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# Broadcasting & Cable

The Newsweekly of Television and Radio

Vol. 127 No. 24 66th Year 1997 A Publishers Publication

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# Fast Track

Must Reading from

## Broadcasting & Cable

June 9, 1997

### TOP OF THE WEEK / 6

**NBC is lone holdout in ratings revision** Other major broadcast and cable networks are ready to augment the age-based ratings system by attaching content warnings, but NBC refuses to go along. / **6**

**ABC, affiliates find common ground** ABC's meeting with its affiliates was described as "somewhere between a bloodbath and a love fest"—not bad, given the network's programming troubles. ABC did give in to certain affiliate concerns, and agreed to kill a promotional spot that said, tongue-in-cheek, "books are overrated." / **12**

**Upfront sales hit \$6 billion** The broadcast TV networks have completed their third consecutive record upfront sales season, reaching \$6 billion for the first time. / **14**

**Promotion's state of the art** TV marketers gathered in Chicago last week to plot strategies for allocating at least \$500 million worth of advertising and promotion for syndicated programs premiering and returning this summer and fall. / **17**

**TCI Looks to buy 30%-plus of Cablevision** Cablevision Systems Corp. is negotiating to sell a 30%-35% equity stake in the company to TCI in exchange for the Denver-based operator's lucrative suburban New York operation. / **18**



#### COVER STORY



**Mikes boom** Radio station consolidation drives the need for cost-efficient programming, and group owners, start-up syndicators and networks compete to supply the demand—and unveil the next big talent. BROADCASTING & CABLE looks at who's hot and what's on the horizon for syndication. / **22**

Cover illustration by Jimmy Longacre

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**The Perez family gives 'AJ' new look** American Journal is getting new co-anchors and a new look next season. Michele Dabney-Perez and her brother, onetime talk show host Charles Perez, will take over anchor duties in September from the departing Nancy Glass. / **31**

Talker Maury Povich is moving his syndicated show to Universal from former distributor Paramount. / **32**

#### CABLE / 41

**Good times, bad times for DBS** DBS has endured failed mergers, partnership shifts, bankruptcies and general turmoil while still maintaining solid, on-target growth. / **41**

**Viacom orders Blockbuster boss from Taco Bell** In an effort to revive Blockbuster Entertainment, Viacom Inc. is bringing in retailing veteran John F. Antio-co, president/CEO of Taco Bell Corp., to become chairman/CEO of the ailing video rental chain. / **44**

#### TECHNOLOGY / 48



**GI develops telco gateway**

General Instrument's Next Level Communications subsidiary has developed a new interface product that will allow telco customers to receive video, telephony and data through one box. / **48**

Michael Sherlock, NBC VP of technology, retires. / **48**

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**CNN, Oracle team for custom news** CNN launched personalized online news service CNN Custom News in cooperation with Oracle Corp. last week, permitting PC users to customize news content accessed from more than 300 categories. / **53**



Heaven's Gate streaked in and out of Internet ratings. / **53**

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# NBC hanging tough

*NBC is lone holdout on plans to add content labels to icons*

By Paige Albinak

WASHINGTON

The threat that broadcasters and cable would cave in to congressional pressure to add content warnings to the controversial five-month-old TV ratings system enveloped both industries last week, with NBC the only apparent holdout.

All the other networks, along with the National Association of Broadcasters and the National Cable Television Association, were reported to be leaning toward adding SVL (sex, violence and language) notifications to the age-based ratings now on the nation's TV screens.

The near unanimity reported backstage had not yet reached daylight. "We have made no decision," said NAB President Eddie Fritts. "If we do, it will be largely at the behest of the networks and the stations." NCTA President Decker Anstrom would say only: "We're making progress."

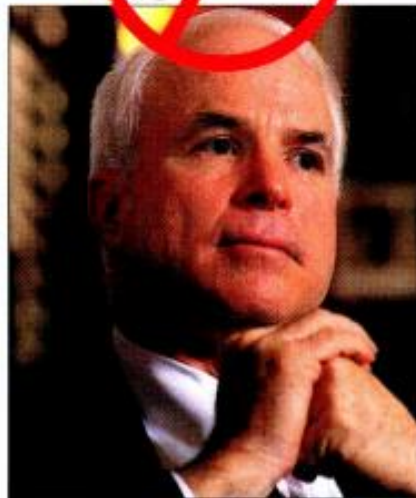
Congress, parent-child advocacy groups and now NBC's industry peers want NBC to agree. But for now, the network is standing firm.

"We are not prepared to go along with S,V and L.... They are misleading [designations] and lead to indiscriminate blocking and censorship," says one NBC executive.

There's been no official discussion among the affiliates about NBC's stance on the latest ratings issue, said affiliate head Douglas Adams of KXAS-TV Fort Worth, but "I share the network's concerns about the increasing regulation over content from Washington. I think it's a very dangerous thing for our country as well as for the industry. I'm always concerned when people in Washington want to begin exerting control over content."

The proposal would also add non-industry participants to the ratings oversight board and would increase the size of the on-screen rating symbols, according to one industry source.

Lawmakers who support content rat-



**McCain: "We will uphold our end of the bargain. We will give them time."**

ings are using the threat of legislation to motivate broadcasters. That threat was delivered at least tacitly at a meeting last Wednesday between key lawmakers and representatives of Time Warner and the four broadcast networks in the offices of Senate Commerce Committee Chairman John McCain (R-Ariz.). Also in attendance: Senator Dan Coats (R-Ind.), House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) and Representative Edward Markey (D-Mass.).

Two pieces of legislation are ready for action in the Senate. Senator Ernest Hollings (D-S.C.) has sponsored a bill that restricts violent programming to late-night hours. It passed the Senate Commerce Committee 19-1 and awaits floor action. Markey has a companion piece ready in the House.

A Hollings aide said earlier in the week that the senator would try to

attach his measure to a fast-moving piece of legislation if he couldn't get it on the floor as a stand-alone bill. But McCain shot down that notion, saying that Senate leadership, including Senate Majority Leader Trent Lott (R-Miss.), would not support any movement on the legislation while talks with broadcasters were continuing.

Nonetheless, Markey said, "Hollings's proposal has sharply focused the attention of the entire industry."

Another bill, sponsored by Coats, would force broadcasters that do not adopt a satisfactory content-based system to relinquish their spectrum. Coats's bill is scheduled for markup in the Commerce Committee on June 18, two days before an FCC hearing on TV ratings.

"We don't want to legislate, but we are prepared to legislate," Coats said after Wednesday's meeting.

The lawmakers indicated they wanted consensus on the revamped TV ratings system by next week. But if consensus means NBC, the industry may miss the deadline.

"[Legislators] asked [last Wednesday] if they could say that everyone has agreed to go with content-based ratings systems," an NBC source said. "[We said] 'absolutely not.' We will end up going to the meetings that we are invited to, but in terms of the company's position, we are not moving."

Others believe the network will give in to mounting pressure as the deal's deadline nears. "I don't think General Electric can afford for its network to be the only holdout, the renegade network that is unwilling to be parent-friendly. GE is supposed to be parent-friendly—what is NBC doing?" asked Jeff Chester, executive director of the Center for Media Education.

The TV ratings were created to facilitate use of so-called V-chip technology, which was mandated by the Telecommunications Act of 1996. Once installed in TV sets, the V-chip will permit parents to black out programming based on whatever ratings system or systems the broadcasters and cable net-

works adopt. The FCC has yet to say when the manufacturers must include the V-chips in TV sets.

Tauzin said three messages on TV ratings emerged from his May 19 hearing on the topic in Peoria, Ill.: programs need to be rated more precisely, parents need more information to determine the content of programs and the ratings need to be applied consistently by all the networks.

But some doubt that parents actually are dissatisfied with the system, which has been in place for five months.

"When we interview parents, they like this system," says Motion Picture Association of America President Jack Valenti, the principal architect of the current system. "The concern [for some in Congress] is not so much over whether they like this system, but over what programs are on the air."

Valenti, who spoke from Hollywood, was not invited to the Wednesday meeting, but one industry source says that Valenti and other West Coast programming producers back NEC's strong stance. ■

## Parents don't understand, study concludes

While 70% of parents say they are aware of the five-month-old TV ratings system, only about 35% use it to guide their children's viewing, according to a new survey by the Annenberg Public Policy Center of the University of Pennsylvania.

The center is releasing the survey results and four reports today (June 9) in Washington at Annenberg's Second Annual Conference on Children and Television.

Parents may not use the ratings system because they don't understand it, Annenberg concludes. Of the survey of 1,228 parents, only 5.9% could correctly define "TV-14" when given a list of options from which to choose. Their children knew better. Some 6.4% of the 297 kids who were polled knew that TV-14 means "parents strongly cautioned."

Another Annenberg report addressed the way that local broadcasters will implement the FCC's new educational-TV regulations. Network O&Os and affiliates will cut back slightly on the amount of airtime they devote to educational programming, from 3.6 hours per week to 3.2. "Weblet" affiliates, "who have a greater interest in maintaining a child audience," plan to slightly increase that time, from 4.2 hours to five, the report says.

Interviews with employees of 28 stations of all kinds across the country revealed that with most networks planning to supply three hours of educational programming a week, the locals would cancel their existing locally produced or syndicated programs.

Respondents in the open-ended interviews added that they no longer have an incentive to provide educational shows beyond three hours. —EAR

# Planned obsolescence

*House Dems want TV sets to carry labels warning that their days may be numbered*

By Paige Albinak  
WASHINGTON

House Democrats are pushing legislation that would require TV sets and VCRs to be equipped to receive digital TV after 2001 and that would mandate labels on new analog NTSC equipment warning that it will become obsolete after 2006.

The legislation comes in response to the federal budget package, which is counting on \$26.3 billion from the auction of the analog broadcast spectrum in 2001.

The budget would require winning bidders to pay immediately after the auction, but would not allow them to take possession of the spectrum until more than 95% of the people in a market could receive digital TV signals. Democrats say the provision could keep winners from receiving their spectrum far past the planned 2006 conversion date.

Leading the effort for a DTV reception requirement and warning labels were Representative John Dingell (D-Mich.) and Representative Edward Mar-

key (D-Mass.). They oppose using spectrum auctions to meet budget goals, but want a solid give-back date if auction revenue remains in the budget. They also argue that extending the give-back deadline would devalue the spectrum.

"This budget-driven proposal is pure fantasy," says Representative Edward Markey (D-Mass.), ranking member on the subcommittee.

"If we are serious about a 2007 spectrum return, then we ought to take steps to accelerate acceptance for digital television in the consumer market," says one Democratic House staffer.

Republicans believe the Democrats' goal is not to protect consumers, but to keep spectrum revenue out of the budget.

Markey plans to open another attack Tuesday by introducing legislation that would require shortfalls from spectrum



Markey: Spectrum auction estimates are 'pure fantasy.'

auctions to be made up by increases in capital gains taxes.

"There's not one member of that committee who believes spectrum auctions will raise \$26.3 billion," says one Hill staffer. "Congress is going to have to do one of two things: take it out of taxes or take it out of programs such as Medicare and Medicaid."

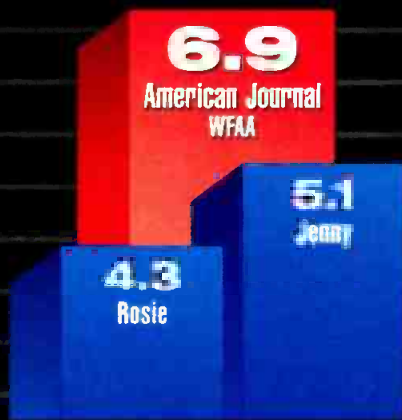
Support for the Democrats' point of view is strong enough that House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) last Thursday postponed subcommittee action on the broadcast-related part of the budget.

Tauzin remains unsure of Republican support, says aide Ken Johnson. If Tauzin doesn't have the votes when subcommittee members reconvene on Tuesday, he may move the legislation to full committee Wednesday.

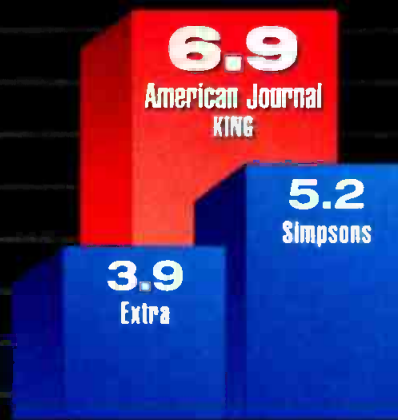
Tauzin tried to assuage Democrats by proposing a measure that would throw out spectrum auctions that failed to bring in at least two-thirds of minimum revenue called for by the Congressional Budget Office.

The legislation also would give the FCC expanded authority to decide when spectrum auctions should be held and for what portion of spectrum. Dingell would also give the commission authority to set minimum limits on auction revenue. ■

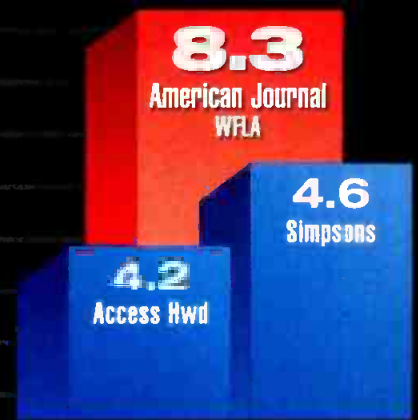
# AWARD WINNING JOURNALS



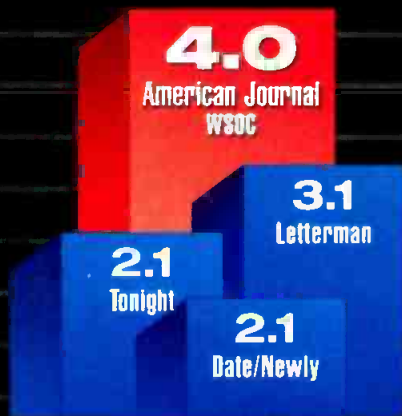
Dallas 3:30 PM



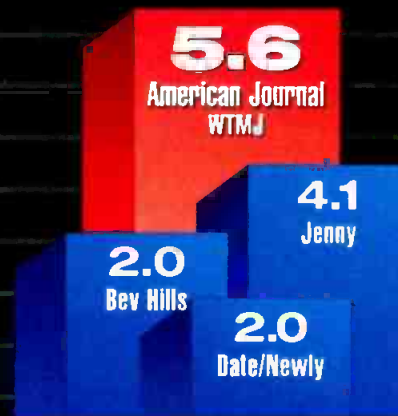
Seattle 7:30 PM



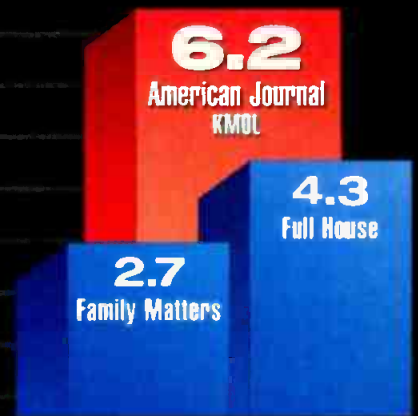
Tampa 7:30 PM



Charlotte 12:00 AM



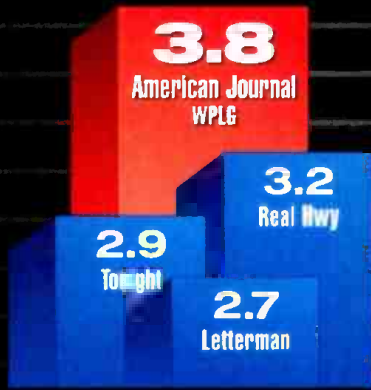
Milwaukee 3:00 PM



San Antonio 4:30 PM



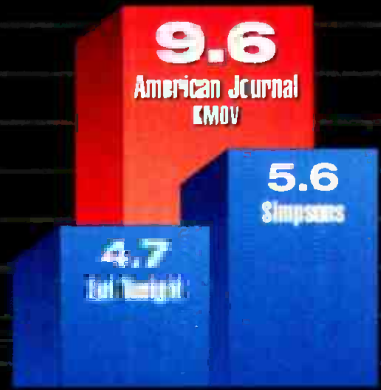
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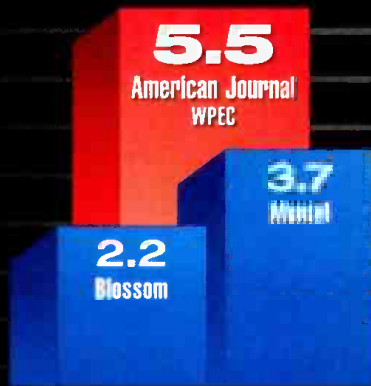
Miami 12:00 AM



Phoenix 4:30 PM



St. Louis 6:30 PM

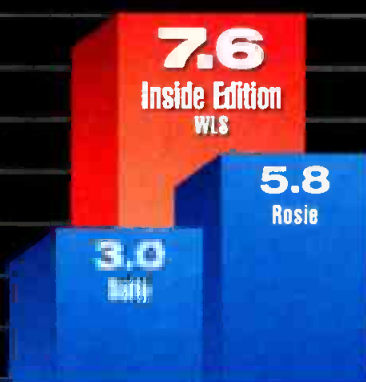


W. Palm Beach 4:30 PM

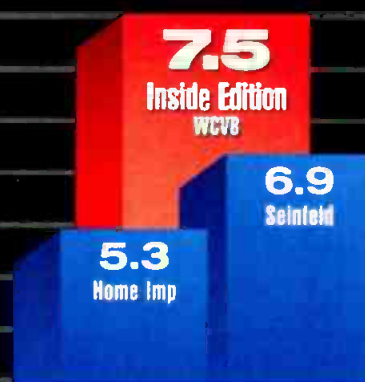


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# ... TIME R LEADER



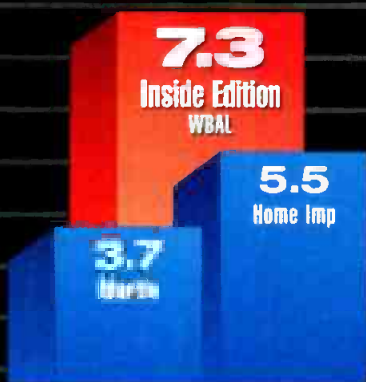
Chicago 3:00 PM



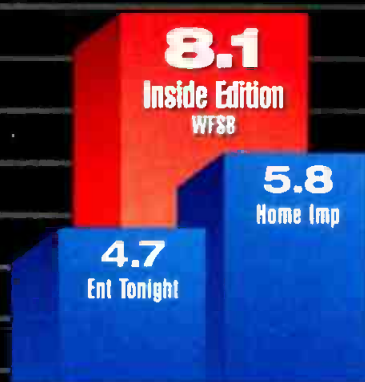
Boston 7:00 PM



Dallas 6:30 PM



Baltimore 7:00 PM



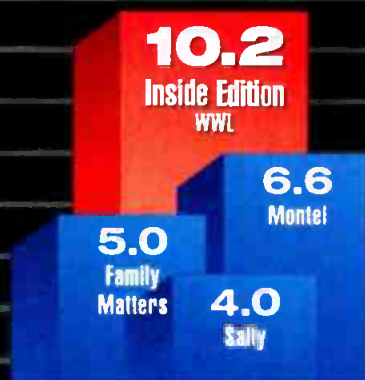
Hartford 7:00 PM



Charlotte 7:00 PM



San Antonio 10:30 PM



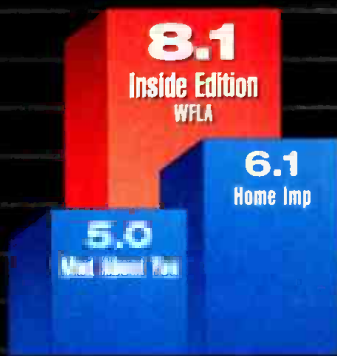
New Orleans 4:00 PM



W. Palm Beach 4:00 PM



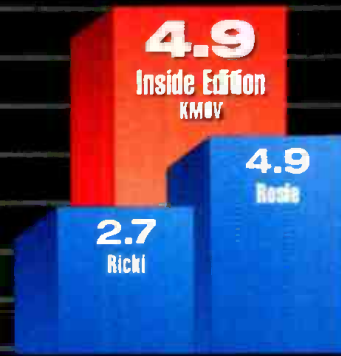
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Tampa 7:00 PM



Phoenix 4:00 PM



St. Louis 3:00 PM



Kansas City 6:30 PM

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# ABC affiliates meeting: 'Bloodbath and love fest'

*Image campaign stirs controversy; network to foot bill for decoders, which would have cost each station \$150,000*

By Steve McClellan

## ORLANDO

**F**or the second year in a row, ABC managed to charm its way out of what could have been a confrontational meeting with its affiliates, given the network's programming troubles.

"It was probably somewhere between a bloodbath and a love fest," quipped Ed Aiken, general manager, KSTP-TV Minneapolis.

The network did throw the affiliates one large bone last week. It agreed to pay for decoders that affiliates will need to receive ABC digital TV feeds. The price tag is estimated to be nearly \$30 million, according to Preston Davis, president of broadcast operations and engineering, ABC.

The average per-station cost of digital decoders will be around \$150,000, Davis said. The network has issued a request for proposals by manufacturers. Affiliates would have to choose the decoder designed by the winning bidder to qualify for the reimbursement, to be paid over five years.

Newly appointed ABC Network Television President Preston Padden said that he and Davis will work hard during the summer to come up with, if not a plan, "at least a collection of thoughts" on how to proceed with digital TV implementation, and then begin a dialogue with affiliates.

Most affiliates seemed content to give of ABC Entertainment President Jamie Tarses' first development season a chance to work in the fall before complaining.

David Barrett, the Hearst Broadcasting executive who succeeded Cox's Andy Fisher as chairman of the ABC affiliate advisory board last week, said he came away believing "there's a renewed emphasis on product and creativity" at ABC.

The network and its affiliates avoid-

ed one sore point when they decided to postpone action on program exclusivity. Affiliates of all the networks are concerned about network talent and programming showing up on network-owned cable services.

Padden and company president Robert Iger will jointly spearhead the exclusivity issue for ABC and will try to come with a plan in the next 30 to 60 days, officials said. Padden promised



*Affiliates reviewed spots for ABC's new image campaign, one of which includes the slogan shown above, but another spot, declaring that 'books are overrated,' will not see the light of day.*

to inform affiliates of any planned program repurposing before a general agreement on the issue is worked out.

The meeting's biggest controversy was the network's 1997-98 image campaign, a tongue-in-cheek celebration of the couch potato. Because of affiliates' concerns, ABC promptly agreed to kill one spot in the campaign that said, "books are overrated." At a closed meeting last Thursday, roughly half of the affiliates polled said they were concerned that they would, as one source put it, "get hammered by critics of the industry" in reaction to the spot.

Another spot features a teenager watching television. The announcer reviews several alternative activities: having unsafe sex, getting a tattoo or getting body-pierced. Then the tag line appears: "TV, not such a bad thing." Another spot zooms in on an electric bug zapper. After a mosquito is zapped, a tag line reads: "TV. What would you watch without it?"

Another spot follows a facetious, "It's a beautiful day. What are you out-

side for?" with the tag line "Life is short. Watch TV." A thank-you spot says, "You could be reading a book," or getting exercise or engaging in several other productive activities. "But you're not," the spot concludes. "You're watching TV. Thanks."

Although station executives laughed at some of the spots, they were concerned. "If the viewer doesn't get it, the whole thing falls short," KSTP-TV's Aiken said.

A network spokesperson said affiliates "overwhelmingly" supported all but the "reading is overrated" spot. The campaign was created by TWBA Chiat/Day, the network's new ad agency.

Also at the closed session, news division chairman Rooney Arledge promised more major changes at struggling *Good Morning America* "soon." There were no specifics, but most believe the show will get a new executive producer (Marc Burstein currently fills that role) and probably two new hosts. Joan Lunden's departure was announced two weeks ago, and word is that Charles Gibson also wants a new gig.

The network tried unsuccessfully to lure Jim Nantz from CBS for a role that would include hosting *GMA*. Nantz declined. Rumor is that Arledge also has inquired about Connie Chung's interest, now that the syndication show she had planned to do with husband Maury Povich has been scrapped.

Disney Chairman Michael Eisner delivered upbeat remarks at the session, saying he feels more confident about ABC's ability to come back than he did a year ago. He also told affiliates that ABC is worth more now than when Disney bought the company early last year. "I'm glad we underpaid," he quipped.

Padden was well received by affiliates. "He struck just the right tone," said Barrett. "He realizes the business challenges are different at ABC than at Fox."

In a speech to affiliates, Padden stressed his intention to work with them to forge a successful future. "In the past, some arrogant and uninformed critics—like me—have characterized the three older networks as 'dinosaurs,'" he said. "I did not leave a company that I loved to become curator at Jurassic Park." ■





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# Upfront sales hit \$6 billion

TV networks show good gains over last year's market

By Steve McClellan

## ORLANDO

The broadcast TV networks have completed their third consecutive record upfront sales season, reaching \$6 billion for the first time. Sales executives credited the continuing strong economy and the fact that the four networks are still the only TV vehicle that reaches virtually all TV homes.

The car, movie, packaged goods, retail and fast-food categories are all said to be strong, with increased spending over last year.

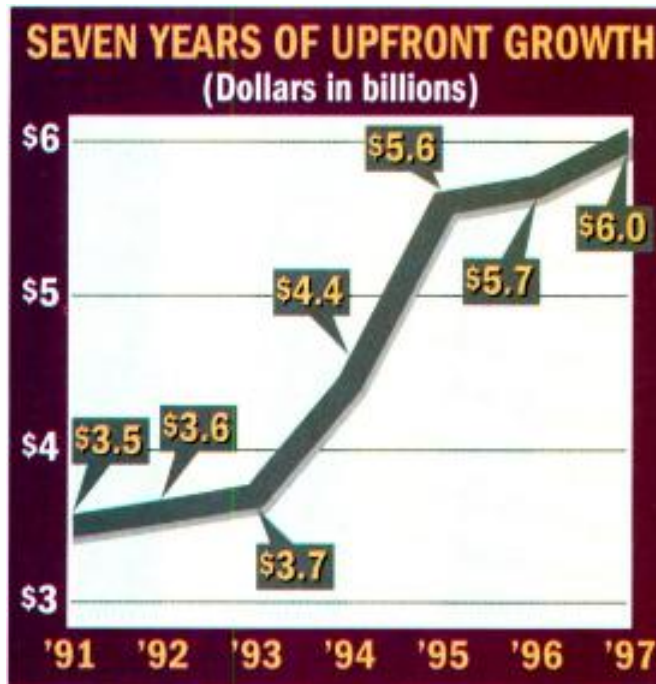


The most expensive show on television is NBC's *Seinfeld*, which agency executives estimate costs about \$600,000 per 30-second spot. The most sought-after new shows, they say, include the Gregory Hines and Kirstie Alley sitcoms on NBC, *Dawson's Creek* on The WB and *Dharma & Greg* on ABC.

On the flip side, NBC's Thursday night newcomer, *Union Square*, is said to be "universally despised," as one buyer put it, but advertisers bought it anyway, betting that its replacement show will deliver solid ratings.

NBC once again had the biggest share of the market, raking in about \$2.1 billion, up from a little over \$2 billion last year. The network also set the pace in cost-per-thousand (CPM) gains: 13%-16%. "Network television is the single most valuable marketing tool," says Larry Hoffner, head of network sales for NBC, to explain the strength of the market.

Hoffner says NBC sold roughly 77% of its inventory and thus is well positioned to capitalize on what he thinks will be a strong upfront market as well: "It was OK this year, and I don't see anything on the horizon to indicate a weakening economy." Scatter sales may add another \$700 million to the network coffers next season, executives say.



ABC pulled in the second-biggest piece of the pie, with \$1.6 billion in upfront commitments. "That's slightly up from last year, which is a miracle, given our 12 percent ratings shortfall," says Marvin Goldsmith, head of sales for ABC.

Goldsmith says ABC sold about 85% of its inventory at CPM rates that were up 7%-9%: "We are very happy and, really, all four networks have good reason to be proud of what they accomplished these past two weeks."



CBS did about \$1.25 billion in business, up from \$1.18 billion. The upfront sales do not include the Nagano Olympics, which already have generated \$500 million. CBS sales chief Joe Abruzzese says that figure will climb to \$550 million by the time the games begin in February.

Abruzzese was surprised that CBS generated \$130 million in new business, just over 10% of its total take, from this upfront sales season. "That had less to do with sheer salesmanship and more to do with the shows that Les Moonves put on the schedule," he says.

One of the hottest-selling new shows on the schedule, Abruzzese says, is

*Brooklyn South*, the police drama from Steven Bochco. The opening episode has 15 minutes of some of the most violent footage ever produced for a TV series, but Abruzzese says buyers recognize the program's overall quality: "ABC really laid the groundwork for acceptance of such shows with [Bochco's] *NYPD Blue*." In its first year on the air, *Blue* frequently aired with a lot of its inventory unsold. But advertisers came around after the show caught on with viewers.



Fox also showed strong gains, raking in \$1.1 billion in commitments, up from about \$960 million a year ago. "With all the firepower aimed at the networks by its competitors, the upfront results are a pretty good vote of confidence," says Jon Nesvig, head of sales at Fox.



In the battle of the new networks, The WB garnered \$150 million in upfront commitments, up from \$100 million last year. Jed Petrick, head of sales, says the results reflect the network's effort this year to "broaden out" its prime time schedule to draw not only teens but 18-34-year-olds in large numbers. Shows like *Dawson's Creek* and *Ocean Drive* are designed to do that, he says, adding that the strategy enabled The WB to get a significant amount of car business that wasn't there last year.



UPN—selling one hour less than rival WB—sold \$135 million worth of inventory for three nights of programing, up nearly 20% from last year. The network won't start selling the fourth night of programing, which is set to launch in 1998, until later. Roughly 50% of the buyers are new, says UPN, which also reported strong gains in the 18-34 demographic. It expects to retain 15%-20% for scatter sales. ■





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# Hundt has not left the building

Outgoing chairman seeks FCC action on alcohol ads, political airtime and TV news

By Chris McConnell  
WASHINGTON

**R**eed Hundt is not through with television yet. The outgoing FCC chairman last week pressed for government action on a series of TV fronts, including broadcast liquor advertising, free airtime for candidates and—in a new twist—TV news.

"Wouldn't we all be better off if broadcast news was a lot more like print journalism?" Hundt asked during a speech to the Museum of Television & Radio in New York.

Hundt noted that the broadcast business has few traditions along the lines of such print practices as ombudsmen and letters to the editor. "I wonder if we don't need now and in the digital future a stronger and more well developed set of industry-led principles," he said, adding that the ethical issues "ought to be examined openly and candidly by government and by TV news as an industry."

Hundt also suggested stronger First Amendment protection for TV news. "Perhaps Congress or the FCC should hold hearings on the topic...to ensure that [journalists] go about their business without being chilled by the threat of litigation," Hundt said.

Barbara Cochran, president of the

Radio-Television News Directors Association, welcomed the idea of new legal protection but objected to Hundt's assessment of TV journalism.

"Broadcast journalism is in no way a second-class form of journalism," Cochran said in a letter to Hundt. She added her group would oppose any government intervention into TV news.

Also objecting to proposed government initiatives last week was NAB President Eddie Fritts, who responded to Hundt's calls for free airtime. Hundt said he hopes the FCC soon will launch a notice of inquiry to explore public interest obligations of spectrum users.

He discussed the planned action after 30 House members urged the FCC to explore new broadcast public interest obligations.

Hundt applauded the letter and, in a later speech, said the FCC will begin action on the public interest issue this summer. "I very much hope that effective and creative stump-time proposals will emerge from this process," Hundt said.

"The FCC does not have the authority to mandate political time," Fritts



Hundt shows no sign of slowing down his activist agenda.

responded.

Hundt also continued to press for FCC action on televised liquor advertising. The proposed inquiry invites comments on televised liquor ads and also raises the prospect of employing V-chip-type technology to block the spots, FCC sources say. Hundt wants to issue the inquiry at the commission's June 19 meeting, although Commissioners Rachelle Chong and James Quello have opposed the action.

Last week, Hundt took

aim at arguments that FCC action would run counter to the First Amendment. "That is offensive to the spirit of the First Amendment," Hundt said.

"I was highly offended by the Chairman's remarks," Chong said of the statement.

"He has a strange interpretation of the First Amendment," added Quello, who said the Federal Trade Commission is investigating the issue.

Quello maintained that an FCC inquiry would be a duplication of efforts. He has not yet decided whether to pull the inquiry from the FCC's agenda or to vote against it on June 19.

A Hundt aide, meanwhile, cited a letter from the U.S. Catholic Conference supporting the inquiry. "We thought they would pause before rejecting out of hand the wise counsel of the bishops of the Catholic church," the aide said. ■

## FCC chairmanship watch



Kathleen Wallman and Bill Kennard continue to top the list of likely White House choices for the FCC helm, but Senate Democrats appear to be having none of it.

The senators are disenchanted with White House telecommunications policy, and sources say word of a possible SBC/AT&T merger has only heightened their objections to a possible Kennard/Wallman combo at the commission. (Kennard already has been nominated for an FCC seat.)

Senator Ernest Hollings (D-S.C.) continues to push Ralph Everett for the chairmanship, and some sources say his odds improved last week. But others doubt that Vice President Gore will cede the choice for chairman to the Senate.

One scenario: The White House picks Kennard for chairman and lets Senate Democrats pick a commis-

sioner of their own—possibly the rural representative that many want. Sources say no such deal was on the table last week, however.

But many expect new names to surface as White House officials seek to avert a Senate standoff over the FCC package. Last week former congressman and Washington lawyer Dennis Eckart's name surfaced as a possible nominee, but Eckart says he isn't interested.

Back at the FCC, the question of Reed Hundt's post-commission career remains a mystery. One long-standing rumor—which Hundt has denied—is that Microsoft chief Bill Gates will hire him. After a Washington appearance last week, Gates was asked if the rumor is true.

