmis paid \$307 million for WVUE(TV) New Orleans, KHON-TV Honolulu, WALA-TV Mobile, Ala., and WLUK-TV Green Bay. Greg Nathanson, former Fox TV president, became president of Emmis. USA Broadcasting (Jon Miller, president) still owns 12 stations and has minority interests in four others. Fox (News Corp.) owns 22 TVs. Emmis Broadcasting Corp., Indianapolis, (Jeffrey Smulyan, CEO) also owns 12 FMs and three AMs.

FCC commissioners next month are expected to consider a propos-

The new college try

Westwood One/CBS Radio Sports has committed to increased NCAA basketball and football coverage by joining with Host Communications. "This is possibly the most comprehensive collegiate sports package ever attempted," says Larry Michael, vice president of sports programming at Westwood One.

Host Communications, the largest radio producer of NCAA sports, will work with Westwood One/CBS Radio Sports to air 39 regular-season football games and 44 regular-season basketball games. The scheduling package also includes three conference championships and eight bowl games in postseason football coverage. Five conference championships and 24 tournament games conclude the basketball season. "We're going to span from the first week of football to the final game of March Madness," Michael says.

The partnership between Westwood One and Host will help to alleviate scheduling conflicts for stations, according to Michael. All the NCAA football and basketball games have been nationally broadcast before, but not under one umbrella—so interested stations occasionally had to choose between overlapping games.

While Westwood One/CBS Radio Sports is focusing on the two big-money collegiate sports, the NCAA women's basketball semifinals and final also are part of the postseason production plans. "Host has some other NCAA access, but we haven't decided if we'll tap that just yet," Michael adds. Westwood/CBS and Host are looking to develop more football and basketball postseason coverage. Some talk programming also is in the works. The two companies have committed to joint program development through the 2001-02 season.

—Kristine Lamm

al aimed at encouraging the regional Bell operating companies to invest in providing high-speed Internet access to the home. An FCC official says that the proposal would allow the Bells to invest in the high-speed data services without being required to resell the specialized services to competing service providers. The plan follows a Washington speech last month at which FCC Chairman William Kennard stressed the importance of providing high-speed Internet access to the home. "Where networks are open, I see no reason to require discount resale or unbundling of these new services and advanced technologies that are available to all," Kennard said.

Stephen Lehman and Jacor are buying National Media, the publicly held infomercial company. Lehman, the CEO of Premiere Radio Networks, heads a group (Jacor, BT Capital Partners and Gruber/McBain Capital Management) that will invest \$30 million in National Media (\$20 million will repay the company's outstanding debt and serve as working capital, \$10 million will be in stock purchases). Lehman will become acting CEO of National Media, and the investing group will designate Lehman, Andrew Schuon and Eric Weiss to sit on the five-member board.

Telco US West Inc. will take \$89 million in charges against earnings, including a write-off

Cable for kids

Disney Channel fall programming that was unveiled at last week's TV critics tour in Pasadena, Calif., includes two 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*. This fall, Disney launches a narrative series, *So Weird*, starring MacKenzie Phillips and produced by Henry Winkler's Fair Dinkum Productions, which tells the story of a single mother and her daughter's fascination with the paranormal.

In other news about children's programming from the tour, Nickelodeon announced a partnership with Bill Cosby to produce *Little Bill*, a show for preschool children based on Cosby's best-selling children's book by the same name. Also, Cartoon Network will launch a Saturday night movie series, *Cartoon Network Theater*, starting Aug. 1. Cartoon will premiere its newly acquired *Animaniacs* series from Warner Bros. Productions in prime time this fall and in November will debut *Powerpuff Girls*, a new original series. —Donna Petrozello

for its aborted cable TV venture in Omaha. The company says it will take a total of \$89 million in charges after taxes against second-quarter results, or about \$137 million on a pretax basis. About 76% of the charge stems from costs related to the telco's separation from US West Media Group Inc., its cable unit, now known as MediaOne Group. Those charges include executive severance and legal and investment banking fees. The remainder—about \$32 million pretax and \$21 million after taxes—comes from its Omaha video operations. After an initial push, the company has stopped expanding the overbuild of Cox Communications Inc.'s system there, saying it wasn't economical. So the company is writing the operation down from the

amount it has invested in construction to the estimated market value of the property.

