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Nickelodeon's Herb Scannell Tooning Up For Kids Cable Race

SPECIAL REPORT

Station trading
tops \$23B in '97

Clinton/Kennard push
free TV time for pols

Media gain from
Clinton pain

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media

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We'll cover Nagano better than the snow.



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Fast Track

Must Reading from

**Broadcasting
& Cable**

February 2, 1998

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DTV, ownership rules top Kennard schedule A series of TV- and cable-related rules will be topping FCC Chairman William Kennard's agenda. Broadcasters won't have to worry anytime soon about an FCC inquiry into televised alcohol advertising. / 6

Clinton/Kennard push free TV time for pols The day after the President said he would "formally" ask the FCC to move on a free or reduced-cost airtime plan for political candidates, FCC Chairman William Kennard said he plans to do just that. / 7



It now looks as though UPN will deal with Buena Vista Television for 'Rugrats' rather than Mickey and company. / 8

FCC delays DTV decision Commissioners had hoped last week to complete a revised plan for matching each station with a channel for digital broadcasting. But regulators pulled the issue from their Jan. 29 meeting at midweek. / 7

Media gain from Clinton pain Cable news channels have received the biggest ratings boosts from coverage of the Clinton sex scandal, but everything from morning news to Sunday talk shows to State of the Union broadcasts has attracted more viewers. / 10

SPECIAL REPORT Living large in 1997

Station trading continued its rapid pace through last year, but brokers expect a significant drop in dollar volume and transactions in 1998. / 32



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NBC Bowls over competition The numbers for NBC's Super Bowl XXXII broadcast did not break records, but they were huge nonetheless, at an estimated 133.4 million viewers. / 61



A major event like President Clinton's sex scandal may bring American viewers more news, but less reporting. / 62

Women out of the spotlight at nets A study from Southern Illinois University shows minorities gaining recognition at network news organizations, while women are dropping from the spotlight. / 61

PBS takes free-time offensive PBS is planning

to offer congressional candidates in the 1998 midterm elections free prime time slots. Even more time may be available to presidential candidates in 2000. / 66

COVER STORY

Nickelodeon: Tooning up for kids cable race

Now in his 10th year at the network, Nickelodeon's Herb Scannell believes his "kids first" programming will continue to grab ratings and advertisers. / 12

Cover photo by Tom Sobolik/
Black Star; cartoon figures by Nickelodeon



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Lifetime takes 'Five' Lifetime won the bidding war for off-network rights to Columbia TriStar Television Distribution's *Party of Five*. The cable channel dished out \$500,000 per episode for the Fox drama. / 70

S-A to ship million set-tops Scientific-Atlanta says it holds an 18-month technological lead over competitor General Instrument and will ship just under 1 million of its Explorer 2000 digital set-top boxes this year. / 71

Hughes is bullish on DirecTV DirecTV will increase subsidies for new subscribers to more than \$400 this year, compared with the high \$300s last year. The move accelerates DirecTV's take-no-prisoners approach to gaining market share but pushes the break-even point into 1999. / 72



Discovery will open a superstore in Washington. / 74

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WNBC launches new chopper New York's NBC O&O WNBC is flying over Manhattan with a new ENG helicopter, the first twin-engine newsgatherer in the U.S. / 77

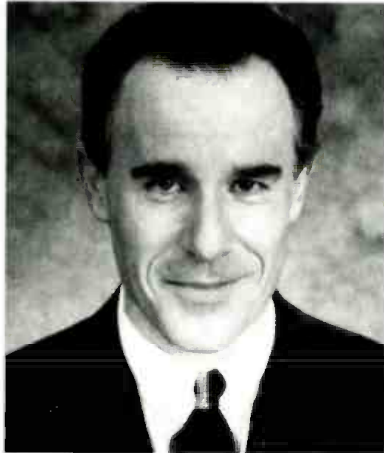
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Jay Monahan

1956-1998



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An admired friend.

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Top of the Week

Battle lines form over free airtime

Congress says FCC doesn't have jurisdiction to mandate obligation; broadcasters agree

By Chris McConnell

President Clinton's call last week for free political airtime drew an FCC response—and touched off a partisan battle—in no time.

The day after the President said he would "formally" ask the commission to move on a free or reduced-cost airtime plan for political candidates, FCC Chairman William Kennard said he plans to do just that. Two more Democratic commissioners chimed in with support for a political airtime initiative, while Republican lawmakers threatened to block the move.

"Only the Congress can enact this or any other kind of programming obligation on broadcasters," Senate Commerce Committee Chairman John McCain (R-Ariz.) said. And House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) faced off with Kennard over the phone during a conversation in which Tauzin said the airtime plan would constitute



In his State of the Union address, President Clinton called on the FCC to look into requiring free or lower-cost time for political candidates.

the worst start ever of any FCC commissioner.

The strong statement followed word of Kennard's plan to propose a free or discounted-cost airtime rule within two months. "It's clear that the campaign finance system is broken in this country," Kennard said. "I want the FCC to be part of the solution."

Kennard listed few details of the solution he hopes to launch as a rule-making proposal. But he conceded that the plan will call for mandated free or discounted airtime for state and federal candidates seeking access to the airwaves. The plan will not apply to cable but may apply to radio.

The proposal will focus "primarily" on the channel that broadcasters are receiving for digital television, although Kennard said he is not ruling out a transitional requirement for current analog channels as well.

FCC sources say the chairman had planned to launch the effort as a notice of inquiry. Last week, however, Kennard said that Mass Media Bureau staff instead were preparing a rulemaking proposal—which in the FCC regulatory process is one step closer to actual rules.