Gates hemmed and hawed. How about yes, no or maybe? Again, much wincing and hesitation. OK, Mr. Gates: Have you talked to Reed Hundt? Clearly relieved, Gates replied, "I've talked to him, but not about that."

—CM,EAR



# Promotion pitches its state of the art

Trends evident at Promax convention; brand cross-promotions, use of PSAs and the 'Net

By Cynthia Littleton,  
John Eggerton and  
Joe Schlosser

## CHICAGO

**T**V marketers gathered in Chicago last week to plot strategies for allocating at least \$500 million worth of advertising and promotion for syndicated programs premiering and returning this summer and fall.

It takes a brand to sell a brand—that was the message behind extensive cross-promotional campaigns outlined by distributors at the industry's annual marketing brainstorming session, the Promax International conference, June 4-7.

Columbia TriStar Television Distribution unveiled a wide-ranging alliance with Anheuser-Busch to promote the new late-night strip *Vibe* with everything from radio contests to live events. CTTD is mounting its largest-ever promotional blitz for a first-run strip for *Vibe*'s debut in early August, studio officials said last week.

As a result, *Vibe* has become a priority for all Sony divisions. Upcoming Sony home video releases will carry *Vibe* trailers, as will selected Sony-distributed theatricals this summer, including the much-anticipated Will Smith/Tommy Lee Jones action-comedy "Men in Black."

All American Television is linking up with more than 750 Target stores nationwide to spread the word about the Sept. 8 debut of its talk show strip *Arthel & Fred* with shopping spree giveaways and holiday-themed promotions throughout the season. Buena Vista Television has similar plans in the works with the Best Buy electronics chain for *Honey, I Shrank the Kids—The Series*.

MCI has hitched its wagon to Tribune Entertainment's *Gene Roddenberry's Earth: Final Conflict*, promising to cross-promote the futuristic sci-fi drama with advertising for its cutting-edge communications services. Montgomery Ward, No Nonsense Pantyhose, Wella Hair Products and a soon-to-be-announced U.S. automaker are on board for the off-



Columbia is mounting its largest-ever promotion for the new late-night strip, 'Vibe.' CTTD President Barry Thurston and 'Vibe' executive producer David Salzman were on hand at Promax for the unveiling.

network launch of Carsey-Werner Distribution's *Grace Under Fire*. Worldvision Enterprises *Pictionary* is partnering with Universal Studios Florida for a watch-and-win contest that calls for *Pictionary* to tape a week of shows at the theme park.

Saban Entertainment put some high-power FCC-friendliness behind its promotional kickoff for *The All-New Captain Kangaroo*, complete with a videotaped endorsement from outgoing FCC Chairman Reed Hundt. Hundt said he is "delighted" with the return of the show, whose resurrection he attributed to the fight he and his staff led to approve the new three-hour weekly mandate for children's educational TV.

Noting that the original *Captain Kangaroo*'s Mr. Green Jeans had been his favorite character, Hundt said he was looking forward to introducing the new show to his eight-year-old daughter. The new *Kangaroo* show will have product tie-ins with pillowcases, pajamas and backpacks; Saban also is in talks with King Features to have the new Captain, actor John McDonough, write a

syndicated newspaper column.

No doubt Hundt would have been heartened by a new promotional trend evident at Promax this year. Public service spots are included in regular station press kits for several high-profile new series, including Eyemark Entertainment's *Martha Stewart Living* and *Pensacola: Wings of Gold* and CTTD's *Vibe*. Altruistic motives aside, marketers say PSAs are a great way to get more exposure, with a vehicle that reflects positively on station and show.

The Internet shows no signs of slowing down as the promotional vehicle of choice for many marketers. Martha Stewart is launching her first official Website ([www.marthastewart.com](http://www.marthastewart.com)) in conjunction with the expansion of her how-to show from a weekly to a strip.

Twentieth Television's new promo catchphrase for the Oct. 18 broadcast syndication launch of *The X-Files* is also the address for a Website set to surface in mid-August: [www.its-happeningagain.com](http://www.its-happeningagain.com).

Warner Bros. is pulling out all the stops for the online component of its revival of *The People's Court*. The show will be carried live in many East Coast markets to allow the anchors to take live calls, e-mail and fax queries and comments from viewers. *The People's Court* Website will be fully integrated with the show, offering users the chance to render judgments, offer opinions on past cases and hold live "chats" with other viewers.

In other Warner Bros.-related news from the convention, the studio announced that comedian Paula Poundstone will become a roving reporter—in more ways than one—for *The Rosie O'Donnell Show* this fall. As the show's special correspondent, Poundstone will travel from city to city in search of Americana and local color, offering field coverage of everything from chili cookoffs to folk music festivals. Poundstone also will be on the lookout for natural promotional tie-ins and stunts in markets where the show faces stiff competition. ■

# TCI looks to buy 30% of Cablevision

By John M. Higgins and Price Colman

**A**iming to surround New York City with copper and fiber, Cablevision Systems Corp. is negotiating to sell a 30%-35% equity stake in the company to Tele-Communications Inc. in exchange for the Denver-based operator's lucrative suburban New York operation.

TCI would pick up 11 million-14 million shares of Cablevision's stock, worth \$365 million-\$465 million at Friday's prices. More important, TCI Chairman John Malone would be able to shift about \$400 million in debt to Cablevision along with the properties, furthering his goal to cut TCI's leverage from about six-times annual cash flow to less than five-times.

At the same time, Cablevision Chairman Charles Dolan would enhance his 1.7 million-subscriber concentration in the New York market, adding about 400,000 TCI customers in high-income parts of Westchester County, N.Y.; Connecticut, and northern New Jersey.

"It buys him, basically, dominance of the New York market," said one industry executive. "It lets him do whatever he wants with SportsChannel New York and MSG Network almost without resistance."

TCI and Cablevision would not comment.

The deal is one in a series of transactions TCI is negotiating with other operators to parcel out \$7 billion worth of its systems. TCI President Leo Hindery believes the various transactions will put the systems in hands that might run them better and increase their value.

But just as important is the need to reduce debt. Hindery's goal is to shed \$4.5 billion in debt through these deals.

TCI last Friday announced a joint venture with Adelphia Cable Communications, in which the two operators would combine roughly 465,000 subscribers in upstate New York and Ohio. ■

## Closed Circuit

### WASHINGTON

#### MSTV has digital problems

**B**roadcasters are planning to ask the FCC to reconsider portions of its digital TV rules and channel assignments. The Association for Maximum Service Television says it has identified a series of interference and signal coverage snags. The group will not be asking the commission to scrap the allotment and assignment table it issued earlier this year, but will be citing several areas where technical fixes are necessary. The broadcasters plan to submit their request to the FCC on June 13.

### DENVER

#### Cap crises?

**T**CI's deal frenzy could push the company right through the FCC's cap on cable ownership. With control of systems serving about 17.5 million subscribers, TCI already serves 27% of the country's 65 million cable households, just below the 30% cap. But projected pooling of systems with other operators could push TCI past that limit. The MSO's pending deal to swap systems for one-third of the 2.8 million-subscriber Cablevision Systems Corp. alone could blow the cap. Operators have successfully challenged the cap in court, but the feds are appealing the district court's ruling.

### WASHINGTON

#### For sale

**N**ews Corp. is hoping to find just one buyer for Heritage Media Corp.'s five TV and 24 radio stations. Barring that scenario, one buyer for each group, TV and radio, is the next acceptable option, says a source close to the deal(s). Look for a final decision in the next several weeks. Meanwhile, the FCC released documents describing News Corp.'s plans to put the stations in trust in anticipation of selling. William G. Evans was named trustee. Since it bought Heritage in

March, News Corp. has said it will retain only Heritage's in-store and direct-marketing companies.

### DALLAS

#### Stern does Dallas

**D**allas radio insiders say Howard Stern's on-air ruminations about possibly losing affiliate KEGL(FM) Dallas when his contract is up may be a negotiating tactic. One Dallas GM says Stern may be "maneuvering" for improvements in the contract he's had with KEGL owner Sandusky Radio since 1992 and which is due to expire Sept. 7. Since January, KEGL has been operated by Nationwide Communications, a division of Nationwide Insurance, which plans to close on its option to purchase KEGL in coming months. Another radio insider says Nationwide may be prepared to drop Stern, despite his consistently strong morning drive ratings, because he "scares away" some local advertisers. Stern says if he is dropped by KEGL, he'll likely lose his voice in Dallas. However, some are skeptical of that scenario, since CBS Radio, which employs Stern, also operates six radio stations in the market.

### CHICAGO

#### It's who you know

**W**orking with sports icons has its privileges, as Twentieth Television chief Rick Jacobson discovered last week during the Promax convention in his hometown of Chicago. Like many convention-goers, Jacobson, whose Fox division is launching a daytime strip with NFL legend Terry Bradshaw and a late-night vehicle with NBA great Earvin "Magic" Johnson, had no luck scoring a pair of tickets to the second game of the Chicago Bulls/Utah Jazz NBA finals last Wednesday. He appealed to Johnson for help. A few hours later, an envelope from NBA Commissioner David Stern was delivered to Jacobson's hotel. "Magic made a call," said a beaming Jacobson shortly before he headed to the United Center to watch the Bulls beat the Jazz, 97-85.



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# Publishers challenge common ownership bars

*Print media seeks end to spin-off frenzy*

By Chris McConnell  
WASHINGTON

**G**annett has sold a newspaper in Niagara Falls, N.Y., and a TV station in Cincinnati. Media General has unloaded its CBS affiliate in Richmond, Va. In Miami, Tribune is fighting an FCC order to sell either a newspaper or a TV station.

The publishers want the FCC to stop the spin-off frenzy. In recent weeks, they have stepped up their case at the FCC and in Congress to eliminate the rule barring common ownership of newspapers and broadcast properties.

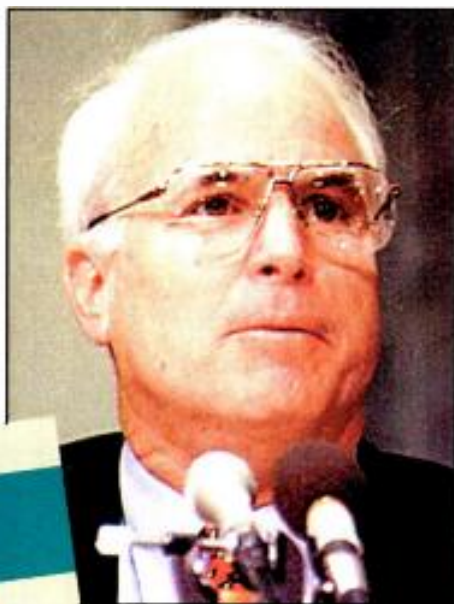
"The notion that the newspaper is the dominant medium has been pretty watered down," says Tribune lobbyist Shaun Sheehan.

On Oct. 31, Sheehan's company will take aim at the rule in the U.S. Court of Appeals in Washington. Tribune hopes to convince the court it should be allowed to own both the *Fort Lauderdale Sun-Sentinel* and WDTN-TV Miami.

And the company is not alone in its crusade against the rule. More than 30 board members of the Newspaper Association of America have agreed to ask the FCC to eliminate the restriction. Knight-Ridder called for a review of the rule even as it opposed Tribune's bid to keep the Miami properties. Later this week, Gannett Chairman John Curley will discuss the restrictions during a Washington luncheon speech.

The industry's interest in the rule follows a string of media mergers that have forced companies to sell broadcast and newspaper properties in order to comply with the ownership rules.

"There's a sense of urgency," says John Sturm, president of the newspaper group. Sturm agrees that his group's



John McCain has sponsored a bill to eliminate the newspaper/broadcast crossownership rule.



The Media Institute says the crossownership rule is counterproductive.

interest in the rule stems in part from the headaches it has caused mega-media giants. He also cites an interest by some newspaper owners in buying TV stations in the markets where they publish.

"There are some efficiencies that they can bring to the marketplace," he says. "If the opportunity existed, certainly we'd be interested," adds Media General Vice President Bob Pendergast.

Additionally, Sturm points to medium-size newspapers that are looking to diversify into radio.

"Newspapers ought to be back in the game," says Tim Kelly, publisher of the Knight-Ridder-owned *Lexington Herald-Leader*. Kelly cites radio consolidation in Lexington, Ky., as well as in Louisville, Ky., and Cincinnati. He says his newspaper should be allowed to load up on media properties along with the broadcasters.

"What's fair is fair," says Kelly. "It's just an outdated rule."

Early in 1996 the FCC looked like it might be willing to let the newspaper companies own local broadcast

licenses. The commission had denied Disney's bid to own newspaper and radio properties in Michigan and Texas but said it planned to review the newspaper/broadcast crossownership rule soon.

"Our current strict prohibition on newspaper/broadcast crossownership...needs review and probably needs significant revision," FCC Chairman Reed Hundt said in February 1996.

The initiative received little support at the time, however. Broadcast industry views on the rule were mixed, and the issue soon faded from the commission's agenda. Last fall, the commission turned its attention to the crossownership rule, but proposed only modifying its policy for waiving the rule to allow for newspaper/radio combinations.

While FCC interest in eliminating the rule has fizzled since early '96, newspaper industry interest in the rule has grown as companies have taken advantage of the loosened ownership rules enacted in the 1996 Telecommunications Act.

"For the most part, anybody could own anything," Sturm says of the act, adding that his group turned its attention to the newspaper/broadcast crossownership rule after Congress declined to eliminate it in the telecom act.

The newspaper group has focused its efforts on Congress as well as the commission. Earlier this year, Senator John McCain (R-Ariz.) introduced a bill to axe the restriction. Since then, the newspaper publishers have been pressing for a House version, which they hope to see from Representative Scott Klug (R-Wis.).

The push comes as others are opposing further relaxation of broadcast ownership rule. "The diverse universe is grossly overstated," says Gigi Sohn of the Media Access Project. FCC Commissioner Susan Ness—the only commissioner not headed for the exit—also has opposed allowing local TV/newspaper combinations.

Last week, the newspaper group received some support from a Media Institute report. Written by Media Institute Vice President Richard Kaplan, the report noted the growth of cable and other media outlets in arguing for elimination of the rule.

Kaplan says that such an action would allow other companies to compete fairly with firms that already own local newspaper and broadcast properties under FCC "grandfather" provisions. ■



# Software leaders take program to D.C.

*Gates, Grove et al., seek encryption reform, intellectual property protection*

By Elizabeth A. Rathbun  
WASHINGTON

Top software industry executives last week presented a unified front to Congress and Vice President Gore in pressing their agenda for encryption-law reform and copyright and piracy protection.

The executives also faced the press last Wednesday between meetings with senators and Gore. Among the industry leaders were Bill Gates, chairman, Microsoft Corp.; John E. Warnock, chairman, Adobe Systems Inc.; Andrew S. Grove, chairman, Intel Corp.; and Jeff Papows, president, Lotus Development Inc.

George S. Bentley, president, Bentley Systems Inc., said the executives were gratified by their Senate welcome. They met with Democratic and Republican leaders and "all the committee chairpeople. [That.] we think, is rather unique."

And quite a different picture from the mid-1980s, when Grove started

trekking to Capitol Hill. Then, "we had to explain who we were and we had to fight for just recognition." Now, "that has changed dramatically.... We have audiences and attention," he said.

Nevertheless, industry executives said they are frustrated by the plodding pace of Congress. Senators counseled patience, but "patience is not one of our virtues," Grove said.

Encryption policy, for example, consists of "outdated laws and regulations that have been on the books since some of us were born," said Eric Schmidt, chairman, Novell Inc. The software group is united in supporting bills that would ease the encryption export rules, he said. The Security and Freedom through Encryption (SAFE) Act of

1997 has been approved by the House Judiciary Committee. But the White House opposes SAFE and a Senate version, the Pro-Code Bill.

"Getting [encryption] reform now is a huge priority for all of us," Schmidt said. Without it, "we are sentenced to being behind."

"We're [also] very keen on anything related to piracy," both inside and outside the U.S., Gates said. It's time to stop people from "spewing stuff on the Internet," he said of unauthorized software.

If any other industry had lost \$11.2 billion in 1996—the estimated worldwide loss of packaged business software to piracy—"people would be furious," said Carol A. Bartz, chairman, Autodesk

Inc. "But we aren't getting the same kind of support for our industry.... The software industry continues to get stolen blind."

The administration was particularly supportive last year in helping cut piracy in China, Bartz said. This year, administration support is needed in extending copyright laws to the World Wide Web, she said.



Bill Gates met last week with key members of Congress and the vice president.

## CBS recasts on D.C. set

CBS's Marty Franks is giving up his day-to-day lobbying responsibilities in Washington and taking on expanded duties in New York, including running a revitalized CBS Foundation, according to CBS's Jack Bergen, senior vice president. In his new post, Franks will oversee CBS's Washington office, which will have a new cast, including a yet-to-be-identified lead lobbyist. Staff will include Gail MacKinnon, who was just hired to take over for departing Ceci Cole McInturff. MacKinnon had been working on Capitol Hill for Tele-Communications Inc. According to one report, Wine Institute's Robert Koch was offered Franks's Washington job, but turned it down. Koch declined to comment. Meanwhile, following MacKinnon's departure from TCI's Washington office, David Krone, TCI's director of government relations, was promoted to vice president. TCI is splitting the responsibilities of top lobbyist and PR man Robert Thomson, giving press duties to former TCI PR vice president Lela Cocoros, who left in January to become NBC's vice president of corporate communications. Cocoros returns to TCI as senior

vice president of media and employe communications. Thomson's new title was not disclosed, but the company says he will remain in a senior post responsible for all lobbying and other government relations.

## Jackson blasts concentration

Jesse Jackson was at the FCC last week calling for a moratorium on media concentration. "It is a clear path toward resegregation" Jackson said of the consolidation trend. In a letter to Hundt, he criticized the commission for not undertaking a study of how the 1995 Adarand case affects FCC minority policies. "The FCC in the past few years has assembled a record in which it can take little pride," Jackson wrote, citing a list of complaints including a reduction in equal employment opportunity investigations and conditional license renewals. "The commission has winked at discrimination, permitted the growth of monopoly and stood by while the media is being resegregated," wrote Jackson, who also discussed the media concentration issues with President Clinton. Jackson said the FCC should stop approving media mergers unless "they serve the public interest by impacting positively on minority ownership and diversity of voices."



Edited by Paige Albiniak and Elizabeth A. Rathbun

# Syndication Faces Boom Times

*As radio station consolidation drives up the need for quality, cost-efficient programming, group owners, start-up companies and networks compete to meet the demand and, hopefully, discover the next big talent. In this special report, BROADCASTING & CABLE looks at who's hot and what's on the horizon.*



By Donna Petrozzello

**T**he demand for syndicated radio programming has never been stronger as group owners operating clusters of stations in a single market hunt for quality shows to put on their airwaves.

Over the past year, groups including Jacor Communications and SFX Broadcasting have ventured into managing syndicated radio programming. Such long-standing syndicators as Premiere Radio Networks—recently acquired by Jacor—have expanded by developing new product and acquiring smaller companies.

Program providers, such as United Stations Radio Networks, Westwood One Inc. and the WOR Radio Network, have launched new shows hosted by personalities well known to music and media circles. The race to find the next hit has spurred start-up syndicators to action and has encouraged radio stations like WPLJ(FM) New York to take local acts national.

The result is that more program providers are vying to develop shows that deliver audience, ratings and advertisers nationwide. "There is no question that the radio business is good and that demand for syndicated programming is high," says Jacor Communications Chief Executive Officer Randy Michaels.

"From both from a clearance and an advertiser standpoint, the acceptance of network and syndicated radio is at an all-time high," says Nicholas Verbitsky, president of United Stations Radio Networks. "I started in the network end of the radio business in 1979, and this is the best I've ever seen it."

*Radio's In Crowd: clockwise from top, center: Don Imus, Tom Joyner, Howard Stern, Rush Limbaugh, Laura Schlessinger and The Fabulous Sports Babe*



"The syndicated marketplace is hotter than ever," says talk format consultant Walter Sabo of Sabo Media of New York. "Consolidation has opened the door for many shows, and group owners can experience enormous economies and quality programing by putting on syndicated shows."

As proof of syndication's enduring success, the heavyweights of the industry continue to be Rush Limbaugh, carried by 660 stations; Don Imus (100 stations); Howard Stern (39 stations); Dr. Laura Schlessinger (389 stations); Tom Joyner (82 stations), and the Fabulous Sports Babe (187 stations).

Darryl Brown, ABC Radio Networks senior vice president, affiliate marketing, says ABC cleared three new affiliates each for Joyner and the Sports Babe (both launched in 1994) this year. "Clearing these shows is getting much easier not only because of their success but because of the success of so many other syndicated shows."

"It wasn't until the late 1970s that stations would have dreamed of putting anything longer than a top-of-the-hour newscast on the air from a network," says radio consultant Holland Cooke. "Now two of the top-three-rated morning shows in Boston are from New York—Imus and Stern. For the trendy imports to be running on such a big track says something about the acceptance stations have for



**"I started in the network end of the radio business in 1979, and this is the best I've ever seen it."**

—Nicholas Verbitsky

shows off a satellite."

National sales representatives estimate that syndicated programing earned \$125 million-\$200 million for program distributors last year.

"The syndication marketplace is very healthy," says Steve Lehman, president of Premiere Radio Networks. "As an industry, the overall cost per point is up in network radio and is stronger this year than last year."

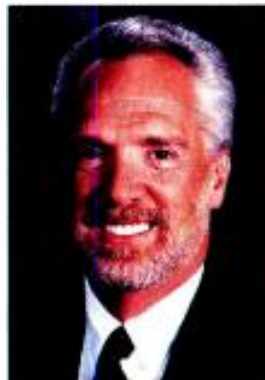
Syndicated programing produces "amazing targetability," says Leslie Sturm, vice president, national broadcast buyer, The Media Edge. "It can be

bought according to format, and an advertiser can tie in a sponsorship or promotional campaign that links them to the syndicated personality."

"Syndication is the closest thing radio has to what is described as appointment television, where listeners schedule time to listen to a syndicated show," Sturm says. "And advertisers are seeking a safe environment."

It is the health and relative stability of the syndication marketplace that have attracted both new investors and greater investment in syndicated product by established programers and networks.

SFX President Mike Ferrel says the effort that SFX has made to distribute nationally three morning shows originating from group-owned stations in Charlotte, N.C.; Jacksonville, Fla., and Indianapolis "is a logical fit" with operating stations: "The intention is to grow the company, and that means taking on roles



**"The reality is that these programs live and die based on their importance to radio stations."**

—Norm Pattiz

beyond simple station operation. We're in the business of developing personalities for the radio stations, and as they become successful the potential obviously is there to syndicate them. And this presents a revenue opportunity for SFX."

Yet veteran syndicators argue that the marketplace is choosy and that the key to succeeding in syndication remains the ability to produce top-quality programing.

Norm Pattiz, chairman of Westwood One Inc., says the "reality is that these programs live and die based on their importance to radio stations" and their ratings. "Owners might be able to, with their owned and operated stations, give shows a boost to get them started, but if they can't cut it on the air and attract listeners, that local station is going to take it off."

"Stations are still looking for top-quality programing. That's always been everybody's mantra," Verbitsky says.

In the frenzy to develop hit programs, syndicators Alan Fuller and Steve Youlios are preparing to launch a national show hosted by exercise and health guru Susan Powter in July as the first offering of their

fledgling NetStar Entertainment Group. Fuller is credited with overseeing the launch of Dr. Laura Schlessinger.

Powter, a newcomer to radio, is targeted to women, an audience segment that Fuller says has been largely overlooked by talk radio. He is banking not only on Powter's vibrant media persona but also on his non-traditional pitch to station programers.

"There seems to be a lack of creativity in national radio programing," Fuller says. "The marketplace is crowded, but not with great programing. The airwaves



**"Taking a satellite-delivered product and giving up some inventory for it is not at all onerous. It's a wonderful option."**

—Steve Saslow

continually have the same thing over and over again. There is always room for something above the norm."

Banking on the demand for quality programing, WPLJ's director of national syndication, Frank Cammarata, is preparing for the July national rollout of *The Scott & Todd Big Show*, a morning drive show featuring WPLJ veteran personalities Scott Shannon and Todd Pettengill.

Cammarata says the marketplace is ripe for a fast-paced, humorous and guest-intensive morning show geared to hot adult contemporary stations.

"Morning drive is a tough time slot for a launch, but I believe in this product enough to know there is definitely room out there for it to do well," says Cammarata. "We feel there is no other hot adult contemporary syndicated morning show, and the syndication business is really hot."

Many program suppliers agree that high ticket prices for stations—prices forced up by the trading that followed deregulation last year—drove up demand not only for programing but also research and show prep services.

SJS Entertainment Chairman Steve Saslow and June Brody agree that station owners increasingly are looking for ways to get the services they need and drop dollars to the bottom line to repay investors.

"In a world where owners have five, six or seven stations in a market—

believe me, not all of them are ranked in the top five. Stations are clearly looking for answers for that fifth, sixth or seventh station," Michaels says. "Taking a convenient, satellite-delivered product and giving up some inventory for it is not at all onerous. It's a wonderful option."

Meanwhile, veteran syndicator Westwood One launched a daily, 90-second news commentary hosted by NBC TV's

**COVER STORY**



**RADIO SYNDICATION**

**SPECIAL REPORT**

Tom Brokaw and is trying to lure other media celebrities to radio. For Pattiz,

celebrities make dollars and sense.

"You just can't get around the fact that someone who is well known is easier to

market than someone you have to develop who may not be a national personality," he says.

"With the immediate pressure on lots of companies to deliver revenue and ratings, it's important to make sure you've got the right mix of shows that you are developing and programing, where you can say, 'here is Tom Brokaw or Garth Brooks or Larry King,' and you don't have to explain who they are," Pattiz says.

Likewise, WOR Radio Network debuted media celebrity Joan Rivers to host a weekday evening talk show in February. WOR Vice President/General Manager Bob Bruno says the network took a chance on Rivers, a newcomer to hosting radio talk, for her "marquee value and name power."

"We considered several quality talk

show hosts, but we needed a person with name power and immediate recognition who was marketable for the network," says Bruno. "We wanted someone who would be a strong draw for advertisers and a powerful spokesperson. All that wrapped up under the heading of a big entertainer, and we reached out for Joan."

As syndication continues to provide affordable, quality programing and services for stations, Saslow predicts more demand for morning prep and information services and for special-event music programing. He also expects syndicators to offer programing that is personality-driven and tailored to specific music formats.

"It's an understatement to say deregulation changed the face of our industry," says Saslow. ■

# Rivers makes run at radio

*WOR syndicates her talk show to about 50 stations*

By Donna Petrozello

**J**oan Rivers has found a new platform from which to ask, "Can we talk?" The former TV talk show host earlier this year jumped into syndicated talk radio with her debut on WOR(AM) New York and the WOR Radio Network.

For two hours, she entertains with provocative guest interviews, lively discourse on subjects of national interest and her trademark sense of humor.

Rivers admits to early reluctance to hosting a weeknight show for WOR: "I didn't think I was going to like it at first because I had great trepidation that it was going to bite into my life too much. But now I'm crazy about it."

Although Rivers jokes that the 7-9 p.m. ET time slot makes it difficult to plan dinners with friends, she plans to "do the show until I'm dead." In five months, her show has been picked up by nearly 50 WOR Radio Network affiliates.

She hosts fashion specials and covers the Oscars and other awards shows live on E! Entertainment Television. Rivers also manages her jewelry design business, and she tours to support her new book, "Bouncing Back: I Survived Everything, and I Mean Everything, and You Can Too."

On her show, Rivers covers topics ranging from teenagers who commit vio-



*Rivers made her radio debut in March.*

lent acts, to recent discoveries in the Titanic wreck, to an interview with comedian Rita Rudner. Unlike more boisterous talk radio talent—who thrive on interrupting callers and cutting short the comments of guests—Rivers sets herself apart by allowing both sides of an issue to be heard.

"I want to make sure everybody gets their chance to speak," she says. "I also want them to know how I feel. Try doing that on *The Tonight Show*, I couldn't."

Although she's polite on the air,

Rivers is no wimp. She's repeatedly called O.J. Simpson prosecutor Marcia Clark a bitch. In introducing renowned plastic surgeon Steve Hoffman, Rivers told callers they "at least wouldn't look like a pig" if they went to him.

"Radio is the last bastion of truly being able to say what you think," Rivers says. "I'm doing a show for E! Entertainment Television, and that's all fashion and fluff. I'm a regular on *Regis and Kathie Lee*, and that's American and family stuff. There is no other place where I can say that this one is a bitch, that one is crazy and this other one is nuts except on WOR. I love it."

Rivers also sets herself apart from traditional radio talkers who define themselves politically. "I'm not a Republican and I'm not a Democrat. I hate them all," she says. "I guess I'm in the talk radio arena, but I'm very different simply based on the fact that I'm a woman screaming and having an opinion."

Rivers attributes her initial radio success to her wide interests and ability to tap into what Americans want to discuss: "I knew from the very beginning that I wasn't special. Every girl wants a rose from her boyfriend. Everyone thinks a sunset is pretty. I figured I'm just like everybody else. So if I'm interested in it, I think everybody is interested in it. And good radio is controversy on a subject that people are interested in." ■



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# EXPANDING HORIZONS

Local personalities take a shot at becoming the next national pastime

By Donna Petrozzello

The rush to find the next big hit in syndicated radio has led programers to launch some local hosts nationally, while others have developed shows around recognized leaders in various

## COVER STORY

RADIO SYNDICATION

## SPECIAL REPORT

fields. Below are profiles of some of the acts hoping to stir up national radio airwaves.

### Matthew "Mancow" Muller

Welcome to *Mancow's Morning Madhouse*, where the host claims to have a rare disorder that causes him to blurt out curses: the scape-



goat on-air sidekick "Turd" has just kissed a pig in the studio, and comedian Chris Farley waits to be interviewed. Broadcasting from WRFX(FM) Chicago since 1994, Muller has signed five affiliates in markets including Las Vegas and Kansas City since his launch nationally late last year. Muller consistently earns top ratings among Chicago adults 18-49, outranking rival Howard Stern there. On remote broad-

casts, Muller is fond of broadcasting naked, and he promises to air something offensive every weekday. His show is syndicated by Robert Eatman Enterprises.



Scott Shannon

### Scott Shannon and Todd Pettengill

*Scott & Todd's Big Show* on WPLJ(FM) New York is preparing to hit the road later this summer. Aimed at adults 25-54, the comedy show is peppered with phony calls, song parodies and witty commentaries on news events, and is typically humorous without resorting to expletives or overtly offensive skits. The show attracts top guests, including Roseanne. A veteran on-air talent, Shannon also is program director of hot adult contemporary WPLJ. Pet-



Todd Pettengill

tengill co-hosts weekend World Wrestling Federation shows and produces programs for radio's Satellite Comedy Network. The *Big Show* was test marketed in Tampa, Fla., and Albany, N.Y., earlier this year. It is syndicated by WPLJ.

### John Kobylt and Ken Chiampou

KHFM Los Angeles hosts John and Ken are on a tear about President Clinton's initiative to introduce welfare recipients into the workplace of major U.S. companies, such as Burger King. "These people are not capable of working," argues Kobylt. "At Burger King, burgers are going to come without meat." In just four months, Kobylt and Chi-



John Kobylt and Ken Chiampou

ampou's brand of laughable yet in-your-face debates on news and politics has landed 13 affiliates, including KTAR(AM) Phoenix, WGST-AM-FM Atlanta and KST(AM) Sacramento, Calif. At flagship KFI, *John & Ken* is a staple of the station's slogan: "News, traffic, a whole lot of B.S." The show is syndicated by Fisher Entertainment.



### Bob Lacey and Sheri Lynch

From their morning show haven at WWSN(FM) Charlotte, N.C., Bob and Sheri air their humorous *Morning Breath* wake-up call, which inevitably covers food, sex and jabs at their spouses. Lacey, a veteran broadcaster who hosted *PM Magazine* on WBTV(TV) Charlotte before returning to radio in the late 1980s, hired Lynch away from a marketing job at WBTV. Lynch

is one of the few women in radio who are not semi-silent sidekicks to a male host. She chats wryly about questions that perplex most women. "You know what's funny?" says Lynch. "Men always say they like our personalities the best, but if you have a big old ass, they won't ask you out." The show is the first syndicated program from Jefferson Pilot Radio Networks.



Arthur Frommer On Travel  
 OnLine Today with David Lawrence  
 The O'Leary-Kamber Report  
 The Alan Colmes Show  
 The Financial Advisor with Charles DeRose  
 On the House with The Carey Brothers  
 The Techno-File  
 Awakenings with Maya Angelou  
 Left to Right  
 The Barry Farber Show  
 The Victoria Jones Show  
 Dick Clark's Rock Roll & Remember  
 The Difference  
 Lucy Grant's Cookin' Country Music Revue  
 Custom Country Music Revue  
 Nascar Country  
 Legends of Jazz with Ramsey Lewis  
 Right Turn Radio  
 American Music Awards Special  
 Academy of Country Music Awards  
 Sonrise  
 Dick Clark's US Music Survey  
 The Elliot Report  
 News From Nashville  
 The Morning Show Fax  
 Annual Country Specials  
 Backtrax USA  
 The Rock and Roll Hall of Fame and  
 Museum's Psychedelic Era 1965-1969  
 Dr. Dave's Comedy Drops  
 The Apollo Comedy Minute  
 Dr. Will Miller  
 Country Comedy Jamboree  
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 The Comedy Central Minute  
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Dr. Dre, Ed Lover and Lisa G.

### Dr. Dre, Ed Lover and Lisa G.

The reigning kings and queen of morning urban rap. Dr. Dre, Ed Lover and Lisa Glasberg, will launch their WOHT(FM) New York show

nationally later this month. Known as hosts of *Yo! MTV Raps* and as leaders in the rap music industry, Dre and Lover are a mainstay of the top-ranked urban rap/hip-hop station.