A four-month investigation by Chicago's WMAQ-TV has prompted a federal probe to see whether black women are unfairly targeted for strip searches by customs inspectors at

O'Hare airport. A report from reporter Renee Ferguson and producer Sarah Stolper found "a disturbing pattern—all the women who came forward to complain about dehumanizing strip searches were black," the station says. The report prompted Illinois senators Carol Moseley-Braun and Dick Durbin to ask the General Accounting Office for a federal probe.



Ferguson

The New York-based National Academy of Television Arts & Sciences has elected a new board of trustees.

Stanley S. Hubbard, chairman of Hubbard Broadcasting, becomes chairman, while syndicated talk show host Maury Povich was named vice chairman. Re-elected to their current posts were Darryl Cohen, VP; Walter Gidaly, treasurer, and Linda Giannechini, secretary.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"I'm checking out sites for our new DTV antenna."

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COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

Nice picture if you can get it

It's hard to tell whether the pangs experienced by those making the conversion to digital television are labor pains or signs of some more serious illness. Either way, there is plenty of groaning out there.

From the vantage of this week's special report on DTV—or, more accurately, from a 1,200-foot tower with a side-mounted, dual-panel, wideband antenna—the view is of a horizon that's equal parts possibility and challenge, although some might dispute that ratio.

No sea change comes without rough waters. But serious concerns about reception, tower siting and the initial price and availability of sets—not to mention regulatory issues, like digital must carry and government-mandated deadlines—are enough to give the most passionate DTV advocate pause.

The latest and perhaps most troubling of those concerns is over multipath interference, in which a signal duplicates itself by bouncing off objects in the transmission path. Arriving at the receiver at different times, the ersatz signals interfere with the main signal. In analog sets, the phenomenon can cause annoying ghosts (baseball teams with 18 players in the field); in the all-or-nothing world of digital, it can cause total loss of picture. This is bad news for those who thought they could use indoor antennas. "We know [indoor antennas] will work in some locales," says a spokesman for the Consumer Electronics Manufacturers Association, "but we can't predict [they] will work with any degree of confidence." Digital broadcasting may pose a "back-to-the-future" scenario, with outdoor antennas sprouting once again atop every roof (maybe outdoor-antenna companies will be the next big growth stock). "Outdoor is better, and higher is better," says CEMA.

The path to DTV may indeed have to be better and higher—and, given the technical problems, it also looks like it will

have to be longer. DTV won't be built in a day, nor probably by the FCC-imposed deadlines, which look as though they should go the way of most government timetables.

And the seventh shall be first

It seems that Bud Paxson is coming up with most of the new ideas in broadcasting these days. Last week, the creator of the would-be seventh TV network, Pax Net, beat his broadcasting brethren in answering FCC Chairman Bill Kennard's call for ideas to create diversity among owners of TV and radio stations.

Under the proposal, Paxson and other established broadcasters would back minorities and other new entrants who want to build the 100 or so remaining small-market TV stations. The established broadcasters would be able to own up to a third of the newly created stations without having to worry about running afoul of the FCC ownership limits. In particular, Paxson does not want the new stations to count against the national ownership cap—coverage of 35% of the nation's TV homes. And he wants to be able to invest in stations whose signals overlap those of stations he owns in adjacent markets.

What's in it for Paxson? Plenty. Each new station he helps to get up and running will probably become a Pax Net affiliate. Paxson is determined to deliver the network's family-oriented programming to every home starting next month.

But Paxson's self-interest should not be disqualifying. The proposal seems to further the goal that Kennard and this page have been promoting: increasing the number of minorities and women in the broadcast ownership ranks. We ask only for safeguards against Paxson turning his one-third interest into control of the new stations.

In his effort to build a seventh network, Paxson claims to have God on his side; he may soon have Kennard.

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