Their on-air banter about issues and celebrities and satiric bits on urban lifestyle

provide a perfect backdrop to WOHT's progressive urban playlist. Glasberg provides a well-spoken woman's perspective on a variety of issues. Syndicator SJS Entertainment will shop the show to progressive and mainstream urban sta-

tions "to fill a big hole in the youth end of the urban marketplace."

### Debbie Nigro

A self-described *Working Mom on the Run*, comic satirist and radio talker Debbie Nigro plans to take her national Saturday morning show into weekday syndication in mid-August. Syndicated by Nigro's own Sweet Talk Production company, her midday show blends humorous insights into life as a working mom, with contest prizes, direct mail and shopping via the Home Shopping Network.

### Ramsey Lewis

Jazz artist Ramsey Lewis hosts a weekly, two-hour retrospective music and talk show, *The Legends of Jazz*



Ramsey Lewis

with Ramsey Lewis, which profiles vanguard and enduring jazz masters from Dizzy Gillespie to Herbie Hancock. Syndicated by United Stations Radio Networks, Lewis's show debuted March in 25 major markets. ■

# Jacor sets its sights on syndication

*Randy Michaels leads radio group owner into programing side of the business*

Jacor Communications' strategic acquisitions in syndicated programming have placed the Cincinnati-based company, long recognized as a leading radio station owner, at the helm of a vast national distribution arm.

In recent months, Jacor has taken over Rush Limbaugh syndicator EFM Media Management, Premiere Radio Networks and syndicated shows, including *Love Phones* and an overnight truckers' network.

Jacor's acquisition of NSN Network Services Ltd. will allow its stations to receive and distribute programming produced in-house, and will create an intranet of programming communications among its owned and operated stations.

As Jacor embarks on syndication, CEO Randy Michaels discussed his strategy with BROADCASTING & CABLE's Donna Petrozzello.

**What motivated you to acquire Premiere Radio Networks and**



Michaels, CEO of Jacor, which owns or is buying 140 radio stations, now syndicates Rush Limbaugh.

### EFM Media Management?

What makes a winning radio station? After you buy a good signal, it comes down to the product. If you look at the transmitters on the Empire State Building, they are all the same. Why do some have high ratings and others have low ratings? It's all a matter of the product. We've always believed that on a local level; all we're doing now is recognizing that owning powerful product that works is meaningful on a regional and national basis.

### Do you consider program syndication a natural extension of station ownership, and a profitable venture?

Sure. I don't think there is a more product-oriented company than Jacor, so why shouldn't we be big in product? Product that makes a difference is certainly a powerful ingredient for fixing some of the stations

we buy that may not be achieving the highest ratings, and it's a wonderful way to get more inventory to sell. The synergies that exist between a radio group and an owned network or syndication company are phenomenal, particularly with today's technology and the ability to hook the network up to 150 stations.



**What does the acquisition of NSN Network Services mean for Jacor?**

A local radio station is either originating programming live or pulling down programming off a satellite. There is no talking back; there's no talking to each other. We're making plans for Jacor stations to share audio clips and to have an intranet that may allow production managers in Atlanta and in San Diego to work on a promotion simultaneously from different cities, insert different call letters and run it in a number of places.

That technology is out there. In some cases, the supermarkets and discount retailers are ahead of broadcasters in their communications. It's kind of crazy. Our whole company will be a virtual company before the end of the year. We'll be able to send anything from anywhere to anywhere in any format via satellite and intranet. We'll be hooked up bidirectionally. If the station in Lima wants to take some programming from Cleveland, Columbus, Cincinnati and Toledo and feed something out to all of them, it will be able to do it. We now can be truly nationwide.

**Could this in-house programming network eliminate the need for Jacor stations to take syndicated programming from outside sources?**

No. I think all broadcasters ought to operate in an arena of enlightened self-interest. We have hundreds of contracts with ABC Radio Networks and CBS/Westwood One and other suppliers, and some of these shows get good ratings. We don't want to see other major groups reticent to take our programming, and we don't want to be reticent to take programming from the other groups.

I want the best programming on each of my stations, wherever it comes from. But I do see us growing: I do see us being able to produce more powerful programming that works on a regional basis in-house for our stations, and perhaps others.

**Will Jacor look into syndicating local talent at its stations through NSN?**

Yes. The combination of NSN and the station group that we have gives us a little research and development lab in the making. We have the ability to take talent that we think has some potential, put them on in five, six or seven regions of the country for very little cost, and see what is going to stick and what is not.

**Some radio groups have moved in the direction of owning billboards, concert promotion agencies, even transmission towers. Is syndicated programming where Jacor plans its growth?**

Those are all great businesses. There is no question that there is tremendous synergy among radio, TV and billboards. But they are all somewhat tangential. There's nothing tangential about programming. And there's nothing tangential about adapting today's technology to today's deregulation and figuring out how in the world you're going to effectively manage and program 150 stations.

I don't view this as anything more than a natural evolution. I don't see it as a different business. We have to have powerful programming that works. We've always been in the programming business; to get into it in a larger way and supply it to others is completely natural. ■

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# Traffic services dish out news

*As stations cut costs by eliminating in-house staff, news services flourish*

By Donna Petrozzello

As consolidation continues to influence radio stations' programming needs and bottom lines, traffic and news suppliers are broadening their reach.

From their roots as traffic news services, Metro Networks of Houston and

## COVER STORY



## SPECIAL REPORT

Shadow Broadcast Services of Rutherford, N.J., have grown into major news, weather and sports information providers.

Metro launched in 1978, providing traffic reports to one station in Baltimore. In

1996, when Metro made its initial public stock offering, it was supplying customized reports to some 1,280 radio stations and 100 TV stations. Metro says its network has added more than 200 radio stations since last year. "In the past three years, the network has really evolved into what we have always aspired to be," says Metro Networks Chairman David Saperstein.

While traffic coverage is still Metro's strongest link—the network serves 67 markets with traffic news—it is clearing affiliates for its local, regional and national news broadcasts at a quick pace.

Metro has about 325 news affiliates and is gaining one more daily, Saperstein says. Metro's affiliate base for sports and weather reports is "growing, but not at the same pace" as its news base, he says.

Saperstein attributes station demand for his products to the cost efficiencies many stations have found in eliminating in-house news reporting staffs in favor of Metro's customized reports. "Our philosophy has been to provide products that stations need and can't duplicate on their own," he says. "We're focused on growing



*Metro, which became a public company in 1996, provides reports to 1,280 radio stations and 100 TV stations.*

**"Our philosophy has been to provide products that stations need and can't duplicate on their own."**

*Metro's David Saperstein*

our existing product line and delivering news to affiliates in an efficient way."

From its beginnings as a truckers' traffic service in Philadelphia, Shadow Broadcast Services has grown its affiliate base to 300 radio stations and 12 TVs in nine of the top 20 markets. Westwood One Inc. acquired Shadow in March 1996.

In recent months, Shadow has added a short-form, syndicated entertainment news report and a health news report to its slate of traffic, news, sports news and weather forecasts.

"Stations are looking for sources of information, and they want more and more of it," says Richard Marks, president and general manager of Shadow Broadcast Services. "We're constantly building our product line."

The increasing economic pressure on stations to meet bottom-line targets as the industry consolidates into large groups has led many to choose Shadow services for a wider array of programming. Marks says: "With the radio mega-groups, there is more pressure to show a profit. A lot of stations that in the past used us only for traffic now tap into our news and sports. There is more interest in news all the time."

Metro and Shadow each customize reports to suit their affiliates, tailoring their news content and delivery to suit different audience tastes. For both networks—as for many traditional program syndicators—the goal is to deliver reports that sound as if they were read by in-station staffs.

"We are the station's news department," Saperstein says. ■



*Shadow serves 300 radio and 12 TV stations with traffic, news and weather.*

**"With the radio mega-groups, there is more pressure to show a profit. A lot of stations that in the past used us only for traffic now tap into our news and sports."**

—Shadow's Richard Marks



## 'Lost World' finds home on Fox

Network pays reported \$80 million for Spielberg film

By Lynette Rice  
and John M. Higgins

**P**roving that Steven Spielberg films are in a class by themselves, "The Lost World"—like "Jurassic Park" before it—will bypass the pay cable window for broadcast debut on the Fox network.

For a reported \$80 million, Fox outbid ABC's \$75 million and NBC's \$70 million for the broadcast rights to the "Jurassic Park" sequel, which has grossed more than \$145 million since its Memorial Day weekend debut, according to a source close to the negotiations. The 10-run deal is similar to the \$50 million package bought by NBC three years ago that included the broadcast debut of "Jurassic Park" after the home video release and the pay-per-view run. The blockbuster ultimately garnered a 35 Nielsen share when it debuted on NBC during the May 1995 sweeps.

The 1994 package sold to NBC also included the broadcast rights to "Schindler's List," which went to Starz! before its debut on the network

last February, when it earned the network a 31 share. (Starz! has an output deal with Universal that allows it to match any offer on films from Spielberg's Amblin Entertainment.)

But Starz! didn't have a chance with "The Lost World," a source says. Starz! reportedly looked at the deal on May 29 and offered just under \$20 million—what it would pay for any output deal from Universal. Yet it was no match for a broadcast network that can reap huge rewards from advertising sales: 30-second spots in "Jurassic Park," for instance, sold for more



'The Lost World' sequel to 'Jurassic Park' will make its small-screen debut on broadcast TV, not pay cable.

than \$600,000.

"If a broadcast network can get a movie like 'The Lost World' 18 months earlier [before the standard pay cable window], it can get the ratings," says an industry executive close to the deal.

A Fox spokesperson declined comment.

"The pattern was set by 'Jurassic Park,'" says Steve Bell, president of Encore Media Group. After the big opening of "The Lost World," he says, "the people at Universal went into overdrive."

A source close to the deal says Fox first bid \$50 million before NBC followed with \$70 million and ABC—surely looking

for good news to present to its affiliates meeting in Orlando, Fla., last week—rang in with \$75 million. Fox then successfully upped the ante to \$80 million. ■

## 'AJ' gets new look, anchors

Charles Perez returns to talk stage, this time with sister Michele

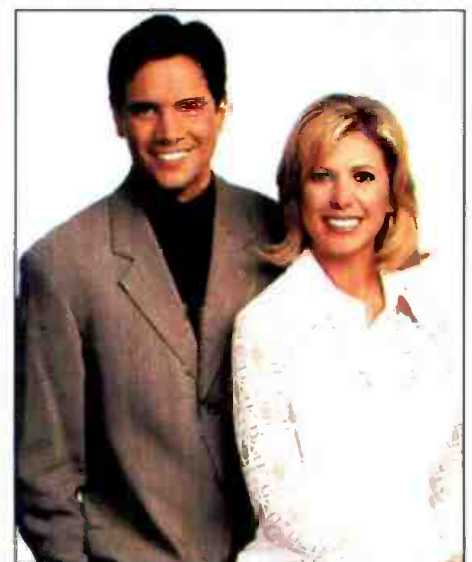
By Cynthia Littleton

**A**merican Journal is getting new co-anchors and a new look next season.

Michele Dabney-Perez and her brother, Charles Perez, will take over anchor duties in September from the departing Nancy Glass. The King World Productions news magazine is also getting a new on-air look to coincide with the introduction of its new "coast-to-coast"

format. The format will draw editorial contributions from reporters and anchors at AJ affiliate stations.

Last season, AJ was revamped to target an audience younger than the norm for TV news magazines. The show's performance over the past nine months has shown that viewers of all ages tune in primarily for AJ's investigative work and coverage of breaking stories, says Marc Rosenweig, King World's vice president, pro-



graming and production, East Coast.

Affiliate contributions will allow the half-hour strip to offer additional in-depth reporting on local angles to national stories, Rosenweig says.

To boost *AI*'s profile in local markets for the coming season, King World is offering to swap promotional spots with stations—giving up a 10-15-second

slice of its share of the *AI* inventory in exchange for an *AI* promo spot during a local newscast.

The latest overhaul of *AI* demonstrates King World's faith in the companion to *Inside Edition*, even in a difficult marketplace for news magazines.

"With our new hosts and new [coast-to-coast] concept we have a good oppor-

tunity to be out in the forefront this fall," says Rosenweig. "We're doing all we can to deliver."

Dabney-Perez came to *AI* last season. Before hosting his own talk show for Tribune Entertainment in 1995, Charles Perez worked as a producer on talk shows including *Ricki Lake* and *Montel Williams*. ■

## Universal adds Povich to talk arsenal

Pays estimated \$10 million per year; jilted Paramount may repackage existing episodes

By Cynthia Littleton

**U**niversal Television Enterprises ended its brief courtship of Maury Povich last week, signing the talk show veteran to a long-term deal beginning in fall 1998.

Povich will relaunch his show with the new distributor after eight successful seasons with Paramount Domestic Television. Paramount balked at Povich's asking price for a contract renewal, reportedly offering him \$6 million per year. Universal raised the bar to a seven-year deal netting Povich an estimated \$10 million annually for at least the first few seasons.

Given the cost and risk of launching a talk show with unproven talent, Universal obviously thought Povich was worth the price. The studio "made a financially sound deal that is good for both parties," says Jim McNamara, president of the studio's newly invigorated syndication and international units.

Povich initially planned to wrap up

his talk show run at the end of the coming season to co-anchor a fall 1998 news magazine for DreamWorks Television with his wife, Connie Chung. When the momentum on that project stalled (B&C, May 26), Povich had second thoughts about walking away from his talk career.

Paramount officials hinted that they are thinking about repackaging some of the 1,200 episodes of Povich's talk show as a strip to flood the market next year. Povich's unexpected segue to Universal, coming a



Maury Povich is moving his talk show from Paramount to Universal.

year after he caught Paramount off guard with the DreamWorks announcement, has created some hard feelings. "Obviously, Paramount places a higher value on loyalty than Povich does," says a studio source.

Last week, it was unclear how much of the Povich franchise would be transferable to Universal. Povich's longtime executive producer, Diane Rappaport,

has just re-signed a long-term deal with Paramount. Universal is expected to launch an aggressive renewal campaign later this year because many of Povich's existing station contracts, including his berth on WNBC(TV) New York, expire at the end of 1997-98.

Nevertheless, landing Povich was seen as a coup for Universal chief Greg Meidel and for McNamara. Povich has been friendly with Meidel since the early 1990s, when Meidel was a senior Paramount syndication sales executive charged with clearing the way for Povich's talk TV debut in 1991.

Last year, Universal signaled its intent to become a bigger player in daytime TV by buying the talk franchises *Sally Jessy Raphael* and *Jerry Springer* from Multimedia Entertainment. ■

### Handicappers' track record

Now that the networks have announced their fall schedules, it's time for the advertising agencies to project how the new and returning shows will fare next season. But how did the prognosticators do last year? In BROADCASTING & CABLE's fifth annual agency forecast, published last August, *Suddenly Susan* was earmarked as the most promising newcomer with a 28 share—a no-brainer, given its coveted spot following *Seinfeld*.

CBS's *Promised Land* and *Moloney* topped the list of shows that bettered the projections significantly. *Promised Land* was projected to earn a 10 share, but ultimately averaged a 14; *Moloney* ended up with a 12, up from the projected 9 (but still was dropped for fall). Other shows that were seen as comers but ultimately earned shares lower than the projections were ABC's *Common Law* (13 vs. actual 9), Fox's *Millennium* (17 vs. 12) and ABC's *Spin City* (24 vs. 18). —LR



# Thayer out as Universal TV head

Studio's few fall pickups triggered speculation about his future

By Lynette Rice

**T**om Thayer, president of Universal's network television arm since 1991, has signed an exclusive multiyear development and production deal with the studio, TV Group Chairman Greg Meidel said last week.

Under Thayer's supervision, the network TV division produced such hits as *Law & Order*, *Coach* and *Murder, She Wrote*, as well as *American Gothic* and *Feds*. He will vacate his post Aug. 1; no replacement has been named.

"It's easy for one to get lost in the trees when these decisions are made," says Thayer, who joined Universal in 1978 as executive assistant to former senior vice president Robert Harris.

"What's important is to keep your eye on the big picture—what's good for the company and, ultimately, what's right for you."

"This new deal with Tom demonstrates our incredible faith in his creative abilities, and the fact that we want him around for seasons to come," Meidel says.

Industry speculation about Thayer's future with the company had been brewing, given Universal's few pickups for fall: *Timecop* (ABC), *The Tom Arnold Show* (The WB) and *Players* (NBC). Universal, in fact, has only four shows that will air next season—down from last year's eight—because of cancellations of *Something So Right* and *Mr. Rhodes*, both

on NBC, *Sliders* on Fox and *The Burning Zone* on UPN. One of Universal's mainstays, *Coach*, just finished its last season, on ABC.

Universal still has two dramas in the works for Fox, *Roar*, on the summer schedule, and *New York Undercover*, a potential midseason show next year, were produced under Thayer's watch.

During his tenure with Universal, Thayer was named director of long-form programming in 1981, vice president of movies for TV in 1983 and senior vice president of movies for television and miniseries in 1987. Before being named president in 1991, he served as founding president of MCA Television Entertainment. ■

## SYNDICATION MARKETPLACE

### Trust no one?

All local advertising and promotion for the October broadcast syndication launch of *The X-Files* will have Chris Carter's seal of approval. Carter, creator/executive producer of the Fox hit, intends to exercise his creative control over the syndication marketing of the series, Twentieth Television officials told promotion managers during a Promax convention workshop last Wednesday. Stations carrying weekend runs of *X-Files*, which also premieres as a strip on cable's FX network this fall, have to submit any original ideas for promos in advance to Twentieth for Carter's final approval. Twentieth had a similar policy for the syndication launch of *The Simpsons* in 1994. Twentieth's new promo catchphrase for *The X-Files* Oct. 18 debut in syndication is also the address of a new Website set to surface in mid-August: [www.its-happeningagain.com](http://www.its-happeningagain.com).

### Ship shape

*Coast Guard* is shipping out for a third season this fall. MG/Perin's weekly half-hour has been renewed on 91 stations covering 74% of the country with a lineup that includes NBC and CBS O&Os in the top 30 markets.

### Magic music

Magic Johnson is getting ready to roll in late night, tapping R&B diva Sheila E. as bandleader for his upcoming musical/variety strip from Twentieth Television. "She was my first and only choice to lead my house band," says Johnson of the



Sheila E. is leading the band for Magic.

accomplished percussionist, who has toured and recorded with such superstars as Prince and Lionel Richie. Johnson's syndicated late-night vehicle is expected to premiere early next year.

### Keeping up with the Joneses

A candid and compelling look at the roller-coaster career of Jenny Jones—that's what the talk show host is promising to deliver in her

autobiography, due out from Andrews and McMeel Publishing in November. Jones says she will donate the proceeds from sales of "Jenny Jones: My Story" to breast cancer research.

### Big wheel in game shows

*Wheel of Fortune* and *Jeopardy!* now share the same producer. Harry Friedman, who has produced *Wheel* for the past two years, has been tapped by the Columbia TriStar Television Group to succeed George Vosburgh as producer of *Jeopardy!* CTTG officials say that having Friedman produce both shows will make it easier to cross-promote the top-rated strips.

### NSS POCKETPIECE

Top ranked syndicated shows for the week ending May 25, as reported by Nielsen Media Research. Numbers represent average audience stations/% coverage.

1. Wheel of Fortune	10.8/230/99
2. Jeopardy!	8.8/224/99
3. Home Improvement	8.1/232/99
4. Oprah Winfrey Show	7.8/235/99
5. Seinfeld	7.3/228/97
6. Simpsons	6.2/206/97
7. Xena: Warrior Princess	6.1/229/98
8. Entertainment Tonight	5.7/189/96
8. Hercules, Journeys of	5.7/235/98
10. Wheel of Fortune-wknd	4.9/174/83
11. Rosie O'Donnell Show	4.8/226/99
12. Live with Regis & Kathie Lee	4.5/240/99
12. Montel Williams Show	4.5/194/97
14. Inside Edition	4.4/157/91
15. Jenny Jones Show	4.3/186/95



## ABC revamps Saturday

Geraldine Laybourne, ABC/Disney cable networks president, unveiled the network's new Saturday morning lineup for fall at the network's annual affiliates meeting in Orlando, Fla., last week. The schedule is as follows: 8 a.m., *Disney's 101 Dalmations: The Series* (new); 8:30-

10:30, *Disney's One Saturday Morning*, featuring *Brand Spanking New Doug*, *Disney's Pepper Ann* (new) and *Disney's Recess* (new); 10:30, *The Bugs Bunny & Tweety Show*; 11:30, *Disney's Jungle Cubs*; noon, *The New Adventures of Winnie the Pooh*; 12:30, *Science Court* (new). The shows that are expected to qualify under the new FCC educational guidelines are *Dalmations*, the *One Saturday Morning* block, *Winnie the Pooh* and *Science Court*. Also returning to the kids lineup are the *Schoolhouse Rock* musical vignettes.

## TGIF Saturday?

ABC may be looking to break up viewing patterns by moving TGIF mainstay *Family Matters* to 8 p.m. Saturday beginning June 21. The Warner Bros. comedy was picked up by CBS for fall to help boost its family-friendly Friday lineup. Come September, CBS will run *Family Matters* in its traditional 8 p.m. time slot, where it thrived on ABC.

## Schultz leaving Roman

Effective June 30, Bill Schultz will resign as executive vice president of Film Roman, the animation company responsible for *The Simpsons*, *King of the Hill*, *The Mask* and *C-Bear and Jamal*. Said Phil Roman, company president: "I would like to thank Bill Schultz for the contributions he has made to Film Roman's development over the past eight years. We are delighted that Bill has agreed to stay with us in a consultancy capacity, and we wish Bill great success in the future."

## Snipes, Reeve in TV projects

Wesley Snipes will make his network television debut next season, and Christopher Reeve will star in a role close to reality on ABC. Snipes will star in *Futuresport*, a futuristic action thriller from Dove Four Point, a division of Dove Entertainment and Amen Ra Films. Reeve will star in an updated version of the 1954 Alfred Hitchcock suspense classic "Rear Window," which starred James Stewart. Reeve will play a paralyzed man, confined to a wheelchair, who

believes he has witnessed a murder from his apartment window. Reeve also will be co-executive producer with Steven Haft ("Emma," "Dead Poets Society").

## Gumbel show gets executive producer

Michael Rubin has been named executive producer of the new Bryant Gumbel show, set to debut this fall at 9-10 p.m. Wednesday on CBS. Rubin was executive producer of *Coast to Coast*, the network's short-lived news magazine that aired in the middle of the 1996-97 season.

## Tonys tops for CBS

CBS's broadcast of the 51st Annual Tony Awards scored its highest rating for the ceremony in 10 years (9.6 Nielsen rating/16 share), but NBC still finished the week ended June 1 in first place with a 9.5/17 in households, up 10% over the same week last year. CBS finished second with an 8.1/15, up 5%; followed by ABC, 7.4/13 (down 13%), and Fox, 4.8/9 (down 6%).

## Perry checks in

*Friends* star Matthew Perry—who tickled funny bones during NBC's upfront presentation in New York last month—voluntarily admitted himself for treatment for prescription drug addiction. The actor's publicist, who wouldn't disclose why Perry was taking the drug, said the treatment would not interfere with the show's production when it resumes in August.

—LR

## Not that there's anything wrong with that

In an effort to end rumors, Oprah Winfrey announced last Wednesday that she is not gay and will not be "coming out." In her keynote address at the Pro-max convention in Chicago, Winfrey said: "I'm not coming out. I have nowhere to go to come out to. I'm not gay."

Winfrey said that since her appearance on the controversial episode of ABC's *Ellen*, rumors have circulated that she is gay. Winfrey said the fire was fueled by an item in Liz Smith's syndicated newspaper column that said a major TV icon would be coming out soon. "I did *Ellen*'s show because I wanted to support her in her desire to be herself," Winfrey said.

In her speech, Winfrey also acknowledged that she hasn't decided whether to wrap up her hugely successful talk show at the end of the coming season or to renew her distribution deal with King World. The reason she'd return would be to "continue helping others." Winfrey told a packed house that TV marketers have a unique power and responsibility. "Those of us who go into people's homes every day have the power to make a change. I urge you to do so."

—JS







Be the **LEAD** Story

In the heated contest for stations and affiliates, established news services are in direct competition with a host of emerging news services. And the race for news will accelerate even more in the near future, with many insiders predicting that server-based video processing will revolutionize the industry.

On July 21, *Broadcasting & Cable* examines **News Services**. This annual special presents the top players in this field and also explores the hottest news events of the year.

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# Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen May 26-June 1

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

Week 35	abc	CBS	NBC	FOX	U/PIN	WB	
	6.8/12	8.1/14	8.5/15	4.2/7	2.6/4	2.2/4	
MONDAY	8:00	56. Champions of Magic	24. Cosby 8.7/16	62. Jeff Foxworthy 6.0/11	77. Science Fiction: Journey into the Unknown 4.2/7	93. In the House 2.8/5	96. 7th Heaven 2.5/4
	8:30	6.5/12	31. Ev Loves Raymd 8.2/14	61. Jeff Foxworthy 6.2/11		93. Mal & Eddie 2.8/5	
	9:00	48. Murder One: Chapters 15 & 16 6.9/12	26. Cybill 8.6/14	16. NBC Monday Night Movie—Abducted: A Father's Love 9.8/17		96. Sparks 2.5/4	102. Buffy/Vampire Slayer 2.0/3
	9:30		34. Ink 8.0/13			98. Goode Bhvr 2.4/4	
	10:00		42. Chicago Hope 7.6/13				
10:30							
TUESDAY	8:00	8.9/15	8.2/14	9.2/16	5.0/8	2.4/4	
	8:30	58. Roseanne 6.3/11	40. Promised Land 7.8/14	43. Mad About You 7.4/13	70. Fox Tuesday Night Movie—Murder at My Door 5.0/8	85. Moesha 3.2/6	
	8:30	58. Life's Work 6.3/11		51. Something/Right 6.7/12		99. Homeboys 2.3/4	
	9:00	5. Home Imprvmt 12.9/21	28. CBS Tuesday Movie—Broken Promises 8.4/14	14. NBA Playoff Game—Houston Rockets vs. Utah Jazz 10.9/19		101. Burning Zone 2.1/3	
	9:30	11. Spin City 11.2/18					
10:00	30. NYPD Blue 8.3/14						
10:30							
WEDNESDAY	8:00	9.6/16	7.6/13	10.7/19	4.5/8	3.0/5	3.0/5
	8:00	48. Grace Undr Fire 6.9/13	27. The Nanny 8.5/15	5. New R... 5.2/11	74. Fox Movie Special—Tyson 4.5/8	87. The Sentinel 3.1/5	87. Sister, Sist 2.9/5
	8:30	53. Coach 6.6/11	15. The Nanny 9.9/17	58. Men Bhvg Badly 6.3/11		90. S. Harvey 1.7/3	
	9:00	21. Drew Carey 9.3/15	23. Where Are They Now? 8.8/14	3. NBA Playoff Game—Miami Heat vs. Chicago Bulls 13.5/24		90. Star Trek: Voyager 3.0/5	92. Jamie Foxx 2.9/5
	9:30	22. Ellen 9.2/15	71. AFI Salute to Martin Scorsese 4.8/8			93. Wayans Bro 2.8/5	
10:00	6. PrimeTime Live 12.8/22						
10:30							
THURSDAY	8:00	7.1/12	9.0/16	12.2/22	4.6/8		
	8:00	63. High Incident 5.9/11	34. Diagnosis Murder 8.0/15	10. Friends 11.7/22	74. Martin 4.5/8		
	8:30			7. Seinfeld 12.6/23	74. Living Single 4.5/8		
	9:00	41. Murder One: Chapters 17 & 18 7.8/13	38. Moloney 7.9/13	4. NBA Playoff Game—Utah Jazz vs. Houston Rockets 13.0/23	72. New York Undercover 4.7/8		
	9:30		13. 48 Hours 11.0/19				
10:00							
10:30							
FRIDAY	8:00	9.9/20	5.7/11	7.2/14	3.9/8		
	8:00	45. Family Matters 7.3/16	69. Disney's Melinda: First Lady of Magic 5.2/11	51. Unsolved Mysteries 6.7/15	82. Sliders 3.8/8		
	8:30	43. Boy Meets World 7.4/16					
	9:00	34. Sabrina/Witch 8.0/16	66. JAG 5.4/10	20. Dateline NBC 9.5/18	78. Millennium 4.1/8		
	9:30	32. Step by Step 8.1/15	53. Nash Bridges 6.6/13	67. Profiler 5.3/10			
10:00	2. 20/20 14.3/28						
10:30							
SATURDAY	8:00	3.3/7	6.8/14	3.7/8	4.0/8		
	8:00	83. Lois & Clark 3.5/8	67. Dr. Quinn, Medicine Woman 5.3/11	85. Dark Skies 3.2/7	79. Stanley Cup Final—Detroit Redwings vs. Philadelphia Flyers 4.0/8		
	8:30						
	9:00	87. Leaving L.A. 3.1/6	53. Early Edition 6.6/13	79. NBC Saturday Night Movie—Body Snatchers 4.0/8			
	9:30		28. Walker, Texas Ranger 8.4/17				
10:00	84. Gun 3.4/7						
10:30							
SUNDAY	7:00	6.2/11	10.7/19	13.2/24	6.5/11		1.7/3
	7:00	79. Second Noah 4.0/8	8. 60 Minutes 12.0/24	34. NBA Showtime 8.0/17	72. Beyond Belief: Fact or Fiction? 4.9/9		104. Brotherly Lv 1.6/3
	7:30						107. Nick Freno 1.4/3
	8:00	64. Am Fun Hm Vid 5.7/10	9. Touched by an Angel 11.8/21	1. NBA Finals Game 1—Utah Jazz vs. Chicago Bulls 15.8/27	48. The Simpsons 6.9/12		104. Parnt 'Hood 1.6/3
	8:00	47. Am Fun Hm Vid 7.1/12			56. King of the Hill 6.5/11		103. Steve Harvey 1.7/3
	9:00		18. 51st Annual Tony Awards 9.6/16		32. The X-Files 8.1/13		99. Unhap Ev Af 2.3/4
	9:30	46. Port Charles 7.2/12					
10:00			16. 3rd Rock fr/Sun 9.8/17				
10:30			24. Men Bhvg Badly 8.7/16				
WEEK AVG	7.4/13	8.1/15	9.5/17	4.8/9	2.7/5	2.2/4	
STD AVG	9.1/15	9.6/16	10.4/18	7.6/13	3.1/5	2.6/4	



## Changing Hands

The week's tabulation  
of station sales

### Proposed station trades

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

THIS WEEK:

TVs **\$650,530,000** **5**  
Combos **\$105,531,000** **11**  
FMs **\$40,095,000** **16**  
AMs **\$246,930** **1**  
Total **\$796,372,930** **33**

SO FAR IN 1997:

TVs **\$2,867,918,000** **54**  
Combos **\$4,717,841,764** **153**  
FMs **\$1,334,791,298** **188**  
AMs **\$102,246,345** **96**  
Total **\$9,023,197,407** **493**

SAME PERIOD IN 1996:

TVs **\$2,069,643,896** **46**  
Combos **\$3,307,271,290** **172**  
FMs **\$939,278,120** **188**  
AMs **\$83,072,404** **102**  
Total **\$6,399,265,710** **508**

Source: BROADCASTING & CABLE

### TV

**Swap of WCPX-TV Orlando, Fla. and WFSB-TV Hartford/New Haven, Conn.**  
Value: \$375 million (includes \$60 million cash to Meredith Corp.)

**Swapper, wcpX-TV:** Meredith Corp., Des Moines, Iowa (William T. Kerr, president); owns wogx(TV) Ocala/Gainesville and woFL(TV) Orlando. Meredith owns/is acquiring 10 TVs in 10 markets.

**Swapper, wfsb:** Post-Newsweek Stations Inc., Hartford, Conn.; owns wjxt(TV) Jacksonville and wplg(TV) Miami, Fla. Post-Newsweek owns/is acquiring six TVs in six markets.

**Facilities:** WCPX-TV: ch. 6, 74.1 kw visual, 14.8 kw aural, ant. 1,460 ft.; WFSB: ch. 3, 100 kw visual, 20 kw aural, ant. 904 ft.

**Affiliations:** Both CBS

**KTVC-TV Cedar Rapids, Iowa, and WAQF-TV Batavia/Buffalo, N.Y.**

Price: \$8 million (\$5 million for KTVC-TV; \$3 million for WAQF)

**Buyer:** Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); is buying WKGR-FM, WOLL-FM, WBZT(AM) and WEAT(AM) West Palm Beach, Fla.; KAPA(TV) Kaneohe/Honolulu, Hawaii, and WEFC-TV Roanoke, Va. (see items, below). Paxson owns/is buying/building 41 TVs, 31 FMs and 16 AMs.

**Seller:** Anthony J. Fant, Birmingham, Ala.; owns WLWC-TV New Bedford,

Mass.; KNLD-TV and KDDS(AM)-KQDS-FM Duluth, Minn., and WWHO-TV Chillicothe, Ohio; is selling WNAL-TV Gadsden/Birmingham, Ala. (to Paxson), and KWNB-TV Hayes Center, KHGI-TV Kearney and KSNB-TV Superior, all Neb.; has CP to build TV in Albion, Neb.; has applied to build TVs in Mobile, Ala.; Benton, Ark.; Ironwood, Mich.; International Falls, Minn.; Jackson, Miss.; Lincoln, Neb.; Broken Arrow, Okla.; Columbia, S.C.; Bartlett, Tenn., and Marshall, Tex.

**Facilities:** Ch. 51, 708 kw visual, ant. 1,456 ft.

**Affiliation:** Dark; to be in TV

**WEFC-TV Roanoke/Lynchburg, Va.**

Price: \$5.5 million

**Buyer:** Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); is buying KTVC-TV Cedar Rapids, Iowa, and WAQF-TV Batavia/Buffalo, N.Y. (see item, above), and WBZT(AM) and WEAT(AM) West Palm Beach and WKGR-FM Fort Pierce/West Palm Beach and WOLL-FM Riviera Beach/West Palm Beach, Fla., and KAPA(TV) Kaneohe/Honolulu, Hawaii (see items, below)

**Seller:** Vine & Branch Inc., Roanoke

(C. Kenneth Wright, president); no other broadcast interests

**Facilities:** Ch. 38, 1,335 kw visual, 135 kw aural, ant. 2,022 ft.

**Affiliation:** Religion; to be in TV

**Broker:** Patrick Communications Corp.

**KHAS-TV Hastings/Lincoln, Neb.**

Price: \$4.5 million

**Buyer:** North Platte Television Inc., North Platte, Neb. (Richard F. Shively, principal); owns KNOP-TV North Platte. Shively has interest in wxxv-TV Gulfport, Miss.

**Seller:** Nebraska Television Corp., Hastings (Donald R. Seaton, president); no other broadcast interests. Seaton owns *Hastings Tribune*.

**Facilities:** Ch. 5, 100 kw visual, 20 kw aural, ant. 731 ft.

**Affiliation:** NBC

**Broker:** Kalil & Co.

### COMBOS

**WBZT(AM) and WEAT(AM) West Palm Beach and WKGR-FM Fort Pierce/West Palm Beach and WOLL-FM Riviera Beach/West Palm Beach, Fla.**

Price: \$33 million + antenna tower in Fort Pierce, Fla.

**Buyer:** Paxson Communications Corp., West Palm Beach (Lowell W.

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"Bud" Paxson, chairman/owner); is selling WPMF(TV) Tequesta/Palm Beach and WTVX(TV) Fort Pierce/West Palm Beach; has TBA with WTVX. Paxson is buying KAPA(TV) Kaneohe/Honolulu, Hawaii; KTVC-TV Cedar Rapids, Iowa; WAQF(TV) Batavia/Buffalo, N.Y., and WEFC(TV) Roanoke/Lynchburg, Va. (see items, above)

**Seller:** American Radio Systems Corp., Boston (Steven B. Dodge, chairman/29.6% owner); owns WIRK-FM and WEAT-FM West Palm Beach; has options it intends to exercise with WPBZ-FM and WMBX-FM West Palm Beach; is buying WMYF(AM)-WERZ-FM Exeter/Portsmouth and WZNN(AM)-WSRI-FM Rochester/Portsmouth, N.H. (see item, below). ARS owns/is buying 80 FMs and 29 AMs. Note: ARS bought WEAT and WOLL-FM, along with WEAT-FM, last July in a deal valued at \$40.25 million.

**Facilities:** WBZT: 1290 khz, 5 kw; WEAT: 850 khz, 5 kw day, 1 kw night; WKGR-FM: 98.7 mhz, 100 kw, ant. 974 ft.; WOLL-FM: 94.3 mhz, 100 kw, ant. 453 ft.

**Formats:** WBZT: news/talk; WEAT: news; WKGR-FM: classic rock; WOLL-FM: rock 'n' roll

**Broker:** Blackburn & Co.

**CP for KAFN(FM) Gould, KARN(AM) Little Rock, KARN-FM and KKRN(FM) Humnoke/Little Rock, KIPR(FM) Pine Bluff/Little Rock, KESR(FM) Sherwood/Little Rock, KRNN(AM) North Little Rock, all Ark., and Arkansas Radio Network**

**Price:** \$25 million

**Buyer:** Citadel Broadcasting Co., Bigfork, Mont. (Lawrence R. Wilson, president/19.1% owner; ABRV Broadcast Partners II LP, 37.2% owner); owns/is buying 78 radio stations

**Sellers:** ■ KIPR, KESR: Ted L. "Dub" Snider Jr., Calvin G. Arnold, owners; are buying KYTN-FM Wrightsville/Little Rock, Ark. (see item, below). Note: Citadel also intends to buy KYTN-FM from sellers ■ Remaining stations, network: Ted L. and Jane Snider Sr., Little Rock; no other broadcast interests.

**Facilities:** KAFN: not available; KARN(AM): 920 khz, 5 kw; KARN-FM: 101.7 mhz, 6 kw, ant. 100 ft.; KKRN: 102.5 mhz, 3 kw, ant. 328 ft.; KIPR: 92.3 mhz, 100 kw, ant. 938 ft.; KESR: 102.1 mhz, 4.1 kw, ant. 387 ft.; KRNN: 1380 khz, 5 kw day, 2.5 kw night

**Formats:** KARN(AM): news/talk; KARN-FM: dark; KKRN: sports; KIPR: urban contemporary; KESR: classic rock; KRNN: not available

**Adviser:** NationsBanc Capital Mar-

## Big Deals

The following station-sale applications, previously reported in BROADCASTING & CABLE, were made public last week by the FCC:

■ Tax-free merger of Heritage Media Corp., Dallas into News Corp. Ltd., South Australia, involving five TV and 24 radio stations  
**Value:** \$60 million (stock for stock). Note: final figure to be determined by station sales.

■ WBIS(TV) New York. **Price:** \$257.5 million **Buyer:** Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner) **Seller:** ITT-Dow Jones Television, New York (Dow Jones & Co. Inc., general partner)

kets Inc. (sellers)

**WVOL(AM) Berry Hill/Nashville-WQQK(FM) Hendersonville/Nashville, Tenn.**

**Price:** \$15 million

**Buyer:** DBBC LLC, Atlanta (Lewis Dickey Jr., president). Dickey family owns WCNN(AM)-WALR(FM) Atlanta  
**Seller:** Phoenix Communications, Nashville (Samuel Howard, chairman); no other broadcast interests

**Facilities:** AM: 1470 khz, 5 kw day, 1 kw night; FM: 92.1 mhz, 3 kw, ant. 462 ft.

**Formats:** AM: classic soul; FM: urban contemporary

**Broker:** Media Venture Partners

**KID-AM-FM Idaho Falls, KWIK(AM)-KPKY(FM) Pocatello and KEZJ-FM and KLIX-AM-FM Twin Falls, all Idaho**

**Price:** \$13 million (\$9.6 million for KEZJ-FM, KLIX-AM-FM; \$3.4 million for KID-AM-FM, KWIK-KPKY)

**Buyer:** Jacor Communications Inc., Cincinnati (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner); owns KIDO(AM)-KLTB(FM) and KARO(FM) Boise, Idaho; is buying KXLT-FM and KIXF-FM Boise. Jacor owns one TV station; owns/is buying 88 FMs and 52 AMs.

**Seller:** Lartique Multimedia Systems Inc., San Diego (John T. Lynch, president/owner); is buying KGEM(AM)-KJOT(FM), KQXR(FM), KCID-FM and KCIX(FM) Boise, Idaho. Lartique is buying 11 FMs and three AMs. Note: Lartique bought KEZJ-FM and KLIX-AM-FM in January for \$8.8 million; KID-AM-FM and KWIK(AM)-KPKY(FM) in April for \$3.6 million.

**Facilities:** KID(AM): 590 khz, 5 kw day, 1 kw night; KID-FM: 96.1 mhz, 100 kw, ant. 1,500 ft.; KWIK: 1240 khz, 1 kw; KPKY: 94.9 mhz, 100 kw, ant. 1,004 ft.; KEZJ-FM: 95.7 mhz, 50 kw, ant. 670 ft.; KLIX(AM): 1310 khz, 5 kw day, 2.5 kw night; KLIX-FM: 96.5 mhz, 100 kw, ant. 130 ft.

**Formats:** KID(AM): news/talk; KID-FM: lite AC; KWIK: C&W; KPKY: oldies; KEZJ-FM: country; KLIX(AM): news/talk; KLIX-FM: oldies

**Broker:** Crisler Co.

**WMYF(AM)-WERZ(FM) Exeter/Portsmouth and WZNN(AM)-WSRI(FM) Rochester/Portsmouth, N.H.**

**Price:** \$6 million

**Buyer:** American Radio Systems Corp., Fairfax, Va.; is selling WKGR-FM, WOLL-FM, WBZT(AM) and WEAT(AM) West Palm Beach, Fla. (see item, above)

**Seller:** Precision Media Corp., Hartford (Timothy Montgomery, VP); no other broadcast interests

**Facilities:** WMYF: 1540 khz, 5 kw day; WERZ: 107.1 mhz, 5.2 kw, ant. 351 ft.; WZNN: 930 khz, 5 kw; WSRI: 96.7 mhz, 3 kw, ant. 459 ft.

**Formats:** WMYF: stardust; WERZ-FM: CHR; WZNN: big band; WSRI: adult rock

**WWQQ-FM Wilmington and WQSL-FM and WXQR(FM) Jacksonville/Wilmington, N.C.**

**Price:** \$6 million

**Buyer:** Cumulus Media LLC, Chicago (William M. Bungeroth, president; State of Wisconsin Investment Board, 38.4% nonvoting owner; NationsBanc Capital Corp., 25.6% nonvoting owner). Cumulus is buying 13 FMs and four AMs.

**Seller:** HVS Partners, Potomac, Md. (Gisela Huberman, president); owns WLBW(FM) Fenwick Island, Del., WHBT(AM)-WBZE(FM) Tallahassee, Fla., and WRXS-FM Ocean City and WQHQ(FM), WLWV(FM) and WTGM(AM) Salisbury, Md. Huberman, with Adam Levinson and Bruce Timm, owns WMFL(AM) Monticello and WTAL(AM) Tallahassee, Fla.; has interest in WWLD(FM) Tallahassee; is selling WJPH(FM) Monticello. Huberman also owns 64% of WHBX(FM) Tallahassee and 30% of WTAL(FM) Monticello.

**Facilities:** WWQQ-FM: 101.3 mhz, 40 kw, ant. 545 ft.; WQSL-FM: 92.3 mhz, 22.7 kw, ant. 725 ft.; WXQR: 105.5 mhz, 19 kw, ant. 794 ft.

**Formats:** WWQQ-FM: country; WQSL-FM: AC; WXQR: rock

**Broker:** Whittle Agency

**KGHL(AM)-KIDX(FM) Billings and KCAP(AM)-KZMT(FM) Helena, Mont.**



**Price:** \$3 million

**Buyer:** American Cities Broadcasting LLC, Chicago (Bruce Buzil, 4% equity manager). Buzil is 96% owner of Marathon Media IV LLC, which is buying KNEI-AM-FM Waukon, Iowa (see item, below).

**Seller:** One-on-One Sports Radio Stations Inc., Northbrook, Ill. (Christopher Brennan, president); is buying KXMG(AM) Los Angeles, WCMQ(AM) Miami and WXLX(AM) New York

**Facilities:** KGHL: 790 khz, 5 kw; KIDX: 98.5 mhz, 85 kw, ant. 370 ft.; KCAP: 1340 khz, 1 kw; KZMT: 101.1 mhz, 95 kw, ant. 1,899 ft.

**Formats:** KGHL: class c country; KIDX: hot country; KCAP: news/talk; KZMT: hot AC

**WCZR(AM) Charleston and WKAZ(FM) Miami, W.Va.**

**Price:** \$2.15 million

**Buyer:** West Virginia Radio Corp. of Charleston, Morgantown, W.Va. (John R. and David A. Raese, co-owners/brothers). Raeses own 50% each of WFBY(FM) Clarksburg and WCHS(AM), WCAW(AM), WKWS(FM) and WVAF(FM) Charleston; are buying WDNE-AM-FM Elkins; have applied to build FM in Salem, W.Va. Raeses also own 41.4% each of WAJRI(AM)-WVAQ(FM) Morgantown and WSSN(FM) Weston, W.Va., and MetroNews news and sport network; 33.3% of daily *Morgantown Dominion Post*

**Seller:** Empire Broadcasting System Inc., Panama City, Fla. (Donald A. Cavaleri, president/57.3% owner); is buying WRNR-FM Grasonville/Annapolis, Md. Cavaleri owns 29% of Empire Broadcasting Systems LLP, which owns WILN(FM) Panama City; has TBA with WTBB(FM) Bonifay, Fla.

**Facilities:** AM: 1490 khz, 1 kw; FM: 107.3 mhz, 50 kw, ant. 600 ft.

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

**KLTC(AM)-KCAD(FM) Dickinson, N.D.**

**Price:** \$1.4 million

**Buyer:** Roberts Radio LLC, Pleasantville, N.Y. (Robert W. Pittman, chairman/13% owner; Robert B. Sherman, president/.7% owner; Alpine Radio LLC, 18.1% owner); owns/is buying 13 FMs, six AMs

**Seller:** Western Media & RoughRider Communications Inc., Dickinson (Ray Davie, president); owns KRRB(FM) Dickinson

**Facilities:** AM: 1460 khz, 5 kw; FM: 99.1 mhz, 100 kw, ant. 712 ft.

**Formats:** AM: C&W; FM: country

**KNEI-AM-FM Waukon, Iowa**

**Price:** \$600,000

**Buyer:** Marathon Media IV LLC, Chicago (Bruce Buzil, manager/96% owner); owns KVIK(FM) Decorah, Iowa (for other holdings, see "Changing Hands," June 2)

**Seller:** David H. Hogendorn, Waukon

**Facilities:** AM: 1140 khz, 1 kw; FM: 103.9 mhz, 3 kw, ant. 200 ft.

**Formats:** Both country

**KSEK-FM Girard and KPHN(AM) Pittsburg, Kan.**

**Price:** \$381,000 (\$270,000 for FM; \$110,000 for AM)

**Buyer:** Innovative Broadcasting Corp., Pittsburg (William B. Wachter, director/53.3% owner); owns KWXD (FM) Asbury, Mo.; is buying KSEK(FM) Girard, Kan.; has applied to build FM in Ingalls, Kan. Wachter has applied to build FMs in Dearing and Galena, Kan.

**Sellers:** ■ KSEK-FM: Freeman Broadcasting Inc., Pittsburg (Rob Freeman, president; no other broadcasting interests ■ KPHN: KCBR-AM LP, Kansas City, Kan.; owns KNHN(AM) Kansas City, Kan., and KFEZ(AM) Kansas City, Mo.

**Facilities:** AM: 1340 khz, 1 kw; FM: 99.1 mhz, 3 kw, ant. 325 ft.

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

**RADIO: FM**

**WWXM(FM) Georgetown/Myrtle Beach, S.C.**

**Price:** \$7 million

**Buyer:** Root Communications Ltd., Daytona Beach, Fla. (James L. Devis, president; Susan S. Root Revocable Trust, owner); is buying WGTR(FM) Bucksport/Georgetown, WWSK(FM) Mullins/Georgetown, WJAR-FM Darlington, WJMX(AM) Florence-WJMX-FM Cheraw, WGSS(FM) Kingstree and WSON(FM) Scranton, all S.C.; WPFM(FM), WDRK (FM), WRBA(FM) and WAKT(FM) Panama City, Fla.; WMOG(AM), WHFX(FM), and WFGA(AM)-WBGA(FM) Brunswick/Savannah, Ga.; new FM at Ocean Isle Beach, N.C. Trust owns KMVT(TV) Twin Falls, Idaho; has applied to build FM in Sun Valley, Idaho.

**Seller:** Coastline Communications of Carolina Inc., Narbarth, Pa. (Jerome Bresson, president); no other broadcast interests

**Facilities:** 97.7 mhz, 100 kw, ant. 492 ft.

**Format:** CHR

**Broker:** Stan Raymond & Associates

**WRQK(FM) Canton, Ohio**

**Price:** \$6.5 million

**Buyer:** Connoisseur Inc., Westport, Conn. (Jeffrey D. Warshaw, 75% general partner); is buying wsom (AM)-WQXK(FM) Salem/Canton, Ohio.

Connoisseur owns/is buying 18 FMs, 10 AMs.

**Seller:** Sabre Communications Inc., Williamsport, Pa. (Paul H. Rothfuss, president; Axiom Venture Partners LP, 56.2% owner); owns WNKI(FM) Corning, WQIX(AM)-WPGI(FM) Horseheads and WHDL(AM)-WPIG(FM) Olean, all N.Y., and WHTO(FM) Muncy and WFXX(AM)-WZXR(FM) South Williamsport, Pa.; is buying WGMF(AM) Watkins Glen-WNGZ-FM Montour Falls, N.Y. Rothfuss has interest in company applying to build FM in Lakewood, N.Y.

**Facilities:** 106.7 mhz, 27.5 kw, ant. 340 ft.

**Format:** CHR

**Broker:** Blackburn & Co.

**WRDR(FM) Egg Harbor City, N.J.**

**Price:** \$6.25 million

**Buyer:** New Jersey Broadcasting Partners LP, Morristown, N.J. (New Jersey Broadcasting Inc., general partner; E. Burke Ross Jr. chairman/owner); owns WRAT(FM) Point Pleasant, N.J. New Jersey Broadcasting Inc. is limited partner in Northern New Jersey Radio LP, which owns WDMA-FM Dover and WMTR(AM) Morristown, N.J.

**Seller:** Rodio Radio Inc., Egg Harbor City (James N. Rodio, principal); no other broadcast interests

**Facilities:** 104.9 mhz, 10 kw, ant. 508 ft.

**Format:** Big band

**WTAK-FM Hartselle/Huntsville, WXQW (FM) Meridianville/Huntsville and WXXQ(FM) Trinity/Huntsville, Ala.**

**Price:** \$5.45 million

**Buyer:** Capstar Broadcasting Partners LP; Austin, Tex. (Thomas O. Hicks, owner); is buying WHOS(AM)-WDRM-FM and WBPB(AM) Huntsville; CP for FM in Columbiana, Ala. (see item, below). Capstar owns/is buying 161 FMs and 73 AMs.

**Seller:** Griffith Broadcasting Inc., Huntsville (R. Parker Griffith, Thomas H. Griffith, co-owners). Parker Griffith owns WDJL(AM) Huntsville, Ala.

**Facilities:** WTAK-FM: 106.1 mhz, 5.4 kw, ant. 725 ft.; WXQW: 94.1 mhz, 3 kw, ant. 328 ft.; WXXQ: 92.5 mhz, 3.1 kw, ant. 423 ft.

**Formats:** WTAK-FM: classic rock; WXQW: rebroadcasts WXXQ; WXXQ: top 40

**Broker:** Stan Raymond & Associates

**KXDC(FM) Carmel/Monterey, KPIG(FM) Freedom and KAXT(FM) (formerly KCDU) Hollister, all Calif.**

**Price:** \$5.3 million

**Buyer:** New Wave Broadcasting LP, Saddle River, N.J. (Ferrari Broadcasting Inc., 1% general partner; CMNY Capital II LP, 62% limited

partner); owns KROD(AM), KLAQ(FM) and KSII(FM) El Paso

**Seller:** Elettra Broadcasting Inc., Seattle (Stephen G. Welch, principal); no other broadcast interests

**Facilities:** KXDC: 101.7 mhz, 2.4 kw, ant. 529 ft.; KPIG: 107.5 mhz, 2.9 kw, ant. 335 ft.; KAXT: 93.5 mhz, .1 kw, ant. 2,297 ft.

**Formats:** KXDC: AC; KPIG: country; KAXT: urban contemporary

**Broker:** Kalil & Co. Inc. (seller)

### **WJZA(FM) Columbus, Ohio**

**Price:** \$4.5 million

**Buyer:** Blue Chip Broadcasting, Cincinnati (Ross Love, president); owns WCKX(FM) London/Columbus, Ohio; WIZF(FM) Erlanger, Ky./Cincinnati, and WGZB-FM Corydon, Ind./Louisville, Ky., and WMJM-FM Jefferson-town/Louisville, Ky.

**Seller:** Horrance Broadcasting, Columbus (Horace Perkins, president); no other broadcast interests

**Facilities:** 107.5 mhz, 1.9 kw, ant. 413 ft.

**Format:** Urban

**Broker:** Crisler Co.

### **KYTN(FM) Wrightsville/Little Rock, Ark.**

**Price:** \$1.5 million

**Buyer:** CDB Broadcasting Corp. of Little Rock, Little Rock (Calvin G. Arnold, Ted L. "Dub" Snider Jr., co-owners); see second "Combo" item, above

**Seller:** Natural States Communications Co.

**Facilities:** 107.7 mhz, 50 kw, ant. 312 ft.

**Format:** Contemporary Christian

**Broker:** Sunbelt Media Inc.

### **KRCQ(FM) Detroit Lakes, Minn.**

**Price:** \$1.2 million

**Buyer:** Detroit Lakes Broadcasting Co. Inc., Duluth, Minn. (Kenneth Mark Buchler, president). Buchler owns 50% of WCMP-AM-FM Pine City, Minn.

**Seller:** Robert D. Spilman, Detroit Lakes; no other broadcast interests

**Facilities:** 102.3 mhz, 50 kw, ant. 492 ft.

**Format:** Jerry Johnson

### **KLSZ-FM Van Buren, Ark.**

**Price:** \$700,000

**Buyer:** Elkhead Broadcasting LLC, Baltimore (Sherman T. Hill Jr., president/33.3% owner); owns 10% of KKUZ(AM)-KMXJ-FM Sallisaw, Ark.; has LMA with option to buy KOMS-FM Poteau, Okla.

**Seller:** LKR Communications Inc., Fort Smith, Ark. (Larry K. Ruth, president); owns KAYR(AM) Van Buren; 33.3% of KOMS-FM

**Facilities:** 102.7 mhz, 12 kw, ant. 476 ft.

**Format:** AC

**Broker:** Sunbelt Media Inc. (seller)

### **KKCN-FM Trumann/Jonesboro, Ark.**

**Price:** \$540,000

**Buyer:** Pressly Enterprises LLC, Chicago (Robert N. and Elizabeth A. Pressly, co-owners). Presslys own 55% of KDEZ-FM and KDXY-FM Jonesboro.

**Seller:** Eagle Communications Inc., Jonesboro (Doug Moulds, president/owner); no other broadcast interests

**Facilities:** 106.7 mhz, 6 kw, ant. 328 ft.

**Formats:** C&W

**Broker:** Sunbelt Media Inc.

### **KOYN(FM) Paris, Tex.**

**Price:** \$280,000

**Buyer:** CarePhil Communications Inc., Paris (Phillip B. Silva and Alyce Carole Williams, co-owners); owns KKBI-FM Broken Bow, Okla., and KGDD(AM)-KBUS-FM Paris, Tex.

**Seller:** C&E Broadcasting Inc., Paris; no other broadcast interests

**Facilities:** 93.9 mhz, 50 kw, ant. 492 ft.

**Format:** Country

### **WJCP(FM) Austin, Ind.**

**Price:** \$275,000

**Buyer:** Pieratt Communications Inc., North Vernon, Ind. (Marty Pieratt, president/owner); has TBA with WJCP(FM) Austin and WJLR(FM) Seymour, Ind. Marty Pieratt has interest in WJLR(FM).

**Seller:** Keith Reising Sr., Corydon, Ind.; owns WKLO(FM) Veedersburg, Ind.; 67% of WTRE(AM)-WRZO(FM) Greensburg, Ind.

**Facilities:** 92.7 mhz, 3.9 kw, ant. 400 ft.

**Format:** Contemporary Christian

### **KCVS(FM) Salina, Kan.**

**Price:** \$260,000

**Buyer:** VCY/America Inc., Milwaukee (Buren McClain, director); owns kvcy (FM) Fort Scott, Kan.; kvcx(FM) Gregory, S.D., and wvcf(FM) Eau Claire, wvcy-TV-FM Milwaukee, wvcy(AM) Oshkosh, wscv-TV Suring and wvcx (FM) Tomah, all Wis.; is selling wscv (TV) Green Bay, Wis.; has applied to build FMs in Charleston, Ill., and Eau Claire

**Seller:** North Central Kansas Broad-

casting Inc., Salina (Sherry Gaut, president); no other broadcast interests

**Facilities:** 90.7 mhz, 1 kw, ant. 253 ft.

**Format:** Christian

### **Remaining 43.35% of KZZT(FM)**

**Moberly, Mo.**

**Price:** \$200,000 for stock

**Buyer:** Chirillo Electronics Inc., Fulton, Mo. (Phillip A. Chirillo, president/owner); owns KLTI(AM) Macon and KMCR (FM) Montgomery City, Mo.; has applied to build FMs in Jefferson City, Macon, Moberly and Vandalia, all Mo. Phillip Chirillo owns 46.65% of KZZT (FM) Moberly; 94.4% of KZBK-AM-FM Brookfield, Mo.

**Seller:** Virginia Wright, Moberly

**Facilities:** 105.5 mhz, 25 kw, ant. 328 ft.

**Format:** Hot AC

### **CP for FM in Columbiana, Ala.**

**Price:** \$75,000

**Buyer:** Capstar Broadcasting Partners LP; Austin, Tex. (Thomas O. Hicks, owner); see second "Combo" item, above

**Seller:** Michael Thomas Stainback, Birmingham

**Facilities:** 101.5 mhz

### **WZOS(FM) Oswego, N.Y.**

**Price:** \$65,000

**Buyer:** Craig Fox, Syracuse, N.Y.; owns WOLF(AM)-WXCD(FM) Syracuse

**Seller:** Mary E. Leonard (bankruptcy trustee)

**Facilities:** 96.7 mhz, 3 kw, ant. 328 ft.

**Format:** Dark

**Broker:** Ray H. Rosenblum

## RADIO: AM

### **WEPG(AM) S. Pittsburg, Tenn.**

**Price:** \$141,930

**Buyer:** Stone/Collins Communications Inc., Jasper, Tenn. (Robert E. Collins Jr., president/59% owner)

**Seller:** Jerry Nelson, Cowan, Tenn.

**Facilities:** 910 khz, 5 kw day, 950 w night

**Format:** Country

### **WBAG(AM) Burlington-Graham, N.C.**

**Price:** \$135,000

**Buyer:** Key Broadcasting Corp. Inc., High Point, N.C. (Joel T. Key, president/85% owner)

**Seller:** Sumner Broadcasting Co. Inc., Boone, N.C. (Wayne Sumner, principal)

**Facilities:** 1150 khz, 1 kw day, 48 w night

**Format:** News/talk

## Errata

The \$30,000 purchase of KREH(AM) Oakdale, La., was inadvertently reported in both the May 26 and the June 2 issues.

—Compiled by Elizabeth A. Rathbun



## A mixed bag for DBS

While subscribers and revenue are growing, industry faces variety of challenges

By Price Colman

**T**he story of the direct broadcast satellite industry today—with apologies to Charles Dickens—is really a tale of two industries.

On one hand, it's a time of turmoil. Mergers are announced, melt down, then reform with the dance partners changed. The financial pressures have already taken a toll, with minor player AlphaStar declaring bankruptcy.

But it's also the best of times, because the fledgling industry has maintained solid, on-target growth despite the nagging sense that things are slowing down.

"There's no question that the industry, particularly DSS, fell behind some expectations others had had

for us and we had set for ourselves," says Stanley E. Hubbard of USSB. "But that said, DSS was the fastest selling."

As of the end of May, the three surviving providers showed healthy year-to-year and quarter-to-quarter growth. The DSS consortium (DIRECTV and USSB) reached 2.7 million subscribers, Primestar hit 1.88 million subs and EchoStar, even in the wake of a merger meltdown, had 545,000. "We surprised ourselves," says EchoStar spokeswoman Judy Attencio.

Perhaps even more important, revenue per subscriber is up: \$53.15 at DSS, \$50-plus at Primestar and around \$40 at EchoStar. Even the bad news has a silver lining—there's more subscriber pie for the entrenched players.

But tougher times may be ahead. The strong subscriber growth is both more and less than it seems. DSS signed up roughly 240,000 new customers during the first quarter. The problem was that about 70,000 customers dropped the service.

"The growth in sales is way better than expected, and the growth in disconnects is way higher than expected," says Rick Westerman of UBS Securities. "Net net, the growth is as expected."

DIRECTV and EchoStar have been subsidizing their subscribers to varying degrees, leading to negative cash flow. Of the three DBS firms, only Primestar has positive cash flow. In the race to achieve critical mass—roughly 3 million subs—subsidies may increase, although DIRECTV CEO Eddy Hartenstein contends that DSS's subsidies are actually decreasing as hardware prices drop.

There are different reads on the subsidy issue. One is that the bigger the subsidy, the further out it pushes break-even for the DBS provider. The DBS companies counter that subsidies are primarily just a crunch of cash flow and that the money



### DBS SUBSCRIBER NUMBERS

(as of May 31)

**DSS (DIRECTV/USSB)** 2.71 million; revenue per sub: about \$55

**DIRECTV** 2.575 million; revenue per sub: about \$42

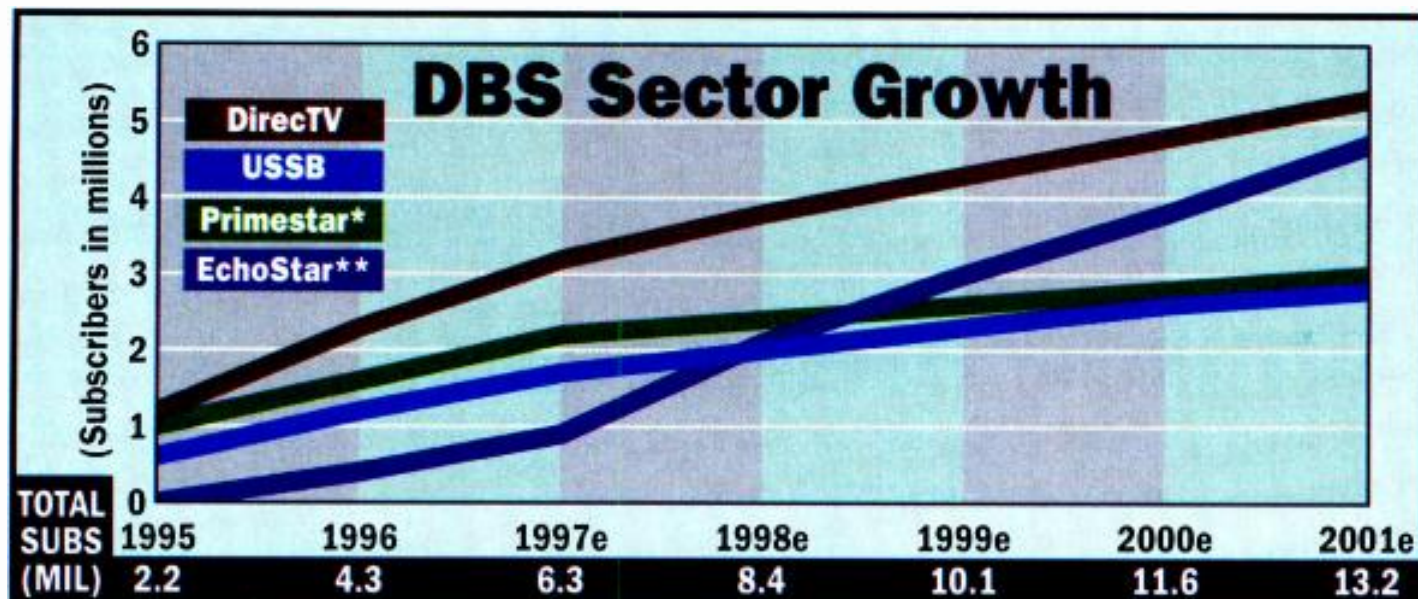
**USSB** 1.43 million total (includes overlap with DIRECTV and 130,000 USSB-only subs); revenue per sub: about \$24-\$25

**EchoStar** 545,000; revenue per sub: about \$40

**Primestar** 1.88 million; revenue per sub: \$50+ (includes rental fee)

Source: Carmel Group, industry sources

From top: DIRECTV CEO Eddy Hartenstein; USSB President Stanley E. Hubbard; TCI Satellite Entertainment CEO Gary Howard



Notes: e=estimated; \*without ASkyB merger factored in; \*\*with ASkyB merger factored in. Totals reflect USSB/DirecTV overlap and include pre-bankruptcy AlphaStar projections. Source: Montgomery Securities, Paul Kagan Associates

comes in eventually.

That would be all well and good if there were some way of ensuring that the more heavily subsidized subs would stick around. Enter the law of inverse relationships: The more passionately DBS companies seek to mine the subscriber vein—cutting hardware prices, unbundling services—the more fickle those newly won subscribers become.

“As the price point approaches zero, the churn rate presumably will increase and the elasticity of demand for the product increases as well,” says Curt Alexander of Media Group Research. “At some point, you’re only bringing in subs who choose you for the price point. There are two impacts of that: Churn goes up and those new subs may not choose the same programing the previous guy did. Then the revenue per sub goes down.”

Hartenstein says DIRECTV’s churn rate is “remarkably low,” roughly 10% annually, or under 1% per month. But he also acknowledges that percentage could change as price wars among the DBS providers escalate.

“The more investment a customer makes in the product, the higher the confidence you can have that the customer is not going to churn out,” Hartenstein says.

EchoStar, in a bold but potentially risky move, “unbundled” programing and hardware on June 1. Customers now can buy the hardware for EchoStar’s DISH network beginning at \$199 and buy programing packages on a monthly instead of annual

basis. DIRECTV has tested a similar program in limited markets and will make a decision soon, Hartenstein says, about launching a national program in July.

Primestar has had the toughest time with churn, with about a 40% rate during 1996. Thanks to customer retention and credit check programs, Primestar reduced churn to 27% in the first quarter.

“We look at the trends in the first part of the year, and we’re quite pleased with our own financial performance,” says TCI Satellite Entertainment CEO Gary Howard. “We have a more stable, satisfied customer base in the Primestar world.”

But with a solid first half over, the DBS industry—like the cable industry—is entering the summer doldrums when television viewing drops. It’s a tough time to gain subscribers. From the perspective of Media Group’s Alexander, that makes EchoStar’s unbundling move problematic.

“The key in my mind is, how successful are they going to be in generating additional sales? And if they are successful will DIRECTV match them?” asks Alexander. “Then the issue is, will these guys see an increased number of subs to more than make up for the increased subsidy they’re paying to get there? Then the question is, have they successfully increased subscriber acquisition or have they permanently increased acquisition cost?”

Like Alexander, Stephen Blum of the Carmel Group, publisher of *DBS Investor* newsletter, figures only time

will tell: “By instigating unbundling now, by the time the selling season starts to pick up in mid-August, everything is up and running at speed. By mid-to late October, we should have good idea of whether this has put a jump start on demand. End-of-September numbers should tell a good story. By the end of October, we should be able to make some kind of judgment based on numbers.”

Meanwhile, challenges are ahead for all the players. The predicament is most pronounced for EchoStar, which desperately needs a cash infusion, a partner or (the best selection) both. For Primestar, assuming that the partnership consolidation and News Corp. merger are consummated, there’s the nagging problem of a new satellite that suffered a power loss and how that will affect launch of a high-power service and introduction of TCI Satellite’s Cable Plus program.

Finally, there’s the larger question of just how big the DBS market can really be and who will be left standing when the dust settles.

Blum projects 7 million subscribers by year end with plenty of business for all three players. Others aren’t so sure.


“I think in the end there will be no more than three,” Hartenstein says. “If ASkyB hooks up with cable and Primestar, it probably means someone else has to come in and invest heavily in EchoStar, or else you could have the whole business go down to two. From the consumer perspective, that’s still pretty competitive.” ■



Leonard Slye → **Roy Rogers**

Christina Ciminella → *Wynonna Judd*

William Dukenfield → **W.C. Fields**

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# Viacom taps retailer for Blockbuster, again

*Brings in Taco Bell president/CEO to replace Fields as head of video chain*

By John M. Higgins

**F**or the second time, Viacom Inc. is bringing in a retailing veteran in an effort to revive Blockbuster Entertainment, its ailing video rental chain.

John F. Antioco, president and CEO of Taco Bell Corp., has been named chairman and CEO of Blockbuster, replacing chairman Bill Fields, a former Wal-Mart executive who quit the video chain in

April. Although Antioco is currently in charge of PepsiCo Inc.'s Mexican fast-food chain, the bulk of his career has been spent in convenience store chains, including 7-Eleven and Circle K.

Taco Bell was a short-term job for Antioco, only eight months. He had been competing to become CEO of Pepsi's entire restaurant unit—including the KFC and Pizza Hut chains—which is being spun off later this year. Pepsi expects to name the head of that unit in two weeks.

Antioco's main accomplishment in his brief stay was to boost sales for Taco Bell after an attempt to focus on low-fat meals faltered.

In a statement, Viacom Chairman Sumner Redstone praised Antioco for his "top-to-bottom understanding of large multistore retail chains, extensive experience in marketing and brand building."

Redstone needs the help. Sales and



*John Antioco is Blockbuster's latest hope.*

cash flow for Blockbuster, acquired in 1995 to help support debt for Viacom's takeover of Paramount Communications, have been sagging for more than a year. First, margins were sliced by a Redstone directive to emphasize selling tapes, rather than renting them, to recapture money being lost to discount retailers that were selling millions of copies of some titles. But the whole rental

industry has been slumping in recent months, with heavy renters' interest fading.

During the first quarter, Blockbuster's cash flow plunged 15%, even though revenue jumped 15%.

The problems have been a huge drag on Viacom, overshadowing the success of some other divisions and pushing the company's stock down to as low as \$25 per share from the mid-\$30s. Last week Viacom shares traded at \$30.50.

The praise that Redstone lavished on Antioco last week sounded much like the plaudits Fields received when he arrived in February 1996. To revive Blockbuster's growth, Fields crafted an ambitious expansion plan. One thrust called for refitting Blockbuster units into "whole entertainment" stores including movies, music, games, software and even books. Another called for expanding into small towns underserved by video stores that the company had previ-

ously ignored in favor of suburbs and cities. Some analysts estimated that the move could burn as much as \$600 million in capital.

Although Redstone heartily endorsed Fields and his plans when they were announced last October, he largely scrapped them in March and eased Fields out.

Antioco was well received on Wall Street last week. "He's just what Blockbuster needs," said Furman Selz & Co. media analyst Fred Moran. "He's a real aggressive turnaround specialist."

Redstone kept Fields under wraps for six months after he was hired, so investors may not see much of Antioco until he gets his arms around Blockbuster. Before joining Taco Bell, Antioco was chairman and CEO of The Circle K Corp., a 2,500-unit convenience store chain. The Circle K stint shows that Antioco has an appetite for turnaround. He led the chain out of Chapter 11 after it was crippled by debt from a leveraged buyout. He took the company public in 1995 and sold it to Tosco Corp. last year.

Previously, he briefly served as COO of eyeglass chain Pearle Vision. Before that he spent almost two decades at Southland Corp., owner of the 7,000-unit 7-Eleven convenience store chain, rising through the ranks to senior posts of vice president of marketing and senior vice president of operations.

"The big question is whether he can get along with Sumner," said one investment banker. "If he's used to a lot of autonomy, he'd better watch out." ■

## Lockheed Martin thinks in Russian

U.S. satellite manufacturer Lockheed Martin and Russian-led satellite group Intersputnik have unveiled a global satellite joint venture which is forecast to generate \$300 million-\$500 million in revenue by 2001. The group will offer satellites with DTH and telecommunications capacity. Lockheed Martin, which will hold an undisclosed majority stake in Lockheed Martin Intersputnik, will supply satellites and launch services. The venture's first 44-transponder satellite, LMI-1, is scheduled to launch into the 75 degree east orbital slot during fourth quarter 1998.



## US West abandons Spain

Baby Bell US West is withdrawing from the Spanish cable scene. The telco confirmed the sale of its 25% stake in cable group CTC, which holds the license to conduct pilot cable services in Barcelona. A U.S. investment consortium, Spain Telecoms, backed by GE Capital, Bank of America and Callahan Associates International, has acquired half of US West's CTC interest. Italian telecommunications giant Stet has purchased the remaining stake via its international arm, Stet International.

—Nicole McCormick





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## H E A D E N D I N G S

**Pegasus extends DBS reach**

Pegasus Communications Corp. cut deals for five more independent DIRECTV dealers, agreeing to pay \$37 million for rural retailers in three states. Pegasus has been working to consolidate the rural DBS franchises issued by the National Rural Telecommunications Co-Operative as part of its deal with DIRECTV to cover fringe areas poorly served by broadcast and cable TV. The new territories pass 254,000 TV households in Alabama, Minnesota and Utah. About 27% of those are not passed by cable. Dealerships serve 18,200, so penetration is just 7% of the homes passed, making the price \$2,032 per sub, about 30% higher than rural cable systems. The deals will boost Pegasus' holdings to 100,000 DBS subs and 2 million homes passed in 26 states. That leaves total penetration at 5%. The company also owns broadcast stations and cable systems.

**RCN settles Boston dispute**

Residential Communications Network has settled a dispute with the City of Boston that clears the way to extend integrated cable and telephone service to the city. RCN was already offering cable service to 3,000 customers in Boston's ritzy Back Bay area while insisting it didn't need a cable franchise—provoking harsh opposition from the city, state and incumbent cable operator Cablevision Systems Corp. But RCN relented, agreeing to immediately pay fees and meet other burdens faced by Cablevision. That includes paying 5% of its gross revenue to the city and making room for public access, education and government channels. For two years, RCN will operate as an open video system under FCC provisions laid out for phone companies entering the video business. During that period, however, the company will negotiate a formal franchise agreement with the city. RCN is a subsidiary of MSO C-Tec Corp. and is teamed in the Boston venture with local electric utility Boston Edison, which controls critical conduits, pole and

other pathways into densely populated city apartment buildings and houses.

**Court TV goes interactive**

Court TV says it will be the first cable network to go interactive, using an Interactive Channel oper-



ating system and ChannelLink feature. The new service, expected this fall, will offer interactive content from Court TV and its Website. "We will use this platform to offer Court TV BackChannel, providing supplemental information for viewers, including case summaries, bios of major players, recent verdicts and our programming schedule," says John Moran, Court TV's vice president of broadband distribution. The next-generation version of Interactive Channel, expected out this fall, builds on original multimedia programming introduced in Colorado Springs in third quarter 1996. The advanced operating system is expected to include such features as Internet programming, e-mail and extensive local and national programming.

**Good news, bad news**

Sources tell BROADCASTING & CABLE that Nostalgia Television is changing its name to Good TV. Officials at Nostalgia say they are working on a name change and plan to unveil it on June 25. Nostalgia has lost nearly 2 million subs in the past year.

**Chet to host**

Sports personality Chet Coppock will host a new series, *Timeless Moments*, on American Sports Classics. The weekly show will look back on memorable moments in sports history. American Sports Classics launches July 9.

**TCI, Washington Post swap**

Subsidiaries of Tele-Communications Inc. and the Washington Post Co. are swapping cable systems encompassing roughly 103,000 subscribers. General terms call for TCI

American Cable Holdings II LP to give the Washington Post systems with about 62,000 customers in Biloxi, Miss.; Moorhead, Minn., and several rural communities in Oklahoma. In return, TCI American Cable will get systems with about 41,000 customers in the North Chicago suburbs of Highland Park, Winnetka, Deerfield and Glencoe, and California systems in Burlingame and Union City. Financial terms were not disclosed, but the swap helps TCI bolster key Chicago-area cluster, which includes a new-product launch market in Arlington Heights.

**Redirected service**

Cox Communications Gainesville/Ocala, Fla., plans to add Call Redirect for customer service. The service allows cable systems to automatically transfer a caller to a second destination. For instance, it moves a caller to a customer service rep when a pay-per-view movie transaction receives an error message. Call Redirect is part of Syntellect's Hole Ticket PPV order-processing service. Cox's goals: to increase revenue lost to unsuccessful PPV orders and to clean up its subscriber database. Instead of hearing a recorded message, the caller will now go directly to a service rep, who will describe the problem and attempt to resolve it.

**Two Charter, four systems**

Two Charter Communications limited partnerships acquired four cable systems encompassing nearly 52,000 subscribers from two Cencom Partners limited partnerships. Charter, which is poised to enter cable's Top 10 MSO ranks, owes many of its 1 million-plus subscribers to the systems it acquired from Cencom. The latest acquisitions include systems in North and South Carolina. The value of the transactions was not disclosed, but based on the industry benchmark of \$2,000 per sub, the deals would be worth around \$100 million.

**Direct mail adds buys, study says**

Cable operators are increasing buy



rates through direct mail, according to a Request affiliate survey. The company surveyed 261 cable affiliates, about 28% of the addressable subscriber base. Request says that 68% of the respondents use direct mail to promote pay per view and that those systems average 33% more movie revenue per sub than do respondents who do not use direct mail. Direct mail includes both bill-stuffers and separate mailing. Request says its research also shows that 78% of the respondents use PPV guides; the All Day Movie Ticket concept is growing, and premiums receive high grades as marketing material.

### USA Latin America boosts subs

USA Latin America has secured more than 325,000 subs in Chile in deals with MSCs, and will increase its subscriber base in Argentina by more than a half-million subs by year's end, says Mauricio Gerson, vice president, USA Latin America. USA Latin America entered into a four-year renewal agreement with Chile's leading MSO, VTR, raising the base by more than 325,000 subs. The deal brings virtually 100% penetration in that country, as the network also is carried on Metropolis-Intercom there. With its Argentine partner, Productora Federal, USA Latin America entered a three-year agreement with Mandeville Partners that covers provinces including Buenos Aires, Salta and Misiones. All Mandeville's current and future systems are included in the agreement. The company's subscriber base will immediately increase USA Latin America's penetration in Argentina by 400,000 subs, rising to 500,000 by the end of 1997. In the central region, USA Latin America has added 100,000 subs from deals struck at the recent TEPAL conference in Caracas. The new subs are in Venezuela, Colombia and Dominican Republic.

## 50 PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of May 26-June 1, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 97 million TV households.

Program	Network	Time (ET)	HHs. (000)	Rating Cable	U.S.	Cable Share
1. NASCAR/Miller 500	TNN	Sun 12:00p	3,309	4.8	3.4	13.1
2. Rugrats	NICK	Sun 10:00a	3,072	4.4	3.2	14.0
3. Angry Beavers	NICK	Sun 10:30a	2,885	4.1	3.0	13.3
3. Hey Arnold	NICK	Sun 11:00a	2,881	4.1	3.0	13.1
5. Rugrats	NICK	Thu 7:30p	2,563	3.7	2.6	6.9
6. Secret World of Alex Mack	NICK	Tue 8:00p	2,541	3.6	2.6	6.2
6. Rugrats	NICK	Sat 10:00a	2,509	3.6	2.6	12.2
8. Rugrats	NICK	Tue 7:30p	2,470	3.5	2.5	6.4
8. Rugrats	NICK	Wed 7:30p	2,445	3.5	2.5	6.3
8. Secret World of Alex Mack	NICK	Thu 8:00p	2,422	3.5	2.5	6.1
11. NHL/Colorado @ Detroit	ESPN	Mon 7:30p	2,448	3.4	2.5	5.8
11. World Champ. Wrestling	TNT	Mon 9:00p	2,414	3.4	2.5	5.4
11. Hey Arnold	NICK	Wed 8:00p	2,385	3.4	2.5	5.8
14. Angry Beavers	NICK	Sat 10:30a	2,331	3.3	2.4	11.5
14. Rugrats	NICK	Mon 7:30p	2,311	3.3	2.4	6.0
14. Hey Arnold	NICK	Mon 8:00p	2,282	3.3	2.4	5.6
17. Tiny Toon Adventures	NICK	Sat 9:30a	2,247	3.2	2.3	11.3
17. Hey Arnold	NICK	Sat 11:00a	2,240	3.2	2.3	11.2
19. World Champ. Wrestling	TNT	Mon 7:55p	2,213	3.1	2.3	5.5
19. Movie: "The Three Lives of Karen"	USA	Wed 8:59p	2,206	3.1	2.3	4.9
19. M. Sendak's Little Bear	NICK	Mob 9:00a	2,197	3.1	2.3	9.7
19. Blues Clues	NICK	Mon 9:30a	2,164	3.1	2.3	9.0
19. Rugrats	NICK	Sat 8:30a	2,143	3.1	2.2	11.7
24. Aaahh!!! Real Monsters	NICK	Sun 11:30a	2,137	3.0	2.2	9.6
24. Rocko's Modern Life	NICK	Sun 12:00p	2,077	3.0	2.1	8.9
24. Tiny Toon Adventures	NICK	Sat 9:00a	2,076	3.0	2.1	10.7
27. Rugrats	NICK	Fri 7:30p	2,015	2.9	2.1	6.3
27. Looney Tunes	NICK	Sun 9:00a	2,001	2.9	2.1	9.8
29. Doug	NICK	Wed 7:00p	1,972	2.8	2.0	5.5
29. Doug	NICK	Tue 7:00p	1,957	2.8	2.0	5.4
29. Are You Afraid of the Dark?	NICK	Thu 5:00p	1,955	2.8	2.0	7.1
29. Doug	NICK	Thu 7:00p	1,944	2.8	2.0	5.6
29. Happy Days	NICK	Thu 9:00p	1,939	2.8	2.0	4.4
29. Rugrats	NICK	Sat 7:30p	1,930	2.8	2.0	5.9
35. WWF Wrestling	USA	Mon 7:57p	1,941	2.7	2.0	4.4
35. My Brother and Me	NICK	Sun 12:30p	1,929	2.7	2.0	7.9
35. Rupert	NICK	Mon 10:00a	1,927	2.7	2.0	7.9
35. All That	NICK	Sat 8:30p	1,892	2.7	2.0	5.2
35. Kenan & Kel	NICK	Sat 8:00p	1,877	2.7	1.9	5.4
35. Movie: "Dances with Wolves"	LIF	Mon 7:30p	1,823	2.7	1.9	4.5
41. Movie: "Stephen King's Sleepwalkers"	TBS	Mon 8:05p	1,890	2.6	1.9	4.4
41. Rugrats	NICK	Mon 8:30a	1,855	2.6	1.9	9.4
41. Happy Days	NICK	Tue 8:30p	1,834	2.6	1.9	4.2
41. Are You Afraid of the Dark?	NICK	Wed 5:00p	1,828	2.6	1.9	6.6
41. Secret World of Alex Mack	NICK	Sun 6:30p	1,807	2.6	1.9	5.2
41. Happy Days	NICK	Thu 6:30p	1,792	2.6	1.8	4.3
47. WCW Wrestling	TBS	Sat 6:05p	1,790	2.5	1.8	6.4
47. Doug	NICK	Fri 7:00p	1,781	2.5	1.8	5.8
47. J. Henson's Muppet Babies	NICK	Mon 10:30a	1,777	2.5	1.8	7.3
47. Rocko's Modern Life	NICK	Sat 12:00p	1,751	2.5	1.8	8.5

Sources: Nielsen Media Research, Turner Research

## GI develops telco gateway

*Household box will handle analog and digital and service multiple TVs*

By Glen Dickson

### GI General Instrument

**G**eneral Instrument's Next Level Communications subsidiary has developed a new interface product that will allow telco customers to receive video, telephony and data through one box.

The product, called the N3 Residential Gateway, is designed to work in fiber-to-the-curb (FTTC) architectures, such as the Next Level FTTC system being deployed by Nynex in communities around Boston. The household unit will be able to receive both analog and digital video signals and also will convert digital signals to analog and send them through existing coaxial cable for viewing on multiple cable-ready television sets.

The Residential Gateway is based on a modular architecture. Besides an

MPEG bus for video signals and a 10-base T Ethernet port for data, the unit will accommodate plug-in cards for Internet access, analog telephony and ISDN, as well as additional MPEG cards to support multiple analog TVs.

"The idea in essence is to put a full-featured MPEG set-top box in the entertainment center, and not bear the cost of putting one on every set in the home," says Bill Weeks, Next Level's vice president of technology. "You can leverage the same box, put in an MPEG decoder, modulate the signal as an RF carrier and shove it around inside the coaxial wiring. All you need is a remote control to signal upstream to the Residential Gateway."

Weeks says the unit also will be able

to display DTV signals, either by passing through an MPEG transport layer to the digital television set or by adding a DTV decoder module to the Gateway. General Instrument is considering digital interface protocols such as FireWire to provide that function, he adds. Supporting DTV on multiple sets is trickier, and analog sets may require additional full-featured digital set-tops to convert DTV broadcast signals for viewing. But Weeks says that DTV isn't Next Level's top concern in producing the Residential Gateway: supporting multiple TV sets off one set-top is.

"It may be the trick in trying to make the business case closed for the RBOCs," he says. "Otherwise, they'll spend \$1,200 on set-tops, which is more than the entire network will cost per home." ■

## Sherlock to retire from NBC

Michael Sherlock, NBC executive vice president of technology, will retire at the end of the month. Sherlock, 60, says he is leaving the network to spend more time with his family.

A 37-year NBC veteran, Sherlock has been one of the network's leaders in the move to digital television technology. He is a member of the executive board of the Advanced TV Systems Committee in Washington and chairman of its Broadcasters' Caucus, a position he will retain.

"I've had the good fortune, after a long career, to be in on the ground floor of a whole new era of television," says Sherlock. "I'm very happy to watch it develop from the sidelines."

Sherlock started his career at NBC in 1960 in TV network business affairs and became director of business administration before leaving the network for a four-year stint at Hertz Corp. as vice president of administration. He returned to NBC in 1977 as vice president of business affairs and administration and



Sherlock leaving after 37 years.

became chief financial officer of NBC Sports in 1979.

Sherlock moved to the engineering side in 1982, when he became executive vice president of NBC's operations and technical services division. In 1985 he was promoted to president of the division, where he was responsible for studio and broadcast operations, engineering, sourcing, real estate and administrative services. He was appointed to his current position in 1993.

In April, Sherlock was awarded the NAB's 1997 Engineering Achievement Award, following up on his 1994 Emmy for lifetime achievement in technology. He is an SMPTE fellow, a member of the symposium committee of the International Television Symposium and Technical Exhibition—Montreux and a member of the technical advisory committee of the Museum of Television & Radio.

NBC has not announced whether Sherlock's position will be filled.

—GD



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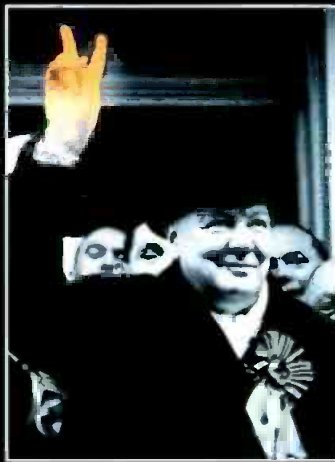
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# Rainbow taps DVCPRO for Neighborhood News

*Long Island cable services to add more video content*

By Glen Dickson

**R**ainbow Programming Holdings, the programming division of Cablevision Systems, has purchased Panasonic DVCPRO and DV small-format component digital gear to support news production at its Neighborhood News 12 operations on Long Island, N.Y.

The order includes five DVCPRO laptop editors, five DVCPRO studio editing VTRs, and nine AG-EZ1U DV-format camcorders. The DVCPRO gear has already been deployed by neighborhood news units producing seven separate news services for Hicksville, Plainview/Old Bethpage, Jericho, Bethpage, Syosset/Woodbury, the Massapequas, and Farmingdale; an expansion to 12 services is scheduled by the end of 1997.

According to Barry Romansky, director of Neighborhood News Development, Rainbow purchased the DVCPRO equipment as part of a format change in Neighborhood News programming. The 24-hour services, which have an estimated viewership of 65,000, are 30% video and 70% multimedia; within the next two months those percentages will reverse.

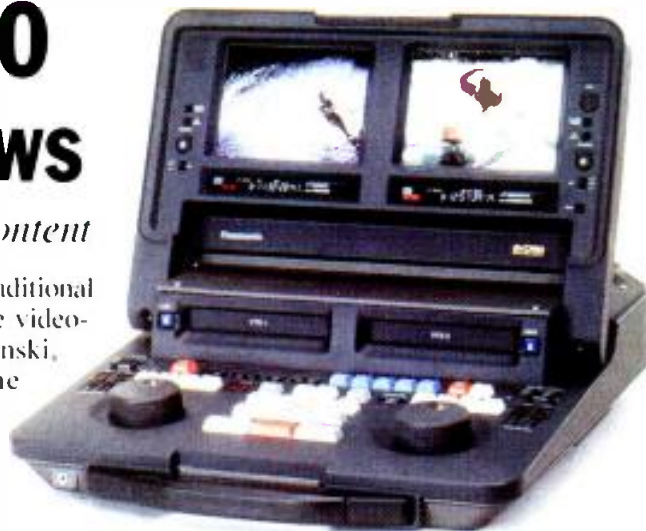
"Originally, we had intended to focus primarily on animation and still video photography, but the project is

evolving into a more traditional news format that will be video-dependent," says Romanski, who adds that the DVCPRO gear was the right price for a digital acquisition format.

Rainbow also is having an unnamed supplier develop a customized digital file server that will play back all of the Neighborhood News content, including graphic boards to generate multimedia displays. Currently, multimedia content plays off a temporary Amiga-based solution, while video is edited on DVCPRO, mastered onto analog Beta and then dubbed

down to S-VHS tape for playback.

"It's sort of a weird, convoluted system," Romanski says. "We knew it wasn't a long-term solution, but we wanted to get the services up and running and start generating some advertising revenue."



*Cablevision's Neighborhood News 12 operations are using Panasonic DVCPRO gear, including five AJ-LT75 laptop editors.*

## JVC unveils Digital-S camcorder

*Hopes new unit will give DVCPRO competition*

By Glen Dickson

**J**VC introduced a new Digital-S camcorder at the Infocomm show in Los Angeles last week, bringing its 4:2:2 component digital format into the field acquisition market.

The new DY-700U three-chip camcorder will have a base price of \$11,999, including lens and viewfinder. That package comes with a lower-grade Fujinon or Canon lens that broadcast users may want to upgrade. "We'll sell it without the lens so they can put better glass on it," says Dave Walton, JVC marketing manager.

The camcorder will use Digital-S half-inch metal particle tapes available in lengths of 10, 34, 64 and 104 min-



*JVC's new Digital-S camcorder has a base price of less than \$12,000.*

utes. Recordings can be monitored through composite video output on the DY-700U and edited on any Digital-S editing system.

While Digital-S has made inroads as a studio format with big VTR sales to Fox News Channel and Fox Sports Net, not many stations have bought the cameras for field acquisition. Walton thinks the new 17-pound camcorder will allow Digital-S to compete in the ENG market, where Panasonic's DVCPRO digital format has been successful.

"It's an unbelievable price for a digital camcorder, and it's a big step up in quality compared to Betacam SP," he says. "We think it will be popular as an ENG camera."

### D-5 debut

Maxell has introduced a D-5 high-definition video cassette to meet the high-density recording needs of the D-5 half-inch component digital HD format, which has gained early favor as an HD recording source since the introduction of Panasonic's D-5 HD processor. The tape has an ultra-fine Ceramic Armor Metal Particle coating for superior magnetic energy, and a new calendaring technology that smooths the magnetic coating surface. The Maxell HD cassettes are available in recording times of 33 and 63 minutes in M size, and 94 and 124 minutes in L size.



# Cutting Edge

By Glen Dickson

**EchoStar International** has won a contract to provide digital set-top boxes to Spain's DTS, the Telefonica subsidiary that plans to launch a DTH service in Spain this September. EchoStar also will license its proprietary electronic program guide to DTS for use with the receivers. DTS has placed an initial order of 100,000 set-tops for 1997; the value of the transaction is more than \$40 million. DTS will use the same Nagra-Kudelski conditional access and Divicom compression systems that EchoStar uses in the U.S.

**Acrodyne Communications** has been awarded three contracts worth an aggregate \$1 million to manufacture and install high-power UHF tetrode TV transmitters. The Blue Bell, Pa.-based company will install 30kW common amplification units at both GRK Productions' wgku(tv) Vanderbilt, Mich., and Heritage Media's wvne-TV Burlington, Vt., during the second quarter of fiscal 1997. Acrodyne also will be upgrading the transmitter system for Xi'an in the People's Republic of China by third quarter 1997; this is the second contract Acrodyne has won in China.

**Tape House Digital** and broadcast design

house **PMcD**, both of New York, teamed up to create a new on-air look for WTBS(tv) Atlanta. Tape House



*Tape House Digital and PMcD collaborated on WTBS's new look.*

used CGI, 2-D, 3-D animation and Inferno and Flame compositing along with live-action footage to develop the package of bumpers, promos and IDs, which all emphasize the word "Super" to position WTBS as "The Superstation." For the "animating bed" background that appears throughout the package, PMcD and Tape House placed an array of trinkets, tools and other elements on a rotating Plexiglass surface which was lit from below and shot on film from overhead. The footage was then transferred in Tape House's URSA Gold suite and treated with color palettes to capture the look of an X-ray machine.

wsb-TV Atlanta has made good on its pre-NAB shopping plans (B&C, March 24), purchasing a **Quantel** Editbox 3020 nonlinear editing system with two hours of full 601 storage. The Cox station also has upgraded several of its Picturebox still

stores and Paintbox graphics systems.

**Fujinon** has developed a lightweight teleprompter that ENG camera operators can use to support newscasters. The WP-16B-04A unit, designed as a peripheral for portable camera lenses, has a six-inch LCD and a built-in image memory that can store up to 22 pages of text (44 pages in low-resolution mode), which equates to approximately six minutes of speech. The teleprompter can be controlled remotely by infrared or cable and has multiple choices for manuscript display, including instant input from a personal computer or hand-held television camera. An



*Fujinon's new LCD teleprompter is designed for portable cameras.*

optional half-mirror can be attached to unit for operation similar to that of a studio teleprompter.

**The SPACECONNECTION**, North Hollywood, Calif., has acquired a full-time, broadcast-quality MPEG-2 compressed video channel between the U.S. and Asia on the TDRSS 5 satellite. The capacity reseller plans to use the link to provide turn-around services from U.S. domestic satellites to Asia.

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## Online News

# CNN, Oracle team for personalized online news

Custom News will draw from huge print, broadcast database

By Richard Tedesco

Moving further into the realm of new-media news delivery, Time Warner's CNN launched a personalized online news service in cooperation with Oracle Corp. last week.

CNN Custom News (cnn.com/customnews) permits PC users to customize news content accessed from a menu of subject areas, including U.S. and world news, business, sports, lifestyle, show business, science and technology. Users can specify areas of

interest from a list of more than 300 categories.

A CNN News Stream feature can be programed to provide breaking news on a range of topics in a scrolling ticker across the PC screen. Another feature, On-Target, permits users to follow predefined topics or go beyond those topics and access material from the CNN Custom News database.

In addition to drawing on CNN's news reporting resources and those of its broadcast affiliates, the service uses



CNN and Oracle are creating a massive news database.



### PointCast puts out version 2.0

PointCast Inc. has issued a beta version of PointCast Network 2.0 designed to streamline the service for corporate users and make it more accessible to would-be Webcasters.

The latest version of PointCast is a 32-bit application, upgraded from 16 bits, which features faster download time. The new iteration also includes PointCast Connections, an open-standards program that enables any Webcaster to provide content for broadcast to PCs on the service. Thus far, more than 3,000 Webcasters have added their content to the service.

"We are delighted to introduce our next-generation service, which delivers the tremendous innovations in the areas of performance, control and managed openness that our corporate customers have been asking for," says Chris Hassett, PointCast chairman.

The new, improved PointCast integrates with Microsoft Internet Explorer and enables corporations to screen information more easily to receive or delete info from specific sources. A company can readily screen out promotional content from a competitor, for example.

PointCast Network Version 2.0 is now available for free download from the company's Website (www.pointcast.com).

When it was introduced last year, PointCast was the first service of its kind that enabled "pushing" of content, in a broadcast manner, to the end user. PC users can personalize the sort of content they want to have pushed in a range of information areas from a variety of sources.—RT

more than 100 newspapers, magazines and other news sources.

The venture heightens CNN's already high profile in the online news business with another ad-driven news service. PC users can specify everything from stocks and sports teams they want to follow to weather reports they regularly want to receive on particular cities. Prospective users can either prescribe content according to pie charts that divvy up areas of content to be received or, in a process that takes 10-20 minutes, detail exactly what types of information they want to receive in each category.

"Every day we are confronted with more news and information than we can handle. CNN Custom News will ensure that Internet users are not overwhelmed by this information. Instead, they can get up-to-the-minute news relevant to their interests in a concise format," says CNN founder and Time Warner

Vice Chairman Ted Turner.

The new service also establishes a partnership between CNN and Internet technology leader Oracle Corp. Lawrence Ellison, Oracle chairman, joined Turner in introducing the service at the Comdex computer trade show in Atlanta. Oracle's Web Application Server is being used to enable delivery of content in real time, permitting construction of the personalized news pages that constitute the service and delivering the content selected.

Scott Woelfel, vice president and editor-in-chief of CNN Interactive, says the main idea is to speed up getting news online that is relevant to the average user. "All the work that's been done to make the material available is there for you in advance on the server side," he says. "It'll simply speed up the process in terms of the time you spend online."

Woelfel does not see the new product as competition for



"push" information services such as PointCast, which CNN currently supplies with content. CNN Custom News is intended to complement CNN.com, the Cable News Network's primary Website and CNN Plus, a section of the main Website that offers transcripts of CNN programming, Shockwave-based games, Java-based crossword puzzles and chat sessions.

And clearly, CNN is thinking about its competitive position in the Internet marketplace. "When you take the three together," says Woelfel, "I think it's stronger than anything that's out there right now."

The new service essentially establishes one more online beachhead for the CNN brand in a Web environment increasingly crowded with news sites, and an environment that fairly screams for streamlined information access. TM

## Nick launches Website, redoes AOL area

Nickelodeon jumped onto the Internet with characteristic flair last week, introducing a new site to extend its brand and engage its young audience, and recasting its area on AOL.

The new site, Nick.com, contains information about 15 Nickelodeon series in a Nick TV area that includes scheduling information, a watch-and-win game and theme music from each of the series. Related site Nick at Nite has been in operation for some time.

Sound plays a big part on the Nick site to engage users, according to Scott Webb, senior vice president of Nickelodeon Media Works, who says the site is intended as an "intuitive" online experience. Nick is aiming at content that will hold some allure for users ages 6 to 12.

The most engaging area is Juicy, which reproduces content sent in by kids, including cartoons that are then animated by Nick Media Works staffers; diaries (with names changed); photos, and the "zines" that site users themselves compose. A game area offers a virtual 3-D tour of Nickelodeon Studios in Orlando, and a trivia quiz that tests general knowledge as well as knowledge about Nick on-air series.

Also on the site is The Big Help, an area that offers kids structure and encouragement to volunteer for or initiate their own community projects.

The ad-supported redesign includes games, comic strips and a message board, and generally has less text and more pictures than it presented before.—RT



Nickelodeon's Big Help Web page promotes social involvement.

## Internet Ratings

# Sony soars, Heaven's Gate flashes in Web ratings

*The Station's debut attracts women, poll finds*

By Richard Tedesco

Sony's online status rose with the debut of The Station, and Heaven's Gate exploded with a brief, bright blip, according to the latest Web ratings from PC Meter in March and April.

The Station, featuring interactive versions of *Jeopardy!* and *Wheel of Fortune*, was the fifth-ranked site, with a 4.5 rating, in the April rankings in PC Meter's news/information/entertainment category. The site tied for seventh at 4.2 with Warner Bros. Online during March. Based on Sony's research, 45% of that online audience were women. "Game shows tend to be attractive to that demographic," says Steven Yee, vice president of marketing for Sony Online Ventures.

The April and March Web ratings, based on percentages

of home Internet users accessing World Wide Web sites, were obtained from various sources by BROADCASTING & CABLE. PC Meter has declined to release its numbers publicly, but confirmed the March and April ratings.

The Heaven's Gate site scored a 2.7, in the top 15 of sites, for the news/info/entertainment category during March before dropping out of sight in April. Its brief popularity was driven by the mass suicide of the Hale-Bopp cult that month.

Otherwise, the rankings remained consistent with the last published results PC Meter provided, in January. Top-ranked sites remained ZDNet and Pathfinder, which traded places in March and April. Pathfinder hit an 8.4 in March, dropping to 6.9 in April. ZDNet hit an 8.1 in March. It

fell off to 7.7 but was still the number-one site in April.

Disney drove to third place in March with a 5.6 rating, then dipped to fourth with 4.6 in April. The volatility of the season presumably pushed The Weather Channel to fourth in the March rankings with a 4.9 before it dropped back to sixth



Heaven's Gate's Website rose in and out of Internet ratings like a comet.

with 4.4 in April.

ESPN SportsZone hit a 4.3 as the sixth-ranked site in March, scoring 3.9 in the eighth spot for April. SportsLine, sparked by the March Madness of the NCAA Bas-

## Koplar moves toward INTV test

Koplar Interactive Systems plans to conduct a limited test of a proprietary interactive TV system in St. Louis this fall.

The test involves a "veil" of binary code transmitted in the visual portion of the TV signal, based on patented technology Koplar purchased from ISI Portland. KPLR-TV St. Louis is set to participate in an experiment that will involve a range of applications, according to Ted Koplar, president of parent company Koplar Communications. "We know the system works. It's a matter of applications at this point," Koplar says.

The technology uses a small box attached to the TV set that produces decoded text on screen and receives signals through a universal remote. The remote also will address a box attached to a user's telephone for transactional applications.

Koplar is lining up content partners for the test, tentatively slated for October.—RT

ketball Championships, hit a 3.3 in the 12th spot in March, followed by a 2.3 in April.

CNN ranked ninth in March with a 4.2 and maintained the same spot in April with a 3.7. MSNBC was close behind with a 4.0 in March, scoring a 3.6 in April. AudioNet, which features a mix of news, sports and entertainment content from radio stations around the country, ranked in the top 15 both months, with a 2.5 in March and a 2.0 in April.

MTV, which has been in and out of the top PC Meter rankings, scored a 1.9 rating in April. TM

## WebTV puts developers in PrimeTime

WebTV last week offered a program for online content developers.

The start-up Internet TV service trumpeted a group of more than 30 developers as charter subscribers to its \$750 annual WebTV PrimeTime for Developers. That group, which includes Colossal Pictures, Zentropy Interactive and Silicon Reef, bought into a program of technical documentation, style guides and interface simulators for Macintosh and Windows-based PCs from the WebTV network developer evangelism group.

"To do appropriate design for the TV audience, we're taking into consideration these interfaces. Part of PrimeTime [for Developers] is to show designers how to design so that each click provides increased content value," said John Lee, WebTV corporate "evangelist."

Most of the design community is not familiar with the intricacies of TV design, according to Lee, whose pro-

gram is aimed at all developers creating for the Web—not just those representing potential partners for WebTV. But two of the charter subscribers represent significant potential partners. Colossal Pictures' client list includes Disney, Nickelodeon and MTV, and Zentropy does design work for Rysher Entertainment and MGM/UA.

But one overarching objective—corralling couch potatoes on Websites—was endorsed by John Barnhill, president of Silicon Reef, who called PrimeTime "a valuable opportunity for any company that believes in strengthening the Internet by attracting the television audience."

At this point, PrimeTime for Developers represents an ancillary business opportunity for WebTV, which incidentally aims to sell 100,000 of its set-top boxes while promoting the TV box as a point of 'Net convergence.—RT

## Website Development

### Universal Studios online, with Attitude

Universal Studios Online plans to breathe new online life into *Rocky and Bullwinkle*, among other properties, when it launches a new children's site this fall. The as-yet-unnamed site, to be created in cooperation with Attitude Network, will present interactive entertainment and educational experiences based on a number of Universal properties. That list includes the currently popular *Hercules: The Legendary Journeys*, *Crash Bandicoot* and *Xena: Warrior Princess*, as well as such animation properties as *The Land Before Time*, *Woody Woodpecker*, *Beethoven* and *Chilly Willy* and the aforementioned moose and squirrel, Lisa Crane, VP of marketing for the Universal Studios New Media Group, says it will be an "evolving, flowing site," with content that is refreshed regularly. "What we're doing is leveraging the resources throughout Universal Studios that apply to children," Crane says.

### Happy Puppy

Attitude Network, which runs the popular Happy Puppy game-sampling Website, is helping Universal develop activities for the site. The network will handle advertising

sales for Happy Puppy and the new children's site. An ad program is being created by the two companies to exploit the properties to be featured on the new site for sponsorships and advertising.

### Mediadome intros willisville community

Mediadome unveiled a preview of a new interactive entertainment and communications entity on its site last week ([www.mediadome.com](http://www.mediadome.com)). Dubbed "willisville," the online community was created by Allee Willis and Prudence Fenton. Visitors to Mediadome will get acquainted with 19 off-

beat fictional residents and take QuicktimeVR tours of the stylized cul-de-sac where they live and work. Visitors move through different story lines and define their own "routes" so that no two visits are alike. In addition to perusing 200 pages of content, users are invited to participate in a "cocktail tête-à-tête" with willisville characters and special celebrity guests this Thursday from 5:30-6:30 p.m. PT. In another live event, author Pamela Des Barres plays host to a chat session. Visitors can also play a Shockwave game with the object of "catching" food objects embedded in Jello molds.

Willis is perhaps best known for writing "I'll Be There for You," the theme song of the *Friends* sitcom. Original music by Willis is also part of the willisville scene. Fenton created *Pee-Wee's Playhouse*, worked on MTV's *Liquid Television* and "discovered" Beavis and Butt-head. A "slide show" of artwork by the willisville characters, in the style of *Pee-Wee's Playhouse*, also will be available online.

Willisville is the latest—and least definable—"Webisode" from Mediadome, which has previously presented multifaceted experiences about the Titanic and "Austin Powers."

### MSN field trials

Microsoft Network began field trials of 56 kb/s modems in Seattle, with plans to expand the trials to Los Angeles, San Francisco, Chicago, Dallas, New York and Washington. MSN members will not be charged a premium for the higher-speed access to the service, which could be expanded to include the entire U.S. by year's end. The higher-speed analog modem technology is being implemented through UUNet Technologies.

### GI invades Ecuador

General Instrument launched high-speed Internet access service with TV Cable Ecuador last week. The first service of its kind in Latin America is being offered through GI's NextLevel Satellite Data Networks Group using one-way Surfboard modems. TV Cable Ecuador passes 100,000 households in Guyaquil and Quito, the two Ecuadoran cities where the service is now available.

### PCS Sprints across U.S. markets

Sprint PCS services are now available in 42 U.S. markets. Service was introduced during the past month in New York; Dallas-Fort Worth and San Antonio, Tex.; Indianapolis; Tucson, Ariz.; New Orleans; Nashville; Omaha and Lincoln, Neb.; Toledo, Ohio, and communities in Orange County, Calif.

### Rush to judgment

The ABC News.com Web page ran a headline that had Timothy McVeigh convicted on all counts an hour before the verdicts were read Monday in the Oklahoma City bombing case. ABC spokeswoman Eileen Murphy said from New York that the network had spotted the mistake before anyone noticed it and corrected it immediately. Like most major news organizations, the network had prepared material for verdicts of guilt and innocence. The information was posted for editing, but ended up on the server prematurely. ABC corrected the problem within 30 minutes.—RT



# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

We are a fast growing small/medium market radio group in need of a General Manager for our Central Iowa Combo. We are looking for a leader with a proven track record in Radio Management. You have a strong affinity for programming but are sales and bottom line driven with strong people skills and promotional flair. If interested in this opportunity send your resume in confidence to Box 01156 EOE.

General Manager/General Sales Manager for Class C FM radio. Two low power TV stations, and Cable Advertising Insertion Business located in Sun Valley, Idaho. This is a great opportunity for the hands on sales oriented candidate who wants to live and work in the thrilling Sawtooth Mountains. Resume to KSLI Media Group, PO Box 1568, Sun Valley, Idaho 83353. EOE.

### HELP WANTED SALES

## Director of Sales

One of the nation's premiere radio groups, Chancellor Broadcasting, has an opening in Cincinnati at its top rated 4-station cluster. We also carry Cincinnati Bengals play x play! Our aggressive, professional local staff is performing at nearly triple the market growth rate. This career opportunity can be filled by someone with a successful track record in the following areas:

- Goal attainment
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- Team development
- Sports marketing
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*Live and prosper in a beautiful market.*

Contact:  
John Roman,  
WUBE A/F, WYCY, WBOB,  
625 Eden Park Drive, Suite 1050,  
Cincinnati, OH 45202

(If you refer the candidate we hire, you'll earn a substantial reward. Call 513-721-1050) EOE

Stability. Employer integrity. Market leaders. Job features our Midwest small market group's management enjoy. We are in the process of growing and are recruiting talented people for new SM/GM opportunities within our company. Account executives and sales managers make your move up! If small-market sales is your #1 strength, fax resume to Robert B. Mahaffey, Mahaffey Enterprises, Inc @ 417-883-9096 or call 800-725-9180. All replies confidential. EOE.

## HELP WANTED NEWS

WCBS Newsradio 88,  
New York's leader in radio news,  
is looking for the best

### STAFF REPORTER:

Creative use of tape and ability to "tell a story" are musts.

### STAFF NEWSWRITER/ PRODUCER:

Must have excellent writing skills and solid news judgement.

### PART-TIME ANCHOR:

Must be willing to work nights and weekends.

Send tape and resume to:  
Tony Gatto, Assistant Director,  
News and Programming,  
WCBS Newsradio 88,  
51 West 52nd Street, NY, NY 10019

## WCBS NEWSRADIO 88

Equal Opportunity Employer M/F.

### Director, News Staffing & Administration

National Public Radio seeks a top level manager to be responsible for recruitment, selection, management, and career development functions within the News Division. Incumbent will play lead role in developing & achieving diversity goals, serve as troubleshooter for problems in work environment, and serve as advisor to managers on personnel issues. Minimum 10 years journalism with 7 years in News Management and demonstrated sensitivity to diversity issues required. Human resources training and experience a plus. Send cover letter stating salary requirements and resume to:

National Public Radio • Human Resources Dept.  
#840 • 635 Massachusetts Ave., NW • Washington,  
DC • 20001-3753



NPR is an Equal  
Opportunity Employer

## SITUATIONS WANTED MANAGEMENT

### EXCLUSIVE #1 RATED FORMAT

This is what I bring to the table as a manager or consultant for your group or station.

E-mail: radioman@gte.net  
Write: P.O. Box 272659  
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**Current Vice President/General Manager** of six station group located in the Midwest. We started five years ago with a stand alone AM. Young, aggressive and ready to take on new challenges in same capacity. I value and respect good people and have always worked to create a Team Philosophy. Please respond to **Box 01056 EOE.**

Bill Fowler, former Park Group head, seeks GM's chair, or sweat equity position. Florida, Southeast or elsewhere. Guarantee cash-flow for your property. Let's talk 407-876-2021.

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**HELP WANTED MANAGEMENT**

**PRESIDENT & CHIEF EXECUTIVE OFFICER  
WESTERN NEW YORK PUBLIC BROADCASTING**

Western New York Public Broadcasting (WNYPB), licensee of WNET TV/AM/FM and WNEQ-TV in Buffalo and WNJA-FM in Jamestown, seeks applications for the post of President and Chief Executive Officer. The President and CEO reports to a 36 member board of directors and is responsible for leading, directing and evaluating overall planning and management of administrative, programmatic, educational, technical, development and external relations activities. WNYPB has an 85 member staff, a \$10 million annual budget and over 66,000 members. Its radio-television stations serve the 6th largest TV market in N. America, including Buffalo, NY and Toronto, Canada. WNET-TV produces the "Mark Russell Comedy Specials" and co-produces "Reading Rainbow" for PBS.

The ideal candidate will have: a minimum of a Bachelor's Degree in relevant academic discipline; at least ten years of successful senior management experience; demonstrated experience with, and understanding of, public broadcasting; exceptional oral, written, analytical, administrative, financial planning, fund raising and interpersonal skills; the ability to define, communicate and implement a corporate vision; an understanding of

relevant FCC policies and regulations and new technologies; a commitment to EEO/AA; the intellectual and physical vigor and administrative versatility required for successful and dynamic leadership of a complex international telecommunications entity; and appreciation of, and interest in, working in Western New York.

The deadline for receipt of applications is July 11, 1997. Applications must include 1) a narrative letter describing how training and experience directly relate to the outlined job responsibilities and qualifications; 2) a detailed professional resume; and 3) the names, addresses and telephone numbers of no less than five references who can attest to the applicant's suitability for this leadership post.

Attractive and competitive salary and fringe benefits, commensurate with professional qualifications, training and experience.

Applications should be directed to:



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



**New York ADI Station Manager Wanted**

**WRNN-TV is Growing Again!**

If you have over 10 years experience managing the Operations, Traffic, Engineering Departments for a large station this may be the opportunity for you.

WRNN-TV with 24 hours of news, talk and interactivity covering 2,500,000 homes in the

New York ADI seeks a Station Manager for one of the fastest growing news operations in the United States.

Reporting to the General Manager, the position offers tremendous growth potential for an experienced hand willing to really dig in.

Respond via fax or mail (no phone calls please):  
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**Fax your classified ad to  
Broadcasting & Cable  
(212) 206-8327**

**General Managers/General Sales Managers:** A new broadcast company is looking for managers seeking an excellent position for their future. We are looking for the right managers for small market television stations, and to find the best we are offering an equity position. If you are looking for your first position and you have a solid track record, or if you've managed a station and you're ready for a piece of your future, then we'd like to hear from you. EOE. Send a resume and a list of references to Box 01150.

**Station Manager. KUHT-TV, Houston, Texas.** KUHT, Houston Public Television is currently accepting applications for the position of Station Manager. This position reports to the CEO and General Manager and administers the following departments: Programming, Broadcast Production, Communications, Member Services, Marketing and Community Education and Outreach. This is a senior management position that helps develop broadcast, outreach and fund raising policy and determines overall strategy and philosophy of broadcast programming, production, outreach and development for KUHT. Salary range is competitive and will be commensurate with background and experience. *Qualifications:* BA in communications, journalism or a related field. MA desirable. Ten years proven experience as a professional in the field of communications required. Six years broadcast television management experience and five years video production, programming or development experience required. Excellent written and oral communication skills a must. Send resume and a list of five (5) professional references postmarked by June 30, 1997 to: Ms. Flor Garcia, KUHT-TV, 4513 Cullen Boulevard, Houston, TX 77004. KUHT is licensed to the University of Houston System and is an Equal Opportunity Employer. Women and multicultural candidates encouraged to apply. *No phone calls please.*

**Russian Adventure!** Television General or Station Managers, or Broadcast Financial or Business Managers needed for two week minimum consulting assignments in Russia. Internews, a non-profit media development corporation seeks individuals willing to share their experience with independently owned and operated TV stations on-site throughout Russia. Two person teams will assess station operations, financial systems, business plans, and make recommendations to improve viability of stations. Airfare, hotel related expenses, plus an honorarium paid by "Internews". Language translation provided. Project is planned for late September or early October 1997. Inquiries should be sent by 6:20 preferably via e-mail to Meg Gaydosik at <Mgaydosik@CompuServe.com> or via FAX to 907-479-5106. Individuals with 100+ market experience are strongly encouraged to respond. EOE

**HELP WANTED SALES**

**VICE PRESIDENT of  
SALES/MARKETING**

NewsMaker Systems, a leading participant in the TV news and broadcast video automation industry, is looking for a high-powered individual to put our fast-paced, growing company out in front!

The Vice President of Sales/Marketing will report directly to the President and will be in charge of all facets of Marketing and Sales. The successful candidate should have 4-5 years of experience in the industry as well as solid background in either sales or marketing. A college degree is preferred. Excellent verbal and written communication skills are a necessity and strong computer proficiency is required. Please send resumes to:

**Joanne Mead, Human Resources  
NewsMaker Systems, Inc.  
28720 Roadside Drive, Suite 301  
Agoura Hills, CA 91301**





**KDFW DALLAS-FORT WORTH**

**General Sales Manager**

KDFW, the Fox O&O in Dallas/Fort Worth, and KDFI are seeking a dynamic, professional individual to lead its sales efforts. This is the perfect opportunity for a person who needs to win. College degree and minimum 5 years experience in both local and national sales with previous sales management a must. Individual must understand ratings and how to manage information. Must convey ideas well, both written and verbal. Communication and motivational skills necessary.

Send Resumes only, to:  
Human Resources Manager  
400 N. Griffin Street  
Dallas, Texas 75202  
EOE/M/F/D/V



**SALES ENGINEER**

**FRONTLINE**  
Communications Corporation

Frontline Communications has a position available for a full time Sales Engineer. Frontline manufactures vehicles for the broadcast industry including SM trucks and FM vans. Successful candidate will have broadcast experience, marketing experience is a plus, be highly motivated, enthusiastic, and customer service oriented. Position is based in Clearwater, FL and requires occasional travel. Forward resume and salary requirements to: Frontline Communications, P.O. Box 2175, Pinellas Park, FL 33730. Frontline offers competitive salary, health and dental insurance, 401k, etc.

Account Executive. Paramount station in Washington, DC needs sales professional to service existing clients, develop new advertisers and maximize local revenue. Ideal candidate: detail-oriented, highly motivated team player with 2-3 years experience, great negotiating and listening skills and knowledge of Nielsen and Scarborough. Come to work for a great company. Resume and cover letter to Local Sales Manager, UPN20/WDC, PC Box 9662, Washington, DC 20016. Fax 301-654-5209. Equal Opportunity Employer.

**Regional Sales Agent** - Immediate opening, broadcasting's oldest promotion company. TV/Radio sales management experience necessary. Travel is required. Draw against generous commission. Six figure potential. Independent contractor, no relocation required. Resume and recent picture to: Office Manager, CCA, PO Box 151, Westport, CT 06881.

**Traffic Manager.** Looking for a team player with knowledge of TV sales to manage a group of Traffic pro's. Minimum five years TV Traffic experience. Prior management supervision preferred. IBM System AS400, Enterprise Systems experience and broad computer knowledge a plus. Send resume to: Human Resources Manager, WYFF-TV, PO Box 788, Greenville, SC 29602. WYFF-TV is an Equal Opportunity Employer.

**Traffic Coordinator:** TV station in NY area seeking a log editor. Job description: Edit and produce FCC broadcast logs, enter contracts, rotate commercial spots, enter copy instructions, maintain tape inventory. Overtime required. Please send resume: WXTV-Univision 41, Meadowlands Parkway, Secaucus, NJ 07094, Attn: Traffic Mgr. No calls. Equal Opportunity Employer.

**Local Sales Manager.** KEYE TV 42, the #1 sign-on/off CBS affiliate in booming Austin, Texas is seeking a Local Sales Manager to direct the daily activities of an experienced local sales team. Knowledge of Texas agencies and the Austin market a plus. Prefer working knowledge of Buyer's File research, Columbine, DataTracker, Market Manager and TV Works. Local sales management experience in television is required. Additionally, the ideal candidate must have ability to increase core business rates and shares through innovative proposals, promotions and packaging. Must also have ability to accept and implement a goal management philosophy. Solid knowledge of ratings and research is essential. If you meet or exceed the above qualifications and expectations, please send a letter and a resume that communicates as clearly as possible why you are the best candidate for this position to: Larry Landaker, General Sales Manager, KEYE TV, 10700 Metric Boulevard, Austin, TX 78758. Fax 512-832-7533. E-mail: landaker@k-eyetv.com Granite Broadcasting/KEYE 42 TV is an Equal Opportunity Employer. Absolutely no phone calls, please.

**Sales Marketing Director.** KTVD UPN20/Denver seeks full-time Sales Marketing Director. The ideal candidate's background should include radio/television sales and promotion experience, minimum 2 years, with an emphasis on vendor/co-op. Creative writing, production and an art background is also required. Send resume to Personnel, PO Box 6522, Englewood, CO 80115-6522, or fax to 303-790-4633. No phone calls. EOE. M/F.

**Local Sales Manager.** The #1 WB affiliate in the country, WNOL-TV, in New Orleans, is seeking a Local Sales Manager with a passion to win and the ability to lead and inspire. Candidate must have strong leadership and negotiating skills, inventory management, knowledge of Scarborough, BMP, and CMR. Independent sales background is a must. If you possess what it takes to lead this team to the next level, then we want to hear from you. Send resume to A. Oliva, WNOL-TV, 1661 Canal Street, New Orleans, LA 70112-2862. Deadline: June 20, 1997. No phone calls. EOE.

**Sales Account Executive:** Public TV station seeks aggressive, self-starter to develop corporate support for productions and underwriting. Must have extensive professional experience in fundraising and/or media sales. NYC based. Salary, commission, benefits. Send resumes to Lisa Rosas, WLIW21, 1790 Broadway, 16th Floor, New York, NY 10019. EOE/AA.

**Sales-Account Executive.** Great opportunity to join the LIN Television team! WBNE-The WB affiliate in Hartford/New Haven, seeks high energy Account Executive with proven television sales success. Knowledge of TVScan and value-added programs helpful, enthusiasm and aggressiveness vital. Please send resume to Greg Bendin, General Manager, WBNE, 8 Elm Street, New Haven, CT 06510. Fax 203-782-5995. LIN Television is an EOE. M/F/D/V.

**Sales Manager** for beautiful Colorado Mountain college community. Excellent growth in county. Experienced sales manager comfortable with local selling and promotions. Excellent facility with modern equipment. Fax resume and inquiries to 970-641-3300.

**WOWT, the NBC affiliate in Omaha, NE** is searching for an experienced, high-energy General Sales Manager to provide sales leadership to the market's ratings leader. Candidates must demonstrate strong skills in 1) Sales planning/management, 2) Inventory control/pricing, 3) Revenue/expense budgeting, 4) New business strategies, 5) Effective rep relations, 6) Interpersonal and interdepartmental communications and 7) Account Executive development and motivation. Three to five years television General Sales Manager experience with both national and local sales experience is preferred. Verifiable strong leadership skills a must. Strengths in presentation and research required. Computer proficiency including Excel spreadsheet is desired. No phone calls please. Fill out application at or send resume to: WOWT, Human Resources, 3501 Farnam Street, Omaha, NE 68131-3358. Resumes may also be faxed to 402-233-7885 or e-mail: gailw@wowt.com EOE.

**Local Sales Manager:** Local Sales Manager sought by ABC's premier affiliate in top 50 markets, KOAT, Albuquerque, a Pulitzer Broadcasting Station. Documented success with developmental projects, employing Marshall, TVScan and Eckstein/Summers resources is important. Strong communication, administrative and computer skills are essential. Market-leading team needs challenge from proven leader. Growing, lifestyle market. Resumes: Tom VanBenschoten/GSM, KOAT-TV, PO Box 25982, Albuquerque, NM 87125. KOAT-TV is an "Equal

**KDLT-TV, Sioux Falls NBC affiliate,** seeks an experienced Account Executive to handle established list. Ideal candidate will have a minimum of one year outside sales experience, media preferred, be computer literate, and have a professional business demeanor. No walk ins or phone calls please. Please send resume/references to: KDLT-TV, Michael Cornette, General Sales Manager, 3600 S. Westport Avenue, Sioux Falls, SD 57106. M/F. EOE.

**HELP WANTED HUMAN RESOURCES**

**DIRECTOR, HUMAN RESOURCES**

KTLA Television, known for its news coverage, comprehensive special events coverage and dynamic mix of entertainment and sports programming, has a challenging opportunity for a Human Resource professional with 5-7 years of experience.

In heading up Human Resource programs and activities, you will oversee labor and employee relations; employment; FCC compliance; EEO; management development and training; compensation; benefits; and safety. This will include ensuring compliance with federal and state regulations and directing office activities.

The successful candidate will have a Bachelor's degree in Human Resources/Labor Relations and 3+ years of HR management experience. Must have in-depth knowledge of labor, wage-hour, EEO, discrimination, workers' compensation and safety regulations, and the ability to develop and implement related programs. Strong organizational, communication and negotiation skills are essential.



We offer an excellent benefits package. Please forward your resume and salary history to: **KTLA, Attn: DHR/BC/060997, P.O. Box 2307, Los Angeles, CA 90078.** Equal Opportunity Employer.

**HELP WANTED TECHNICAL**

**MAINTENANCE ENGINEER**

Our state of the art facility is looking for dynamic individuals to perform electronic construction and maintenance:

**System Maintenance:**

Design and debug broadcast system, interpret systems drawings and maintain plant at system level.

**VTR Maintenance:**

Trained individual to maintain Sony 1" BVH 1100A, 2000, 3100.

Candidates must be able to diagnose equipment to component level including: digital, analog and RF circuitry. Requires degree or certificate in electronics technology and 3 to 5 years experience at a television station. Send resume and salary requirements to:



**WB/11 WPIX**  
220 EAST 42 Street  
New York, NY 10017  
Employment M

**A Tribune Broadcasting Station**  
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**WE PLACE ENGINEERS USA & WORLDWIDE**



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E-mail: [keyjobs@keystone.microserve.com](mailto:keyjobs@keystone.microserve.com)

**Video Editor - Linear/Non-Linear** - Metro Video Productions has an immediate opening for a client oriented editor. Candidate must have a proven track record of spot and long form editing, exceptional client skills, technical savvy and the ability to use or learn linear and non-linear systems. Team oriented person will work with 3 edit suites, staff composer and high-end graphics staff to deliver top-notch product. Send resume to Winston Shepherd Jr., Director of Operations, Metro Video Productions, 8 South Plum Street, Richmond, VA 23220.

**Television Senior Engineer.** WNEM-TV, Saginaw, has an immediate opening for a Senior Maintenance Engineer. This position requires a strong background in hardware and software associated with a state of the art television facility. Preference given to those familiar with JDS/Columbine traffic systems, Chyron Graphics, BASYS newsroom computers and network operating systems. Send resume to Robin Gover/Personnel, PO Box 531, Saginaw, MI 48606. 517-755-8191. EOE.

**Technical Director - KPRC-TV,** a Post-Newsweek station, seeks an experienced TD with a passion for fast-paced, effects heavy broadcasts. Candidates must be familiar with operation of Grass Valley 3000-3 Switcher, Pinnacle DVE and Still Store, Chyron Infnit and Sony 370 studio cameras. Must be able to perform under pressure, and meet deadlines. Creativity and communications skills a must. Need to be able to do some directing. Send resume and non-returnable tape to Jeff Jeandheur, Production Manager, KPRC-TV, P.O. Box 2222, Houston, TX 77252.

ABC, Inc. has immediate opportunities for the following individuals:

**Graphics System Programmer**

2 years experience in programming using C/C++ under a Windows environment. Knowledge of interfacing broadcast equipment to computers desirable. Windows NT, SQL, UNIX and SGI programming knowledge preferred.

**Field Maintenance Technician(s)**

Experienced field technician to work on ABC Sports and vendor mobile units. Candidate should be self starter and able to solve problems in a high pressure atmosphere. Knowledge of current technologies, both analog and digital, are essential. Extensive travel and computer knowledge required. New Jersey based.

**ENG Maintenance Engineer(s)**

Candidate must have 2-5 years electronic and mechanical maintenance experience. Strong background in all aspects of broadcasting including videotape recorders, Grass Valley editing systems, Grass Valley production switchers, video/audio routers, DVE's and non linear editing systems. Must be able to diagnose and repair down to component level. Knowledge of digital electronics equipment preferred.

**Vacation Relief**

**Maintenance/Construction Engineer(s)**

2-5 years electronic, mechanical and construction maintenance experience on all types of studio equipment including: cameras, monitors and test equipment. Knowledge of digital electronics preferred.

For consideration, forward resume and salary requirements to: **ABC, Inc., Dept. JK, Employee Relations, 77 West 66th Street, New York, NY 10023.** Equal Opportunity Employer. M/F/D/V.



**ENG Personnel.** ENG field operations with camera (and microwave) experience. Videotape Editors, and ENG Maintenance. Employment for West Coast. Would commence spring/summer 1997. Out-of-town applicants accepted for these positions will be reimbursed for airfare, hotel, and per diem expenses. Send resumes to: MMS, Suite 345, 847A Second Avenue, New York, NY 10017 or Fax: 212-338-0360. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.



**Step up to a bigger market!** UPN62 KSMO TV in Kansas City is looking for an Assistant Chief Engineer. Requires experience in broadcasting maintenance, including systems troubleshooting, repair of studio video and audio equipment, and computer maintenance and operations. UHF transmitter experience preferred. SBE certification and FCC license a plus. Excellent salary and benefits package. Send resume and cover letter to Chief Engineer, UPN62 KSMO TV, 10 E. Cambridge Circle Drive, Suite 300, KCKS 66103 or fax 913-621-4703. EEO, M/F.

**MIS Supervisor - Univision Communications.** Univision Communications seeks a candidate to fill the position of MIS Supervisor at the Operations Center in Miami. The position encompasses the planning and management of all data/voice processing systems in the facility which include network operations, affiliate station WLTV, Galavision, network and national sales and several news organizations. A qualified candidate would have a minimum five years experience in MIS management. Advanced skills in PC based LAN & WAN systems are required. Exposure to broadcasting based systems are helpful. Candidates must also be bilingual (Spanish English). Please send resume and salary requirements to: Univision Network, ATTN: MIS Director, 9405 NW 41st Street, Miami, FL 33178. No calls please.

**Maintenance Engineer needed at FOX 39.** Three years experience TV broadcast equipment repair. FCC license or SBE certification. Send or fax to: James B. Hartline, WEMT-TV, PO Box 3489 CRS, Johnson City, TN 37602-3489. Fax 423-283-4938.

**Chief Engineer.** KAME UFN21 has immediate opening for a Chief Engineer. A highly motivated person able to oversee all technical operations of the station including hiring, training technical personnel, installation modification and repair of transmission and studio equipment. Candidate needs to demonstrate experience in managing station technical operation, transmission and budgeting. Send resume to Marty Ozer, General Manager, 4920 Brookside Court, Reno, NV 89502. Operated by Cox Broadcasting an EOE.

**Director of Teleproductions Resource Center:** The University of Mississippi seeks a person to direct the operation of the Teleproductions Resource Center and provide vision and leadership in the development of a facility which has as its primary mission to assist faculty and staff in the development, integration, and utilization of current and future technologies in instruction, service, and research. Significant professional experience in commercial or educational media, broad knowledge of television operations and facilities, and master's degree required; knowledge and leadership abilities in utilization of current and future technologies, college or university experience, and terminal degree preferred. Deadline: until filled. Salary: competitive. Start date: July 1, 1997. Mail cover letter and resume to Dr. Ed Meek, Search Committee, The University of Mississippi, University, MS 38677. AA/ADA EOE.

**Chief Engineer** for a modest market Pacific Northwest VHF TV Station. A hands on position, with enthusiasm and team spirit ranked high. Sound basic knowledge of RF, microwave and basic studio requirements essential. Consideration for a first time CE position possible. Opportunity to be part of building a new facility. A multi-station group member. Send resume to: Jim Bowen, Director of Engineering, KVAL-TV, PO Box 1313, Eugene, OR 97440. EOE.

**Group Operator with Home Office** in Southeast seeking Corporate Chief. Must have experience in radio - television - cable engineering. Must have wide variety of experience with transmitters and towers. Must have a desire and knowledge to keep a group operation in first class technical shape. Must have knowledge of digital. Attractive pay. Some travel required. Equal Opportunity Employer. Reply to Box 01145.

**Design Specialist.** Jones Communications of Maryland, Inc., a company on the leading edge of technology, has an opening for a Design Specialist in its Chesapeake Bay Group. Responsibilities include Coaxial/Fiber optic design, powering of projects, maintaining and expanding current mapping system to drafting/design standards and specifications, and providing motivation and leadership to achieve departmental and system construction rebuild goals. The successful candidate will have full competency in the use of AutoCAD rel. 12/Win, computer proficiency in both a DOS and Windows environment, be able to read and understand design engineering prints and schematics, and be able to develop strategic plans for improvement. Must have valid drivers license and excellent driving record. Hiring contingent upon successful completion of background check and drug test. Send resume to 1655 Crofton Blvd., Suite 300, Crofton, MD 21114, Attn: HR - DS. EOE M/F/H/V.

**Director of Engineering needed for statewide** Kansas television operation consisting of four CBS affiliate stations. Successful candidate must have 3-5 years experience as Chief Engineer with proven track record. Applications are being accepted for immediate opening. Write Bone & Associates Inc, Six Blackstone Valley Place, Suite 109, Lincoln, RI 02865, or FAX 401-334-0261. EOE/M-F.

**ENG Editor/Shooter.** A major foreign network requires an editor with some shooting experience for its Washington DC bureau. Minimum one year experience in television news. Shift work including weekends. You will edit news stories and record feeds. Off-line editing experience an asset. Local candidates send resume to CTV News, 2030 M Street, NW, Suite 602, Washington, DC 20036. Attn: Catherine Loper, or e-mail to cloper@ctv.ca No phone calls. EOE.

**HELP WANTED NEWS**

**A TOP OPPORTUNITY FOR A  
TOP NOTCH PROMOTION  
WRITER/PRODUCER**

LA's KABC-TV seeks an experienced and dedicated Promotion Writer/Producer. This job requires a talented pro with experience in news topical promotion, movie, episodic and station image promotion.

You will be a strong writer, an imaginative producer, visually creative with a great graphic sense and excellent post-production skills.

We offer competitive benefits, loads of opportunities and exposure in the #2 market. If you can handle lots of pressure, and tight deadlines, we have a great job! Qualified candidates who possess a positive attitude, and area team player, please rush your resume and a non-returnable videotape (beta preferred) to: **Diane Medina, Dept. BC/PWP/609, ABC7, 4151 Prospect Avenue, Los Angeles, CA 90027.** EOE. No phone calls please.



**WANT TO RESPOND TO A  
BROADCASTING & CABLE  
BLIND BOX ?**

**Send resume/tape to:**

**Broadcasting & Cable  
Box \_\_\_\_\_  
245 West 17th St.,  
New York, New York 10011**



**EXECUTIVE PRODUCER**

**WANTED.. the best EP around!**  
 If you're a producer who wants to move up, come EP the #1 morning show in the #13 market. That's right.. we beat The Today Show, Good Morning America and CBS This Morning. It's 3-1/2 hours of news, entertainment and the kind of fun that you won't see anywhere else! You'll handle the day-to-day show content and personnel supervision. Must be a creative writer and strong leader who works well under pressure and can meet deadlines. Rush tape/letter/resume to Human Resources/Attn EP Opening/5800 S. Marginal Rd/ Cleveland OH 44103. EOE.

**NEWS PRODUCER**

WBTV NewsChannel 3, the CBS Network affiliate, is in the 28th television market. It's a very competitive market and we are committed to win. Minimum 5 to 6 years in similar environment. Send resume and salary history to:

**Jim Newman**  
 News Operations Manager  
 WBTV NewsChannel 3  
 One Julian Price Place  
 Charlotte, NC 28208

Competitive salary and complete benefit package.  
 NO PHONE CALLS PLEASE.  
 Qualified women and minorities encouraged.  
 Jefferson-Pilot Communications Company is an  
 Equal Opportunity Employer MFD.

**Weekend Weather Anchor.** We are seeking a weekend anchor who will also report during the week. Must be a good communicator who enjoys and understands weather. The ideal candidate should have strong writing and story-telling skills. Minorities and women encouraged to apply. Send non-returnable tape and resume to: Personnel Director, WEHT-TV, PO Box 25, Evansville, IN 47701. EOE. M/F/D/V.

**Topical News Promotion Producer.** Write, produce and edit topical promos for FOX 7 News. Write, produce and edit some series promos, PSA's and station image promos. Assist with other duties as assigned. Strong creative and writing skills, experience shooting and editing videotape, knowledge of television promotion and marketing. Interest in news and current events. By 6/13/97, mail resume, cover letter and tape to: Marketing Department Human Resources, KTBC-TV, 119 E. 10th Street, Austin, TX 78701. Ref: Promo Producer. No phone calls, please. EEO Employer.

**COMMERCIAL  
 OVER-THE-AIR  
 BROADCAST TIME  
 AVAILABLE**

**NEW YORK • ATLANTA  
 TAMPA • MIAMI  
 COMMUNITY • RELIGIOUS  
 ETHNIC • WEB TV**

**METROLINE TV NETWORK  
 JAMES CHLADEK  
 110 EAST 23rd ST., NY NY 10010  
 212 • 473 • 6420**

**Sports Reporter/Anchor.** The newly acquired Gannett owned NBC affiliate in Buffalo, New York, WGRZ-TV is looking for a sports reporter/weekend anchor. You must have at least three years on-air experience, be a creative story teller, have excellent live skills, and be comfortable at the anchor desk. We want someone who has good energy and makes sports fun to watch, but also knows how to dig for the breaking sports story as well. Please send resume to: Ed Kilgore, Sports Director, WGRZ-TV/NBC-2, 259 Delaware Avenue, Buffalo, NY 14202. No phone calls. WGRZ-TV/NBC 2 is an Equal Opportunity Employer.

**Reporters:** Looking for rock solid journalists to join number one rated news team. We want reporters who want to be the lead every single night. Anchor potential a plus. Send non-returnable tapes and resume to Director of News Operations, Jon-Michail Carter, WWTV (CBS), Box 627, Cadillac, Michigan 49601. Please, no calls.

**Reporter.** Two reporters wanted to join our family of professionals. Aggressive, competitive journalists who love to break stories, are great at lives, and have a superb ability to tell a story. Anchor ability a plus. Minimum two years experience. Send resume and non-returnable tape to Personnel Administrator-76, WTOL-TV, PO Box 1111, Toledo, Ohio 43699-1111. No phone calls. WTOL is an Equal Opportunity Employer.

**Weather/Reporter.** Successful candidate will have degree, on-air experience in weather/news, Shooting, editing, reporting, AMS seal a plus. Send tape by 6/15/97 to News Director, WTAP-TV, 1 TV Plaza, Parkersburg, WV 26101. EOE.

**Videographer/Editor/Producer.** Well established legislative video operation looking for positive personality with writing, producing, shooting, editing and on-camera experience. Good benefits/competitive salary in affordable community. Send resume ASAP to House Republican Video, House Box 202235, Harrisburg, PA 17120. (No calls please).

**Producer.** WJW FOX 8 Cleveland is looking for a producer with strong writing skills, creativity and a knowledge of production techniques. Minimum 3 years experience producing newscasts. Show stackers need not apply. Send resume and non-returnable tape of a recent newscast to Human Resources. Attn: Producer Opening, 5800 South Marginal Road, Cleveland, OH 44103. EOE.

**Producer.** Midwest ABC affiliate is looking for a producer...not a show stacker. If you have what it takes to take us to greater heights, send resume and non-returnable tape to Box 01157 EOE.

**Photojournalist:** 24-hour cable news station looking for a photojournalist ready to make the jump from small-medium market news to the Big city. If you love telling stories with pictures, please send a non-returnable 3/4" tape and resume to Director, HR, NEWSCHANNEL 8, 7600 D Boston Blvd., Springfield, VA 22153. No phone calls. EOE.

**Photographer:** Talented, skilled, NPPA-styled team player needed for an immediate opening. At least one year of experience. College degree preferred. Tapes/resumes to: Human Resources Manager, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. WYFF-TV, a Pulitzer Station, is an Equal Opportunity Employer.

**News Reporter.** If you are the most aggressive reporter in your market, the one who leaves the competitors in the dust, then we're looking for you. We are NBC6, the A.H. Belo station in Charlotte, NC. Our growing news operation is searching for reporters who know how to win. Excellent live skills are a must. Three years of experience as a reporter at a commercial station is required. Please send cover letter, including salary history, resume and tape to: (No phone calls, please): NBC6, Human Resources Department, RE: 97-18, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. EOE/M/F/V/H.

**News Producer.** WISN-TV is looking for a producer for our morning news show. The ideal candidate will be able to work the overnight shift and still produce creative, high energy shows. Minimum of two years experience. No phone calls. Send tape and resume. EOE. Ron Petrovich, News Director, WISN-TV, P.O. Box 402, Milwaukee, WI 53201.

**News Producer.** ABC affiliate, KTUL, in Tulsa, OK, is seeking a dynamic and detail-oriented News Producer. Candidates must possess two years of progressively responsible experience in a television newsroom, thorough knowledge of journalistic standards as they relate to on-air presentations of news stories, excellent verbal and written communication skills, and good typing skills. We are a solid station in an attractive market owned by an aggressive growing company. Send resume, tape, cover letter, and salary history to Human Resources, KTUL Television, Inc., PO Box 8, Tulsa, OK 74101. No phone calls please. EOE. M/F.

**News Director** needed for fast growing ABC affiliate in Louisiana. College education and managerial experience preferred. Anchoring and producing experience helpful. Able to lead a young aggressive staff with take charge attitude. Send tapes and resumes to KLAX-TV, 1811 England Drive, Alexandria, LA 71303. No phone calls please. EOE.



**News Director.** West coast network affiliate is looking for a leader to run its news department. Need an accomplished journalist and manager who has solid experience, high standards and good people skills. Need an intelligent and energetic person with a strong work ethic and an appetite for competition, who likes hands-on leadership, will be a team builder in news and a team player with other managers. This person will be able to budget and control costs, will be a good planner and will be able to grow our news product. Reply to Box 01155 EOE.

**News Director.** Must be a creative thinker and dynamic leader. Will join a top southeastern ABC affiliate with the market's #1 news team. TV news management experience as the director, assistant director, or executive producer level required; budget experience a plus. Station is owned by Freedom Communications, and offers competitive pay and benefits. Send resume and tape to: General Manager, WTVG, PO Box 1150, 410 West 6th Street, Chattanooga, TN 37402. Equal Opportunity Employer.

**News Directors.** Lee Enterprises, Inc. has openings for News Directors at the ABC affiliate KGUN 9 in Tucson, and CBS affiliate KGMB in Honolulu. Both operations are looking for news directors who are experienced in bringing direction, vision and team leadership into demanding news operations. A minimum of 3 years experience in newsroom management is required as is a related college degree. Previous News Director experience is preferred, but will consider number two person in a larger market. Must have a strong broadcast journalism background, the ability to teach and motivate a news staff and work with other department managers as a team. We are looking for proven ability to determine viewer needs, interests and concerns and to respond effectively. Send resume, check tape and letter of application detailing your news philosophy to: Carmen Thomas, Human Resources, KGUN 9, PO Box 17990, Tucson, AZ 85731 or Ray Depa, General Manager, KGMB, 1534 Kapiolani Boulevard, Honolulu, HI 96814. No phone calls please. Lee Enterprises is an Equal Opportunity Employer.

**News Director:** KLBK-TV, the CBS affiliate in Lubbock, Texas is looking for a leader for our Newsroom who can take us to the next level. Lubbock is a highly competitive local News market. Texas Tech University, a metro population of 200,000, and the medical hub for West Texas and Eastern New Mexico, all make Lubbock an excellent place to live. At least three years executive producing experience a must. Prior Assistant News Director experience desired. Successful candidate will provide hands on direction of young ambitious and talented staff, work daily with a strong promotions department, manage budgets, and provide ideas and motivation necessary to achieve goals. Station contracts with News consultant specializing in development of strong local News. Please forward resume, tape of newscast you have been responsible for and cover letter with overall News philosophy to: General Manager, KLBK-TV, 7403 South University, Lubbock, TX 79423. No phone calls please. EOE with minorities and women encouraged to apply.

**Meteorologist.** We are searching for a great person to join our "weather only" team. We have lots of toys and 3 other meteorologists. You need to have energy, personality, a meteorology degree and 2 years experience. If you are up to the task in one of the most competitive weather markets in the country, send resume, tape to: Michael Sipes, News Director, WLKY-TV, 1918 Mellwood Avenue, Louisville, KY 40206. EOE.

**Meteorologist.** New England Cable News is looking for an experienced meteorologist with strong presentation skills to work in the sixth-largest market. This is a fulltime position, anchoring weekend weather and filling in during the week. Meteorology degree required; AMS seal preferred but not mandatory; knowledge of WSI Weather Producer is a plus; love of New England weather is a must. New England Cable News is the largest regional cable news network in the nation with more than two million subscribers. Please rush beta, VHS or 3/4" tape to Tom Melville, Executive Producer, New England Cable News, 160 Wells Avenue, Newton, MA 02159. EOE. Please no phone calls.

**Meteorologist.** FOX 45 News At Ten in Baltimore is searching for a broadcast meteorologist. We're looking for a great communicator who knows weather science and the technology used to make it understandable and interesting to viewers. Candidates must show their creativity and ability to cover weather news as well as present professional forecasts. Send a non-returnable tape and resume to: Joe DeFeo, WBFF-TV, 2000 West 41st Street, Baltimore, MD 21211. No phone calls please. EOE.

**Meteorologist/Reporter.** Southeast CBS affiliate seeking full-time weekend Meteorologist/Reporter. AMS and NWA certified, preferred. Must have prior on-air television experience, good writing skills, excellent communication skills and be a team player. Send tape, resume, references and salary requirements to: Personnel Director, PO Box 59496, Birmingham, AL 35259. No phone calls please. EEO, M/F. Pre-employment drug screening.

**Freelance News Reporter.** Southeast CBS affiliate looking for general assignment reporter for short-term assignment of up to three months, beginning June 16, 1997. Must possess strong writing skills and be a good storyteller. Minimum 1 year TV news reporting experience. Send VHS or beta tape, resume, references and salary history to Personnel Director, WBMG-TV, 2075 Golden Crest Drive, Birmingham, AL 35209. No phone calls. EOE, M/F. Pre-employment drug testing.

**Executive Producer:** You have significant producing experience and are a newsroom leader with unique ideas on story and newscast development. We are a #1 NBC affiliate that will support you with research, SNG, non-linear editing, 3-D graphics suite and an aggressive, skilled staff. Tell me how you would make a difference. Tapes/resumes to: Human Resources Manager, WYFF-TV, 505 Rutherford Street, Greenville, SC 29609. WYFF-TV, a Pulitzer Station, is an Equal Opportunity Employer.

**Executive Producer (WSFA).** Have you got a ton of terrific ideas you haven't had a chance to try? Do you produce compelling newscasts and specials - with great graphics and stories about "real" people? WSFA (NBC) Montgomery, Alabama's top-rated news operation needs an Executive Producer. The successful candidate will oversee daily newscast productions, as well as special projects. You must be ready, willing, and able to line produce a newscast when needed. Another "must" is being a good people-person. Send your latest newscast (VHS ok) and a critique, along with your resume to: Lucy Himstedt Riley, News Director, WSFA, 12 E. Delano Avenue, Montgomery, AL 36105. EOE.

**53rd market NBC affiliate in midwest** looking for weekend anchor/reporter to complement established male anchor. Must have at least two years anchoring and three years reporting experience. Minority candidates highly encouraged to apply. We are looking for someone willing to make a long term commitment to our station and community. Please send 3/4" or VHS tape and resume to: News Director, WKEF-TV, 1731 Soldiers Home Road, Dayton, OH 45418. No phone calls please. EOE/M/F.

**HELP WANTED PROMOTION**

**Promotion Producer.** WFSB, a Post-Newsweek Station, is seeking an experienced producer who can write and produce spots that have clear messages, captivating designs and true tease quality. Should have proven track record with series, topicals and image spots. Bring your creativity to our state-of-the-art facility and join the market leader. Send resume and tape to Tim Coffey, Promotion Manager, 3 Constitution Plaza, Hartford, CT 06103. EOE.

**KSAT 12** has an immediate opening for a Promotion Producer. We're a Post-Newsweek Station, San Antonio's #1 and the ABC affiliate. We're looking for an experienced person who's ready to join a hard-working, fun loving team. AVID experience and ability to shoot are a plus. If you're full of fresh ideas for news topicals, news series and news and station image spots with attitude we want to hear from you. We offer the freedom and tools to try new things and we have great benefits. Send a resume and non-returnable tape to Steve Wegner, KSAT-TV, PO Box 2478, San Antonio, TX 78298. No phone calls please. Any job offer contingent upon successful completion of pre-employment physical including drug screen; verification of references and education. EOE/M-F/DV/ADA.

**HELP WANTED RESEARCH**

**Vice President/Research.** Manages the overall day to day activities of the Tribune Entertainment Company New York Research Department which includes the execution of sales presentations, marketing strategies and programming evaluations. Candidate must possess an in-depth understanding of audience measurement process; knowledge of U.S. television and advertising marketplace; hands on experience designing and managing primary research projects; the ability to manage and motivate professionals. Minimum 5 years experience in Television Research; at least 3 years in management research syndication position. Requires a demonstrated proficiency in research analysis, management techniques and communication skills. Must be capable of working within time constraints and have ability to organize and prioritize workload. Reports directly to President and CEO. Send or fax applications/resumes to Helen Hoffman, Tribune Entertainment Company, 435 North Michigan Avenue, Suite 1800, Chicago, IL 60611. Fax 312-222-3815. EOE. No phone calls, please.

**Research Director.** UPN 21 KTXA-TV, a Paramount Station, is seeking an experienced broadcast Research Director to provide support for growing sales staff. Resp. for research incl. developing data and programming info. into sales and marketing client presentations. Will use Nielsen, TVScan, Qualitap and Scarborough to analyze quantitative and qualitative data. Ideal candidate will be proficient in Microsoft Office; knowledge of LAN Systems a plus. Send resumes by June 13, 1997 to Personnel, KTXA-TV, 601 Pacific Avenue, Suite 700, Dallas, TX 75202. No phone calls please. EOE.

**Research Analyst.** Major market television station seeking a Research Analyst with a minimum of 3 years experience. Responsibilities include ratings and qualitative analysis, maintaining station program grids, planners and one sheets. Some knowledge of marketing tools such as Scarborough (Prime), R.L. Polk, DRI McGraw, Simmons, MarketQuest and Competitive Market Research. Windows 95 applications (Excel, Word and Powerpoint) are required as well as the Donovan Data System. Please send resume: PO Box 1582, Secaucus, NJ 07094.

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**HELP WANTED LEGAL**

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**Tribune Company,** based in Chicago, seeks a broadcast attorney to handle counseling, drafting, and intellectual property work for its growing group of major market television and radio stations. At least 5 years experience in broadcast, communications and intellectual property practice is essential. Send resume to Debra Keating, Tribune Company, 435 North Michigan Avenue, Suite 600, Chicago, IL 60611. EOE.

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**HELP WANTED  
FINANCIAL & ACCOUNTING**

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**WFLD, FOX O&O TV station** in Chicago is seeking a Manager of Financial Reporting to be responsible for weekly and monthly reporting requirements. Reports inc.: base rate, market share, weekly profit and loss, sports analysis, no charge, and A/R. Will also assist w/tax and footnote package and participate in annual budget process. Other related duties as assigned. Accounting degree and 3 years minimum accounting experience (pref. in broadcast or related field) req. Must demonstrate strong analytical skills, attention to detail and ability to work well under deadlines. For immediate consideration, send resume and letter of interest to Mary Talley, VP/ Human Resources, WFLD/FOX 32, 205 North Michigan Avenue, Chicago, IL 60601. No phone calls/faxes please. EOE/M/F/D/V.

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**HELP WANTED PRODUCTION**

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**TV Producer:** Tri-state area PBS station is looking for experienced live event producer for on-air television production. Must have proven track record for being self-motivated, energetic, creative and for making decisions on one's feet. Must be available immediately. Send resumes to Lisa Rosas, WLIW21, 1790 Broadway, 16th Floor, New York, NY 10019. EOE/AA.

**TV Production crew needed** for eight month project. Director, Assistant Director, Technical Director, Audio Operator, Camera people, Video/ Video Tape operator, Stage Manager and Production Assistant positions will be filled for mid-July start up. Positions are full time, temporary and should not be considered permanent at this time. At least one year of live television experience is necessary. Successful applicants will be expected to pass a drug screening and criminal background check. Send resume to Tom Edwards, Production Manager, National Digital Television Center, 4100 E. Dry Creek Road, Littleton, CO 80122. No phone calls please.

**Morning Magazine Producer:** Develop a fresh approach to our daytime viewers' needs and interest. Work with the latest tools, plus the resources of central Ohio's #1 news team and the Ohio News Network. This position requires a college degree, newsgathering and production experience and community involvement. Equivalent combinations of education and experience will be considered. Our station is family-oriented. Like our market, with a history of great local programming. Send a resume and non-returnable VHS of your work, along with reasons why you're the right choice to: WBNS-TV, Human Resources #1-200, 770 Twin Rivers Drive, Columbus, Ohio 43215. Qualified minorities and women are encouraged to apply. EEO. We are a smoke and drug free workplace.

**Major market NBC affiliate** seeks News Graphics designer to join our award-winning design team. Position requires a minimum of two years broadcast design experience, with an emphasis on news. Computer skills and ability to work under pressure a must. Quantel Paintbox experience a plus. Rush resume and VHS tape to: Personnel, WFLA-TV, P.O. Box 1410, Tampa, FL 33601. EOE. M/F. Pre-employment drug testing required.

**KPBS Location Production Videographer Supervisor.** Sought by KPBS in San Diego, CA for creative shooting, direction, supervision, technical operations, assist with production plans/budget development and all aspects of location field production. Requires degree/equivalent; minimum 3 years experience shooting broadcast TV productions.; broad background in TV production procedure; documentary experience; excellent leadership and communication skills. \$2916-3838/month + excellent benefits. SDSU Foundation Application is required with resume and 1/2" VHS videotape (no returns); must receive all by 7/7/97 to be considered. More info call 619-594-5703 (specify Job# F97-150) or see [www.foundation.sdsu.edu/hrpage/postings](http://www.foundation.sdsu.edu/hrpage/postings). EEO/AA/Title IX Employer.

**Graphic Designer.** WNWO-TV is looking for a highly talented and creative individual to join our Promotions Department. Individual will create electronic graphics for on-air broadcast; news and promotion graphics, and will design ad layouts and print collateral. Candidate must have strong design skills and the ability to deal with short deadlines in a professional manner. Knowledge of Macintosh and related software preferred. College degree or equivalent experience necessary. Must be willing to work evening and weekend hours. Send resume and non-returnable samples to: Mike Przybylski, WNWO-TV, 300 S. Byrne Road, Toledo, OH 43615 by June 20, 1997. No phone calls, please. WNWO-TV is an Equal Opportunity Employer.

**Graphic Artist:** Find your muse in a flourishing television market! Join the aggressive marketing team at NewsChannel 36. WTVQ-TV, Lexington, Kentucky's ABC affiliate and Media General station, seeks a creative and versatile Graphic Artist. Candidate must be able to design and create electronic graphics for News, Promotion, and station projects. This artist will also prepare print advertising as needed and help to maintain the station's web site. Experience with Vista Tips TruVision and Liberty 32 Paint Systems (or similar systems), Chyron and electronic graphic design and pre-press hardware/software is needed. Must be willing to work evenings and weekends. Send resume and reel to: Human Resources/GA, WTVQ-TV, PO Box 55590, Lexington, KY 40555-5590. EEO. M/F Pre-employment drug test required.

**Graphic Artist-Full Time.** WCPX, CBS affiliate in 22nd market, has opening for a Creative Designer able to work under pressure. Deadline oriented. Must have 2 years TV or related experience. DPMAX or equivalent paint system. Send resume and non-returnable tape to Art Director, WCPX-TV, 4466 John Young Parkway, Orlando, FL 32804. EEO.

**Editor/Videographer.** Southeast FOX affiliate seeking Editor/Videographer. Linear and Non-Linear editing and videography skills of 3 years required. Experience with M-II tape machines and CMX Omni Editor helpful. Must be able to work effectively with clients for commercial production and staff producers for on-air promotions. Send tape and resume to: WTAT FOX 24, 4301 Arco Lane, Charleston, SC 29418. No phone calls please. EOE.

**ENG Personnel** For A Major Broadcast Facility in NYC. ENG field operations with camera (and microwave) experience, video tape editors, and ENG maintenance. employment would commence spring/summer 1997. Out-of-town applicants accepted for these positions will be reimbursed for airfare, hotel and per diem expenses. Send resumes to: Media Management Services, Suite 345, 847A Second Avenue, New York, NY 10017 or fax to 212-338-0360. This employment would occur in the event of a work stoppage, and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

**Director/Technical Director (2 positions).** Description: Applicant must have a minimum of 2 years experience in technical directing of live newscasts. Must also have experience with live direction of specials, program taping and remote direction from the field. Responsibilities include organizing news production aspects, creative input in newscasts and other news related activities. Will be expected at times to serve as both director and technical director when necessary. Applicant will have a working knowledge of current graphics technology and graphics application. Experience with Grass Valley 300 switchers, Kaleidoscope, Quantel Picturebox and Inifit! also helpful, but not essential. Ability to handle pressure and get along with people essential. Contact: Ted Gonderman, KOCO-TV, 1300 E. Britton Road, Oklahoma City, OK 73131. KOCO-TV is an Equal Opportunity Employer. Applicants will be considered without regard to race, color, religion, national origin, age, sex, disability, marital status or arrest record.



**Commercial Videographer Producer.** WCIV-TV, Charleston, SC seeks experienced commercial field videographer/producer to join our production team. Ideal candidate will have superior production skills, ability to creatively light, shoot and field produce, local on video. Minimum two years experience in electronic field producing and college degree preferred. Send non-returnable tape and resume to Tim Weeks, Production Manager, WCIV-TV PO Box 22165, Charleston, SC 29413. Absolutely no phone calls, please. EOE, M/F.

**Broadcast Personnel Needed.** ENG Field Operations with Camera and Microwave experience. Videotape Editors, Studio Operators, and Maintenance. For the Midwest. Would commence Spring/Summer 1997. Out-of-town applicants accepted for these positions will be reimbursed for airfare, hotel, and per diem expenses. Send resumes to: MMS, Suite 345, 847A Second Avenue, New York, NY 10017 or fax: 212-338-0360. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

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For immediate consideration, please forward your resume, stating salary requirements and position of interest, to:

**A&E Television Networks  
Human Resources Dept. / PRG  
235 East 45th Street  
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**Television Services Coordinator**, University of Wisconsin - River Falls. Production development: instructional/administrative; p.r. video production: technical training; support distance learning and other responsibilities. Bachelor's and 3 years related experience required. Deadline to apply: July 7, 1997. For complete position description: Grant E. Staszak, Information Technology Services, University of Wisconsin - River Falls, 410 South Third Street, River Falls, WI 54022. 715-425-3701. AA EEO.

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All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call Antonette Fasulo at (212) 337-7073 or Sandra Frey at (212)337-6941

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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: \$2.10 per word. \$42 weekly minimum. Situations Wanted, 1.15¢ per word. \$21 weekly minimum. Optional formats: Bold Type: \$2.45 per word. Screened Background: \$2.60. Expanded Type \$3.20 Bold, Screened, Expanded Type: \$3.65 per word. All other classifications: \$2.10 per word. \$42 weekly minimum.

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: \$187 per inch. Situations Wanted: \$93.50 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.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$30 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

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.

# For the Record

<http://www.broadcastingcable.com>

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italic*.

Abbreviations: AOL—assignment of license, ant. antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mbz—megahertz; mi—miles; T1—transmitter location; TOC—transfer of control; w—watts. One meter equals 3.28 feet.

## NEW STATIONS

### Dismissed

**Ukiah, Calif.** (BPED-940316ME)—Northern California Public Broadcasting Inc. for FM at 88.3 mhz. *May 29*

**West Palm Beach, Fla.** (BPH-951208IE)—American Radio Systems Corp. for WIRK-FM: build auxiliary facility. *May 19*

**Jeffersonville, N.Y.** (BPH-950206MN)—Michael S. Celenza for FM at 102.1 mhz. *May 27*

**Saugerties, N.Y.** (BPH-910502MH)—Thomas L. Williams for FM at 92.9 mhz. *May 29*

**Syracuse, N.Y.** (BPCT-940331KG, -941021KW, -941024KE)—John E. Powley, KM Communication Inc., Trivision Group for TV at ch. 56. *April 21*

### Returned

**Concord, Ala.** (BPED-961224MB)—Alabama Heritage Association for noncommercial FM at 88.1 mhz. *May 20*

**Watertown, N.Y.** (BPED-970211MC)—Liberty Communications Family Broadcasting for noncommercial FM at 90.1 mhz. *May 20*

**Dillon, S.C.** (BPED-970220MB)—American Family Association for noncommercial FM at 90.5 mhz. *May 20*

### Filed

**Greensboro, Ala.** (970514MC, E. D. F. G)—

Radio South Inc., James W. Lawson, Warrior Broadcasting Inc., Autaugaville Radio Inc., Pine Belt Broadcasting LLC for FM at 99.1 mhz. *May 28*

**Marion, Iowa; Dequincy, La.** (970505MC, 970516MC)—American Family Association for FMs at 89.9 mhz, 89.1 mhz. *May 30*

**Galena, Kan.** (970501MG, H)—Emerald City Broadcasting, Saturn Communications Inc. for FM at 104.3 mhz. *May 30*

**Great Bend, Kan.; Plaquemine, La.** (970521MA, 970519MA)—American Family Association for FMs at 89.7 mhz; 88.1 mhz. *May 28*

**Rogers Heights, Mich.** (970515MI)—Great Lakes Broadcast Academy Inc. for FM at 91.9 mhz. *May 28*

**Williamsville, N.Y.** (970516MA)—Mary V. Harris Foundation for FM at 90.7 mhz. *May 28*

**Rushville, Ohio** (970506ME)—Arcangel Broadcasting Foundation for FM at 99.4 mhz. *May 30*

**Marble Falls, Tex.** (970521MB)—American Broadcasting Ed. Foundation for FM at 88.5 mhz. *May 28*

**Paris, Tex.** (970515MH)—American Family Association for FM at 89.3 mhz. *May 28*

**Frederiksted, V.I.** (970513MF, 970514MB, D, 970515MC, E)—David A. Rawley Jr., Knight V.I. Radio Corp., Hulester Russell, Hugh Pemberton, Jose J. Arzuaga & Juan G. Padin. *May 28*

**Everett, Wash.** (970515MB)—KSER Foundation for FM at 90.7 mhz. *June 2*

## FACILITIES CHANGES

### Dismissed

**West Frankfort, Ill.** (BP-960909AB)—Dennis F. Doelitzsch for WFRX(AM): change ant. *May 19*

**Springfield, Mo.** (BMPED-960729IE)—Baptist Bible College Inc. for kWFC(FM): change ant. *May 20*

**Jamestown, N.D.** (BPH-940923IE)—Two Rivers Broadcasting Inc. for KXGT(FM). *May 20*

**San Juan, P.R.** (BP-970116AA)—Pedro Roman Collazo for WVOZ(AM): change TL, ant. *May 19*

### Returned

**Paris, Tenn.** (BP-970130AB)—Benton-Weatherford Broadcasting of TN Inc. for WMUF(AM): change power, ant., add night service. *May 9*

### Filed/Accepted for filing

**Payson, Ariz.** (970512IG)—Rainbow Broadcasting Inc. for KRIM(FM): change ant. *May 27*

**Phoenix** (BPCT-970514KF)—KTVW License Partnership GP for KTVW-TV: change ant. to 510 m., ERP to 2,290 kw visual. *June 4*

**Springerville, Ariz.** (970523IF)—Double Z Enterprises Inc. for KOAZ(FM): change channel from A to C1. *June 4*

**Willcox, Ariz.** (BPH-970512IJ)—William Konopnicki for KWCX-FM: change class from C3 to C2. *June 2*

**Freedom, Calif.** (970523IG)—Elettra Broadcasting Inc. for KPIG(FM): change ERP. *June 4*

**El Cajon-San Diego, Calif.** (BPH-970513IF)—Jacor Broadcasting of San Diego Inc. for KHTS(FM): change ant., TL, ERP. *June 2*

**Garberville, Calif.** (BPH-970509ID)—Educational Media Foundation for KLVG(FM): change ant., TL, ERP. *June 2*

**Palo Alto, Calif.** (BP-970515AC)—Dame Media Inc. for WKBO(AM): change TL, power, ant. *May 27*

**Fountain, Colo.** (BMPH-970513IE)—Bison Media Inc. for KPRZ-FM: change ant., TL, ERP. *June 2*

**Columbus, Kan.** (970522IB)—Acorn Broadcasting Co. for KOCD(FM): change ERP, ant., TL. *June 4*

**Alexandria, La.** (BP-970520AB)—KDBS Inc. for KDBS(AM): change TL. *June 2*

**Winnemucca, Nev.** (BMPCT-970527KE)—Sunbelt Broadcasting Co. for KANM(TV): change main studio. *June 4*

**Newburgh, N.Y.** (BPH-970512II)—Sunrise Broadcasting of New York Inc. for WGNV-FM: change ant., ERP, TL. *June 2*

**Toledo, Ore.** (970523IH)—AGPAL Broadcasting Inc. for KZUS-FM: change ERP, ant., class. *June 4*

**McKenzie, Tenn.** (BP-970527AA)—Su-Mat Broadcasting Inc. for WHDM(AM): TL, ant. *June 4*

**Premont, Tex.** (BPH-970501ID)—Paulino Bernal for KMFM(FM): change ERP, ant., class. *June 2*

—Compiled by Elizabeth A. Rathbun

## BY THE NUMBERS

### BROADCAST STATIONS

Service	Total
Commercial AM	4,813
Commercial FM	5,458
Educational FM	1,871
<b>Total Radio</b>	<b>12,142</b>
VHF LPTV	543
UHF LPTV	1,402
<b>Total LPTV</b>	<b>1,945</b>
FM translators & boosters	2,769
VHF translators	2,283
UHF translators	2,697
<b>Total Translators</b>	<b>7,749</b>

Service	Total
Commercial VHF TV	557
Commercial UHF TV	633
Educational VHF TV	124
Educational UHF TV	241
<b>Total TV</b>	<b>1,555</b>

### CABLE

Total systems	11,600
Basic subscribers	64,800,000
Homes passed	93,790,000
Basic penetration*	68.3%

\*Based on TV household universe of 97 million

Sources: FCC, Nielsen, Paul Kagan Associates

GRAPHIC BY BROADCASTING & CABLE



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# Datebook

## THIS WEEK

**Through June 10**—*National Public Radio* public radio conference. Hyatt Regency Hotel, Chicago. Contact: Alma E. Long, (202) 414-2000.

**Through June 10**—"Electronic Retailing: The Global Marketplace." *NIMA International* European Conference. Hotel Loews Monte-Carlo, Monaco. Contact: (202) 289-6462.

**Through June 14**—18th annual *Banff Television Festival*. Banff Springs Hotel, Banff, Alberta, Canada. Contact: (403) 678-9260.

**June 9-10**—Joint convention and Mid-Atlantic States Expo of the *New Jersey Broadcasters Association* and the *Broadcasters Association of Maryland, Delaware and the District of Columbia*. Trump Plaza, Atlantic City. Contact: Phil Roberts, (888) 657-2346.

**June 9-12**—16th annual *Women in Cable & Telecommunications* national management conference. Palmer House Hilton, Chicago. Contact: Jim Flanagan, (312) 634-2343.

**June 9-13**—*Society of Broadcast Engineers* engineering management seminar. Courtyard by Marriott, Indianapolis. Contact: John Poray, (317) 253-1640.

**June 10**—Fred Friendly First Amendment Award, presented by *Quinnipiac College* to Ted Koppel. Metropolitan Club, New York City. Contact: (203) 281-8655.

**June 10-12**—Fourth annual Global DBS Summit, presented by *Link Events/Globex* and *DBS Digest*. Hyatt Regency Tech Center, Denver. Contact: (303) 714-4616.

**June 11**—Radio Mercury Awards, presented by the *Radio Creative Fund*. Waldorf-Astoria, New York City. Contact: (212) 681-7207.

**June 11-12**—Fourth annual Iberica Link, Spanish and Portuguese pay-TV conference presented by *Link Events/Globex* and *Ipetel S.L.* Meliá Castilla Hotel, Madrid. Contact: 34 1 567 5077.

**June 11-13**—1997 *International Conference on Consumer Electronics*. Westin Hotel, Rosemont, Ill. Contact: Diane Williams (716) 392-3862.

**June 11-14**—46th annual *American Women in Radio & Television* national convention. Adolphus Hotel, Dallas. Contact: Mary McBride, (703) 506-3290.

**June 12**—"Convergence: Defining the Future Through the Eyes of the Consumer," third annual *Price Waterhouse Entertainment Media and Communications Group* Global Roundtable. New York Marriott Marquis, New York City. Contact: (212) 597-3737.

**June 12**—"Meet the Alley," conference on new media content presented by *International Radio & Television Society Foundation* and *The Silicon Alley Reporter*. Pseudo Programs, New York City. Contact: John Kienker, (212) 867-6650.

**June 12-17**—20th *Montreux International Television Symposium and Technical Exhibition*, Montreux Palace, Montreux, Switzerland. Contact: +44 21 963 32 20.

**June 13**—*Hollywood Radio & Television Society/IBA* newsmaker luncheon, featuring Ted Turner. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

**June 13**—*The Museum of Broadcast Communications* 10th Anniversary Salute to Television Gala. Chicago Cultural Center, Chicago. Contact: (312) 629-6023.

**June 13**—*Nevada Broadcasters Association* 2nd annual golf tournament and Nevada Broadcasters Hall of Fame gala. Desert Inn, Las Vegas. Contact: Robert Fisher, (702) 891-0177.

**June 13-15**—ShowBiz Expo West '97, conference and trade show for the entertainment production industry presented by *Variety* and *Reed Exhibition Companies*. Los Angeles Convention Center, Los Angeles. Contact: (800) 840-5688.

**June 13-15**—"Audio on the Internet." *Audio Engineering Society* 14th International Conference. Bell Harbor International Conference Center, Seattle. Contact: Jennifer Friedman, (213) 857-9100.

**June 13-15**—62nd annual convention of the *Georgia Association of Broadcasters*. Sea Palms Golf & Tennis Resort, St. Simons Island, Georgia. Contact: (770) 395-7200.

## JUNE

**June 16-17**—1997 Forum on Cable/Telco Video Franchising, presented by *Strategic Research Institute*. Georgetown University Conference Center, Washington. Contact: (800) 599-4950.

**June 17**—*Cable & Telecommunications Human Resources Association* interactive training workshop. Discovery Communications Bldg., Bethesda, Md. Contact: Kim Ota, (562) 404-6208.

**June 17-19**—Taipei Satellite & Cable '97, conference and exhibition presented by *Cable & Satellite Magazine*. Taipei International Convention Center, Taipei, Taiwan. Contact: +886-2-778-2442.

**June 18-21**—*Native American Journalists Association* 13th annual conference. Minneapolis Regal Hotel, Minneapolis. Contact: (612) 874-8833.

**June 19**—*Federal Communications Bar Association* luncheon featuring FCC Commissioner Rachelle Chong. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

**June 19-20**—Marketing and Revenue Management Conference for Television Stations, co-sponsored by the *National Association of Broadcasters* and *Maxagrid International*. Omni Dallas Hotel Park West, Dallas. Contact: (800) 738-7231.

**June 19-21**—Talk Radio '97, educational conference, convention and exhibition presented by *The National Association of Radio Talk Show Hosts*. Century Plaza Hotel & Towers, Los Angeles. Contact: (617) 437-9757.

**June 20-22**—"Civic Journalism: Doing It Daily," workshop sponsored by the *Radio and Television News Directors Foundation* and the *Pew Center for Civic Journalism*. Tiburon Lodge & Conference Center, San Francisco. Contact: Melissa Monk, (202) 331-3200.

**June 21-24**—*Public Broadcasting Service* annual meeting. Windham Anatole Hotel, Dallas. Contact: (703) 739-5001.

**June 22-26**—UTC Telecom '97, annual telecommunications conference and exhibition presented by *UTC*. Oregon Convention Center, Portland, Ore. Contact: (503) 655-1222.

**June 23-24**—"Introduction to Telephony," regional training seminar presented by the *Society of Cable Television Engineers*. Clarion Hotel, Chattanooga. Contact: Ralph Haimowitz, (610) 363-6888.

**June 23-25**—*Wireless Cable Association* 10th annual convention and exposition. Anaheim Convention Center/Anaheim Marriott Hotel, Anaheim, Calif. Contact: (202) 452-7823.

**June 25-27**—"Technology for Technicians II," regional training seminar presented by the *Society of Cable Television Engineers*. Clarion Hotel, Chattanooga. Contact: Ralph Haimowitz, (610) 363-6888.

**June 28-July 1**—*Cabletelevision Advertising Bureau* local cable sales management conference. Hyatt Regency Chicago. Contact: Nancy Lagos, (212) 508-1229.

**June 29-July 1**—*New York State Broadcasters Association* 36th annual executive conference. Sagamore Resort, Lake George, N.Y. Contact: Mary Anne Jacon, (518) 456-8888.

**June 29-July 2**—*Cable Telecommunications Association of Maryland, Delaware and the District of Columbia* annual conference. Sagamore Resort, Lake George, N.Y. Contact: Mary Anne Jacon, (518) 456-8888.

## JULY

**July 1-4**—*Society of Motion Picture and Television Engineers Australia North Section* SMPTE '97 conference and exhibition. Exhibition Centre at Darling Harbour, Sydney, Australia. Contact: +61 2 9977 0888.

**July 9**—*The Caucus for Producers, Writers & Directors* general membership meeting. Jimmy's Restaurant, Beverly Hills, Calif. Contact: David

Levy, (818) 843-7572.

**July 9-12**—*Alliance for Community Media* 20th annual International Conference and Trade Show. Milwaukee Hilton, Milwaukee. Contact: (202) 393-2650.

**July 9-13**—10th annual *International Teleproduction Society* forum and exhibition. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (212) 629-3266.

**July 11-16**—*National Association of Broadcasters* management development seminar for radio broadcasters. University of Notre Dame, South Bend, Ind. Contact: B.J. Corriveau, (202) 775-3510.

**July 12-18**—*National Association of Broadcasters* management development seminar for television executives. Northwestern University, Evanston, Ill. Contact: John Porter, (202) 429-2559.

**July 14-16**—"Optimizing the Functionality and Cost of Set-Top Box," conference presented by *Institute for International Research*. Hyatt Regency, San Francisco. Contact: (800) 999-3123.

**July 16-17**—*Wisconsin Broadcasters Association* 46th annual summer convention. The Abbey Resort, Lake Geneva, Wis. Contact: Michelle Lukens, (608) 255-2600.

**July 16-20**—*National Association of Black Journalists* annual conference. Hyatt Regency Chicago, Chicago. Contact: Veronique Dos, (301) 405-8500.

**July 18-19**—Christian radio news directors conference, cosponsored by *wcdn-fm Cedarville, Ohio*, and *SCRIBE Media*. Cedarville College, Cedarville, Ohio. Contact: Chad Bresson, (513) 766-5595.

**July 20-23**—*CTAM* 1997 National Marketing Conference. Marriott Orlando World Center, Orlando, Fla. Contact: (703) 549-4200.

**July 23**—"Howard Beale—Mad'r Than Hell," *Hollywood Radio & Television Society* newsmaker luncheon and panel discussion. Brandon Tartikoff, moderator. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.

**July 24-25**—*Southwest National Religious Broadcasters* convention. Dallas/Fort Worth Marriott, Dallas. Contact: (405) 789-1140.

**July 25-27**—*Michigan Association of Broadcasters* annual meeting and management retreat. Shanty Creek Resort, Bellaire, Mich. Contact: Emily Horvath, 800-968-7622.

**July 26-28**—*California Broadcasters Association* 50th annual convention. Doubletree Hotel, Monterey, Calif. Contact: (916) 444-2237.

## SEPTEMBER

**Sept. 17-20**—*National Association of Broadcasters* Radio Show. New Orleans Convention Center, New Orleans. Contact: (202) 429-5419.

**Sept. 17-20**—*Radio-Television News Directors Association* international conference and exhibition. New Orleans Convention Center, New Orleans. Contact: Rick Osmanski, (202) 467-5200.

**Sept. 23**—*BROADCASTING & CABLE* Interface XI conference. New York Grand Hyatt, New York City. Contact: Circles Special Events, (212) 213-5266.

**Sept. 25-27**—*Society of Broadcast Engineers* national meeting and 25th annual Central New York SBE regional convention. Four Points Hotel and Conference Center, Syracuse, N.Y. Contact: John Poray, (317) 253-1640.

## NOVEMBER

**Nov. 10**—*BROADCASTING & CABLE* 1997 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Circle Special Events, (212) 213-5266.

**Nov. 21-24**—*Society of Motion Picture and Television Engineers* 139th technical conference. Marriott Marquis Hotel, New York City. Contact: (914) 761-1100.

## DECEMBER

**Dec. 9-12**—The Western Show, presented by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Contact: (510) 428-2225.

**Major Meeting dates in red**

—Compiled by Kenneth Ray  
(ken.ray@b&c.cahners.com)



## ESPN's cleanup hitter

**T**o say baseball has been very, very good to Ed Durso would be an understatement.

Durso, executive vice president, administration, at ESPN, has followed the bouncing hardball all through his childhood days in Massapequa, N.Y., to his current position. And the ball may keep on rolling, if his former colleagues have any say.

A former All-Ivy League shortstop at Harvard, Durso spent 10 years in the office of the commissioner of Major League Baseball wearing various hats and ultimately serving as executive vice president and chief operating officer.

Last month, former Major League Baseball commissioner Peter Ueberroth threw out Durso's name as one of the top five candidates for the vacant baseball commissioner's post.

"I'm flattered that Peter thought I might have [the right] qualities, but I'm happy with what I'm doing and anticipate I'll be here for quite a few more years," says Durso, who spent most of his 10 years with MLB under Ueberroth.

It was through his involvement with Major League Baseball that Durso wound up at ESPN, where he has been for the past eight years.

During the spring of 1989, Durso and Ueberroth began negotiating what would be Major League Baseball's first big cable television package. Turner Broadcasting Systems, SportsChannel America, USA Network and ESPN were all involved in the negotiations.

Durso, who received his law degree from George Washington University and had worked for Washington-based cable television litigators Cole, Raywid & Braverman in the late '70s, led baseball's side of the talks.

"To ESPN's credit, they understood that it was a very important piece of property," Durso says of baseball. "Everyone was pretty much in it to the end, then ESPN distanced itself from the field."

ESPN wound up getting the baseball package for a number of reasons, primarily financial ones. But Durso says the idea of a daily platform to showcase baseball helped the all-sports cable network win out. What is now *Baseball Tonight* on ESPN, an hour-long wrap-up of each of the day's games, was an idea put forth by Durso and ESPN officials.

"We really didn't know what *Baseball*



*"'Baseball Tonight' has become a show that is watched religiously by baseball fans."*

### Edwin Michael Durso

**Executive vice president, administration, ESPN, New York City; b. May 1, 1953, New York; BA, economics, Harvard University, 1975; JD, George Washington University, 1978; cable television litigator, Cole, Raywid & Braverman, Washington, 1978-79; executive VP/COO, Office of the Commissioner of Major League Baseball, New York, 1979-89; current position since 1989; m. Marilyn McCauley, May 29, 1977; children: Laura, 16; Jill, 13, Gregory, 9**

*Tonight* was going to become," Durso admits. "It was a concept that was developed jointly and has now become a show that is watched religiously by baseball fans."

ESPN's top brass liked what they saw in Durso during the negotiations and offered him a position as senior vice president/general counsel. Ueberroth had just bowed out as commissioner, and Durso thought it was a perfect time for him to move on as well.

Since joining ESPN, Durso has been instrumental in the network's professional sports acquisitions. He helped ESPN renegotiate its deals with MLB and the National Hockey League, and he is working with other ESPN officials to bring the NBA back to the network.

Last year Durso was named to his current position, giving him what he describes as "a little broader portfolio of administrative responsibilities." He now oversees ESPN's legal, finance, public relations and human resources efforts, as well as new business development.

Since Durso's arrival at the network, he has worked on selling the ESPN brand name, whether it's on a ball cap or on a Website. ESPN has gone from one network to three. It has opened a restaurant, started a magazine, set up the world's most popular Internet site and launched a series of other ESPN-labeled products.

"You can read it, you can take it in your beeper, you can call it up on your computer, you can have it for dinner, you can buy a product, you can watch it on TV," he says with a smile. "And, oh yeah—you can listen to it on the radio."

Durso says the next five to seven years are likely to be even more interesting than previous ones. ESPN will change even more than it has since he first joined the network in 1989, he predicts. As far as ESPN's success since his arrival, Durso credits everyone around him.

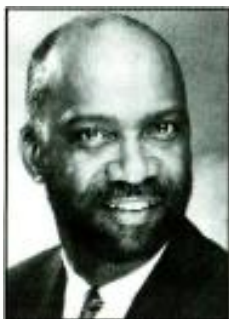
"I've been very lucky. I've been able to parlay both my avocation and my vocation into something that has been very rewarding professionally and personally," he says.

He does have one regret, though. Back in his Harvard days, the baseball team made it to the College World Series in consecutive seasons (1973-74). He counts the experience right up there with any of his professional accomplishments, but "unfortunately I played in [the series] before ESPN televised it," he says. "So my parents weren't able to watch me."

—JS

# Fates & Fortunes

## BROADCAST TV



Hewitt

**Mario Hewitt**, VP/acting GM, WVEC-TV Hampton, Va., named VP/GM.

**Linda Levy**, director, news services, broadcast division, A.H. Belo Corp., Dallas, joins KOCO-TV Oklahoma City as

news director.

**Deborah Wilson**, national sales manager, WAGA-TV Atlanta, joins WBRC-TV Birmingham, Ala., as VP/general sales manager.

**Gerry Grant**, anchor/correspondent, joins WCBS-TV New York as weeknight anchor.

**Richard Slenker**, senior VP/chief technical officer, American Sky Broadcasting, joins Fox Television Stations Inc., Beverly Hills, Calif., as executive VP, engineering and operations.



Scott

**David Scott**, co-executive producer, *Rolonda*, joins Warner Bros. Domestic Television Distribution, Burbank, Calif., as executive producer, *The People's Court*, new series originating in New York.

Appointments at WTVT(TV) Tampa, Fla.: **Vince Arnette**, VP, finance, WBRC-TV Birmingham, Ala., joins in same capacity; **Cheryl Carson** joins as VP, news.

Appointments at KJRH(TV) Tulsa, Okla.: **Deirdre Davis**, reporter/fill-in anchor, named co-anchor; **Mike Browning**, reporter/co-anchor, named senior correspondent and investigative reporter; **Chad Nye**, assignment/newsroom manager, named general assignment reporter; **Sue Perez** joins as research director.

**Courtney Brinkerhoff**, senior producer, *Philadelphia Online*, joins WTNF(TV) Philadelphia as executive producer, *Ten O'Clock News*.

**Donna Bozzo**, senior writer/producer.

WTAE-TV Pittsburgh, joins WMAQ-TV Chicago as senior producer, advertising and promotion.



Friedman

**Harry Friedman**, producer, *Wheel of Fortune*, Columbia TriStar Television, Culver City, Calif., adds *Jeopardy!* to his responsibilities.

**Carlos Vergara**, reporter, KTBC-TV Austin, Tex.,

joins KESQ-TV Palm Springs, Calif., as morning anchor.

**Carole Paling**, news director, WNDSTV Derry, N.H., joins New Hampshire Public Television, Durham, as manager, production.

## PROGRAMING



Laky

**Lisa Laky**, local sales manager, Fox Sports West and Fox Sports West 2, Los Angeles, named general sales manager/VP, sales.

Appointments at Public Broadcasting Service,

Alexandria, Va.: **Dick Hanratty**, director, broadcasting, WNED-TV/WNEQ-TV Buffalo, joins as director, PBS Plus and PBS Select (programming packages); **Glen DuBose**, managing director, WNET(TV) Newark, N.J., cultural and arts programming, and *Great Performances* series, joins as director, drama, performance and arts programming.

**Patrick Murphy**, director, production operations, Channel One Communications, joins Worldwide Television News, New York, as director, operations and engineering.

**Dan Metziga**, president/CEO, Florida Symphonic Pops Orchestra, Boca Raton, joins Oregon Public Broadcasting, Portland, as VP, development.

Appointments at Five Star Productions, Boca Raton, Fla.: **Laura Bailey-Hollander** joins as VP, programming; **Dawn Wilson** joins as production manager.

**Nina Shelton**, associate producer, *Big*

*Bag*, Children's Television Workshop, New York, named line producer.

**Peter Greene**, consultant, joins PBS Sponsorship Group, New York, as executive director.

## RADIO

Appointments at Jacor Communications Inc.: **Alene Grevey**, general sales manager, WEBN(FM), WOFX(FM) and WAQZ(FM) Cincinnati, named Cincinnati FM VP/GM; **James Meltzer**, VP/GM, WFLN-FM Philadelphia, joins WTAM(AM) and WLTF(FM) Cleveland in same capacity.

**Dennis Frawley**, general sales manager, KDMX(FM) Dallas, named GM, KEGL(FM) Fort Worth. Nationwide Communications owns both stations.

Appointments at National Public Radio's office of the general counsel, Washington: **Denise Leary** named deputy general counsel; **Lucille Pavco** and **Greg Lewis** named associate general counsels.

**Jeffrey Dvorkin**, chief journalist/managing editor, CBC Radio News and Information, joins National Public Radio, Washington, as acting VP, news and information.

## Fox appoints programming staff



Bayer



Claman



Darnell

**Cheryl Bayer**, talent agent, Creative Artists Agency, Los Angeles, joins as senior VP, comedy development; **Danielle Claman**, VP, drama develop-

ment, named senior VP; **Mike Darnell**, VP, specials, named senior VP, specials and alternative programming. Positions are located at Beverly Hills, Calif., office.



**Dina Silverman**, general sales manager, KABC(AM)/KTZN(AM) Los Angeles, joins KFWB(AM) there in same capacity.

**Scott Kolp**, sales manager, Eastman Radio, St. Louis, transfers to Dallas office; **Larry Roberts**, VP, sales, Katz Radio, New York, named sales manager, Los Angeles; **Kenny Ossen**, sales manager, Katz Radio, Los Angeles, joins New York office; **Shannon Trigony**, account executive, Katz Radio, named sales manager, Atlanta.

**John Ginzkey**, general sales manager, KFKF-FM/KBEQ-FM Kansas City, Kan., joins Mitchell Broadcasting Co.'s KQKQ-FM Council Bluffs, Iowa, KGDE(FM) Lincoln, KKAR(AM) Omaha and KOIL(AM) Bellevue, all Nebraska, as VP/director, sales.

## CABLE



Herman

appointments at Access Television Network, Irvine, Calif.; **Sheri Herman**, president, American Cybercast, joins as senior VP, programing; **Tim Tyler**, controller, named VP, finance.

Appointments at FX Networks: **Thomas Malkin**, general sales manager, TCI Media Services, joins as director, affiliate sales and marketing, Central region; **Michael Hopkins**, senior regional manager, affiliate sales and marketing, Southwest, joins as director, affiliate sales and marketing, Western region.



Neukum

**Cathe Neukum**, independent producer/director, joins Turner Original Productions' *Wild! Life Adventures*, Atlanta, as VP/executive producer.

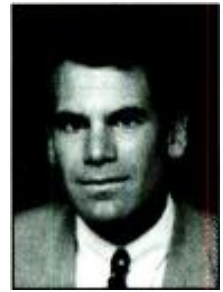
**Marjorie Kaplan**, executive VP, Lancit Media

Entertainment, joins Discovery Networks U.S. as senior VP, children's programing, and senior VP, children's products, Discovery Enterprises Worldwide, New York.

Appointments at Request's sales and affiliate relations division, Denver; **Craig Turner**, director, Northeast, named

## Rubin promoted at B&C

Gary Rubin, 36, national marketing director of BROADCASTING & CABLE, has been named national advertising director. Based in Los Angeles, he will be in charge of all advertising staff, reporting to Peggy Conlon, publisher. Rubin, a native of New York, entered the technical side of television after graduating with a BA degree in experimental video from Buffalo University. Before switching to sales with the Crain publishing organization, he held several technical positions, including a stint as news cameraman for KTTV(TV) Los Angeles. He worked for *Electronic Media* and *Advertising Age* for eight years before joining BROADCASTING & CABLE in 1993.



VP; **Michele Edelman**, director, Western region, named senior director; **Amy Kron**, account manager, Rocky Mountain region, named director.

**David Woolfson**, VP, International Global Research, Turner Broadcasting System International, New York, named senior VP.

**David Asman**, editorial features editor, the *Wall Street Journal*, New York, joins Fox News Channel there as on-air host, *Fox in Depth*.

## DEATHS

**Arthur Marion Mortensen**, 80, broadcaster, died May 20 at home in Ogden, Utah. Mortensen's broadcasting career spanned almost a half century. In 1945 he worked as a radio announcer at KLO(AM) Ogden. He soon switched to sales and later joined CBS-owned KNX(AM) Los Angeles as a salesman. Mortensen steadily ascended the broadcasting ladder. He held general manager posts at KFMB(AM) San Diego; KERO-TV Bakersfield, Calif., and KTLA(TV) Los Angeles. He was president of the Los Angeles/Kansas City division of Bonneville International Corp. and eventually president/CEO of Hughes Television Network. After retiring from Hughes, Mortensen held posts at KLO and KOOG-TV Ogden. He is survived by his wife, Doris; six children, and 21 grandchildren.

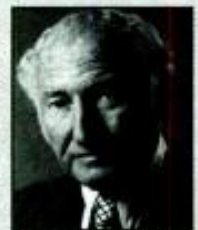
**William A. Bean Jr.**, 54, satellite marketing manager, National Public Radio (NPR), died April 30 at Suburban Hospital, Bethesda, Md., after a heart attack. In 1980 Bean settled in Washington after working for Westinghouse Broadcasting in Pittsburgh and New York. Before joining NPR in 1985 he was an account executive at WRC-TV Washington. Bean is survived by his

wife, Lynne Adrine; three children, and three brothers.

**Elizabeth L. Dahlberg**, 79, radio and television engineer, died May 20 at her home in Frederick, Md. Dahlberg worked for Frank McIntosh and Associates as a consulting broadcast engineer in 1947. In 1956 she joined the consulting radio engineering firm of Lohnes and Culver. She retired from the company in 1987. Dahlberg was a member of many professional associations. She is survived by her husband, Gustav, and two children.

## Henry J. Kaufman, 1906-1997

**Henry Julian Kaufman**, 90, advertising and public relations executive, died June 4 at Sibley Memorial Hospital, Washington, following a stroke.



Kaufman in 1976

Kaufman & Associates, Kaufman's advertising company, was one of the largest agencies in the Washington area. Started in 1929, in its heyday it had several prestigious accounts with about \$20 million in annual billing. CEO of the company for almost 40 years, Kaufman sold the firm in the late '70s and worked as a consultant to other advertising agencies.

In 1994 he received the Advertising Club's first lifetime achievement award. His wife of 66 years, Irma Ney, died in 1996. He has no immediate survivors.

—Compiled by Denise Smith  
e-mail: d.smith@b&c.cahners.com

## The Association of Local Television Stations and the network affiliate groups have agreed to scale back the number of meetings they schedule in the days leading up to the annual NATPE convention in an effort to boost buyer attendance during all three days of the NATPE exhibition. NATPE's overtures to ALTV and the affiliate groups come in response to complaints from major distributors about the lack of foot traffic on the third and final day of the exhibition, among other issues. According to NATPE officials, ALTV has agreed to drop the first day of its scheduled 1998 gathering in New Orleans, holding all meetings on the day before the trade show floor opens. In response to distributors' concerns about rising costs, NATPE President Bruce Johansen says the association is "exploring" the possibility of permanently relocating the roving convention to Los Angeles, which is closer than previous sites to most major distributors' headquarters.

PolyGram Filmed Entertainment VP **Jules Haimovitz** may be the

## Son of Time Warner's Levin killed

Moguls and Bronx teens last week mourned Jonathan Levin, schoolteacher and slain son of Time Warner Inc. Chairman Gerald Levin. The body of Jonathan Levin, 31, was discovered last Monday in his Manhattan apartment, feet bound. He had been shot in the head and repeatedly stabbed. By late in the week, police were seeking to question a former student who may have tortured Levin to obtain the password for his ATM card.

One of Gerald Levin's four children, Jonathan Levin had been a respected teacher in a Bronx high school since 1995. The crowd at a Manhattan synagogue last Wednesday ranged from kids in baggy jeans to media executives, including Sony of America President Howard Stringer, Cablevision Systems Corp. Chairman Charles Dolan and Viacom Inc. Chairman Sumner Redstone. In lieu of flowers, the family asks that donations be made to a fund for William Howard Taft High School, where Levin taught.



—JMH

**next COO of King World Productions.** King World is negotiating with Haimovitz to fill the slot that has been empty since last September when Stephen Palley left, an industry source says. PolyGram has made films including "Dead Man Walking," " Fargo" and "Mr. Holland's Opus," but has yet to make a profit, according to the company's 1996 annual report.

To keep up with the competition to its Radio AHS children's programming network, **Children's Broadcasting Corp.** Friday said it is **selling all 13 of its AM radio stations for \$72.5 million.** Details on the seller, Global Broadcasting Co., were not available. CBC said proceeds from the sale would help it compete with a new children's network from ABC Radio Group's Radio Disney. "CBC has been

forced to alter its operations because of ABC/Disney's method of entering the children's radio market," President Christopher T. Dahl said in a statement. The company will continue to pursue a suit in which it alleges that Disney is trying to drive it out of the children's radio market, he said. CBC's AMs reach markets that include New York, Los Angeles, Chicago and Philadelphia.

## Promax breaks record, presents awards

As expected, the 42nd annual Promax International and Broadcast Design Association convention in Chicago was on track last week to break Promax attendance records, with 6,850 registered for the show as of Friday morning (see story, page 17).

By comparison, last year's Promax/BDA gathering in Los Angeles drew about 6,400 attendees.

Promax is growing on the international front as well. Association officials announced last week that the fourth annual Promax Asia meeting is set for Dec. 1-2 in Hong Kong, timed to coincide with the MIP Asia program market (Dec. 4-6) and another Asian TV conference, hosted by the Cable and Satellite Broadcasters Association of Asia, running Dec. 3-5. The second annual Promax Europe meeting has been set for March 16-17 in Rome.

Back home in Chicago, Promax '97 was set to wrap up Saturday with an awards luncheon honoring, among others, its 1997 Marketer of the Year, Betty Cohen, president of Cartoon Network Worldwide and TNT International. A special Promax chairperson's award was given to industry veteran Dick Lippin, saluting his contributions to the growth of the association. Lippin's firm, The Lippin Group, has handled PR for Promax since 1991.

—CL

## Residential Communications Network settled a dispute with the city of Boston that

clears the way to extend integrated cable and telephone service in the city. RCN has offered cable service to 3,000 customers in Boston's Back Bay area while insisting it didn't need a cable franchise, provoking harsh opposition from the city, state and incumbent cable operator Cablevision Systems Corp. But last week RCN relented, agreeing to immediately pay fees and meet other burdens faced



by Cablevision. That includes paying 5% of gross revenue to the city for use of municipal rights-of-way. RCN also will have to allocate precious channel space for required public access, education and government services. For two years, RCN will operate as an open video system under FCC provisions laid out for phone companies entering the video business. During that period, however, the company will negotiate a formal franchise agreement with the city.

**The FCC last week postponed indefinitely the effective date for cable emergency alert system rules.** The commission previously said that all cable systems would have to comply with its EAS rules by July 1, but it pushed the date back to allow more time to decide how the rules should apply to small cable systems.

Boston-based **World Times Inc. is slated to assume production of Monitor Radio**, the public

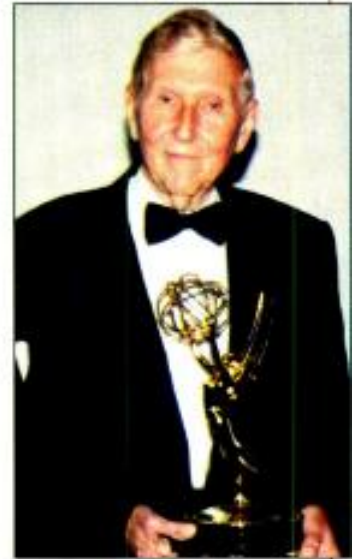
radio programming service distributed by the Christian Science Publishing Society, starting June 30. World Times is expected to rename the service World Times Radio and may collaborate with noncommercial WBUR(FM) Boston on the venture. Monitor Radio was put up for sale in mid-April by the Christian Science church.

**The FCC last week said CAI Wireless does not qualify as a Bell-affiliated video program provider.** Time Warner and other cable companies had filed applications seeking relief from rate regulation based on competition from wireless cable systems owned by CAI Wireless. The FCC's Cable Services Bureau said CAI is not currently an affiliate of either Bell Atlantic or Nynex for the purposes of determining effective competition.

Internet linking service **TotalNews has settled a lawsuit** brought against it by media heavyweights the *Washington Post*, Times

## NATAS honors Redstone

*Honored for his achievements in the industry last week, Viacom Chairman Sumner Redstone exhorted the media to use their influence to improve society. In his speech accepting the Trustees' Award from the National Academy of Television Arts & Sciences, Redstone said: "I deeply feel the impact that we in the media industry have on people around the world—particularly young people. And the responsibility that accompanies this is serious. As we go about our everyday tasks, we need to demonstrate that we know where business stops and social responsibility begins...and we need to show that we are committed to making a difference for the better in the course of human events."*



Darleen Rubin

Mirror, Time Warner, CNN, Dow Jones and Reuters New Media. The settlement of the suit, which contested the way TotalNews framed links on its Website to news content on other Websites, grants TotalNews a linking license to continue doing business as usual. TotalNews now provides links to more than 1,350 news sources in different media

from its site ([www.totalnews.com](http://www.totalnews.com)).

**Intel Corp. increased its stake in CNet Inc.** with the purchase of \$5.3 million in CNet stock from the company. Pending regulatory approval, Intel will buy more than 200,000 shares of CNet, increasing its holdings in the online information provider to 6% from its current 4.5%.

### TV stars at MOBC anniversary gala

Chicago's Museum of Broadcast Communications will celebrate its 10th anniversary on June 13 with a "Salute to Television." Making special appearances at the event will be Edie Adams, "Miss Television of 1950" and wife of TV legend Ernie Kovacs; Steve Allen, the original host of *The Tonight Show*; Larry King, CNN host; Irv Kupcinet, Chicago newspaper columnist and talk show host; Jayne Meadows, comedian/actress; Mike Wallace, CBS correspondent, and Betty White, TV actress.

Illinois Governor Jim Edgar and Chicago Mayor Richard M. Daley are honorary co-chairs of the benefit black-tie celebration to be held at the Chicago Cultural Center; Jim Dowdle, executive vice president of Tribune Co., is the general dinner chairman. For ticket information, call (312) 629-6023.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"Wilson, come in here...I'm in the mood for a merger..."

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Television* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting-Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Elsevier Inc. used under license. *Telemedia Week* is a registered trademark of Reed Elsevier Inc. ® Reg. U.S. Patent Office

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#### Incorporating The Fifth Estate TELEVISION Broadcasting

## Hold that line

It has taken 15 months for a champion to emerge from the First Amendment wreckage that is the V-chip and its attendant broadcast ratings system. At last, NBC has drawn the line. While all the other networks (and cable) are caving on the issue of content ratings (S for sex, V for violence, L for language) NBC has said it won't venture a step beyond fine-tuning the age-based system that is now the industry standard.

Or, put another way, it has taken 28 years for the industry to produce a network president with enough courage in his convictions to stand up to Congress. The last time was in 1969, when CBS President Frank Stanton told John Pastore of the Senate Communications Subcommittee that he would not yield to demands to prescreen programs for the NAB's television code board. Pastore's initiative was the V-chip of its time. Even though ABC and NBC, then the only other networks, were willing to go along, CBS's opposition carried the day.

NBC faces a tougher task. The opposition—the President, Congress, the FCC, public interest groups—has been emboldened by prior capitulations, beginning with the Children's Television Act of 1990, which led directly to the FCC's 1996 requirement that all stations broadcast three hours of children's educational programs each week. The V-chip preceded the requirement in March last year. This page opposed all those lowerings of the First Amendment bar, to no avail.

It is said that the broadcast ratings system is voluntary. It is not, as the recent furor over the age-based system demonstrates. The government will not be satisfied until it has a hook into every television show in the land, and the power to pull it. The industry cannot rest until it has pushed back this threat one more time—if necessary, going to court.

The bad news is that this is not the last threat, only the latest. The good news is that NBC President Bob Wright is willing to take the heat, inside and outside the industry, for

the sake of his network, his medium and his country. It's about time Frank Stanton had a successor.

*Postscript:* In 1969, numbers of CBS affiliates sent TWXs (the prevailing form of intranetwork communication) to Dr. Stanton—some in support but many urging him to give in to Pastore, who was promising a bill to protect broadcasters from competitive challenges at license renewal. In 1997, it strikes us as appropriate for affiliates of all six networks to make themselves heard in support of Wright's and NBC's position. For the most part, stations have left this issue to the networks. It's time they, too, stood tall for the First Amendment—their First Amendment. That's: *Bob Wright, NBC, 30 Rockefeller Plaza, New York, N.Y. 10112.*

## Appointment TV

E! Entertainment has announced its intention to wean itself from the off-broadcast shows on its schedule and go all-original by fall 1998. Boldness is nothing new for the network that brings you *Talk Soup* and *Howard Stern*.

E! is one of a number of cable networks that have decided to boost original production and begin creating more "appointment" programming. It likens the move away from acquired product to kicking a heroin habit. We wouldn't go that far, nor would the medium in general: three of the top 20 basic cable shows two weeks ago were episodes in a *Beverly Hillbillies* marathon.

Cable has been knocked for its reliance on recycled broadcast fare, but such shows also have been the lifeblood of many an independent broadcast station.

The move of E! in particular and cable in general toward more originals is a natural step in the maturation of the medium, but we think there will always be room—and with the advent of digital, likely lots of room—for appointments with old friends as well as new.

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**Broadcasting & Cable**  
The Newsweekly of  
Television and Radio  
Founded 1931

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Broadcasting & Cable Yearbook: 800-521-8110

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