"The important thing is to get the [air]time on the table," Kennard said of the plan. He added that before adopting final rules, he wants to hear advice from the vice president's advisory

FCC delays DTV decision

TV stations will have to wait a little longer to see the FCC's final decision on assigning digital TV channels, but those seeking to hang on to channels in the 2-6 range will likely find the revised rules worth the extra time.

Commissioners last week had hoped to complete a revised plan for matching each station with a channel for digital broadcasting. But regulators pulled the issue from their Jan. 29 meeting at midweek. "We are working very hard to tie up a couple of loose ends," FCC Chairman William Kennard said of the delay.

One of the loose ends is the question of which channels will constitute the "core spectrum" into which all broadcasters will be packed once the industry returns its analog channels to the government.

The commission's original plan called for placing all broadcasters between channels 7 and 51 and then auctioning the analog spectrum they would return to the government.

Several broadcasters have since lobbied the commission to keep channels 2-6 within the core spectrum. And last month, representatives Billy Tauzin (R-La.) and Dennis Hastert (R-Ill.) wrote Kennard to push for keeping those channels in the core.

FCC sources say commissioners are willing to do so, but last week had not decided whether to tack the extra

channels onto the core spectrum or shift the core group from channels 7-51 to channels 2-46.

One issue is whether expanding the core spectrum by 30 mhz would cut into the revenue the government hopes to reap from its auction of the returned channels. Last year, lawmakers and the President struck a budget deal that counts on raising \$5.4 billion in 2002 from an auction of analog TV spectrum.

The Congressional Budget Office says that it has not calculated how an expanded core spectrum would affect the revenue projections. An Office of Management and Budget official would not comment on whether the White House has reworked its revenue estimates to account for an expanded core spectrum.

But several FCC officials said that the commission could add channels 2-6 to the core spectrum without cutting into the auction returns. They pointed to new legislation that enables the FCC to auction unassigned TV licenses for which it receives competing applications. (The authority does not apply to the digital channels already assigned to existing broadcasters.)

Officials estimate that they may be able to auction some 1,300 new digital stations once the transition to digital broadcasting is complete. FCC sources also say they expect the commission to wrap up its work soon—possibly this week.

—Chris McConnell

committee on public interest obligations in the digital age.

That group, commonly known as the Gore commission, is not expected to complete its work before the fall. Citing the schedule, Kennard conceded that the FCC will not be able to adopt final rules before the November elections this year.

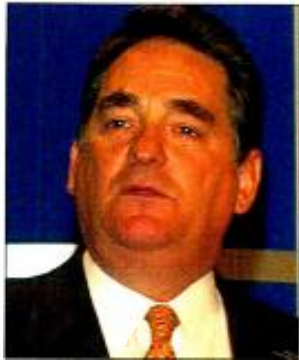
But the FCC chairman should have little trouble meeting his target for launching the rulemaking effort. Commissioners Susan Ness and Gloria Tristani said that

they support exploring a free or reduced-cost airtime plan. Their support will give Kennard the necessary three votes to get the rulemaking rolling.

"Citizens are rightly concerned about the massive amounts of money needed to run for public office today," Ness said. And Tristani added: "Free or reduced-cost airtime may be a tangible way for broadcasters to help meet their public interest obligations."

The statements followed a State of the Union address in which Clinton, as expected, renewed his calls for free airtime: "We have to address the real reason for the explosion in campaign costs: the high cost of media advertising. The airwaves are a public trust, and broadcasters also have to help us in this effort to strengthen our democracy."

While the Democratic FCC commissioners were quick to respond, Repub-



Tauzin on Kennard: Off to the worst start of any new commissioner in history.

lican lawmakers were equally quick to threaten a battle over the commission's authority to impose a free-airtime requirement. Sources say both Senate and House lawmakers are considering resolutions opposing the FCC's authority to impose the requirements.

"If the FCC attempts to unilaterally impose these new requirements without first consulting Congress, there will be a war on Capitol Hill," said Ken Johnson, spokesman for Tauzin.

Sen. Conrad Burns (R-Mont.) added he plans to offer legislation that would block the commission from imposing an airtime requirement.

Even a staffer for House Commerce Committee ranking Democrat John Dingell voiced "serious concerns" about Kennard's plan: "What's the FCC's authority here?"

Republicans at the FCC were asking the same question. "I do not believe...

that our general mandate to regulate in the public interest entitles the FCC to engage in election reform," Commissioner Michael Powell said. An aide to Commissioner Harold Furchtgott-Roth also said that the commissioner feels Congress, not the FCC, should address the issue.

Broadcasters offered similar thoughts as they protested Kennard's proposal. "The Federal Communications Commission has no authority to mandate free airtime," said

NAB President Eddie Fritts.

"[Candidates] are getting a heck of a bargain as it is right now," added Pappas Telecasting President Harry Pappas, citing the rates candidates pay under the existing "lowest unit charge" rules. Those rules, which are mandated by law, require stations to offer candidates seeking commercial airtime in the weeks before an election the lowest rates charged for particular time slots. The NAB estimates that the rules give candidates on average about a 30% discount from what other advertisers pay.

Broadcasters long have complained that complying with the existing rule creates administrative headaches. But several insisted that they prefer lowest unit charge to no charge.

"Is this about access or about control?" asked Tribune Vice President Shaun Sheehan. ■

Kennard corks liquor ad inquiry

Agenda includes V-chip rules, launch of DTV must-carry proceeding in March

By Chris McConnell

Broadcasters won't have to worry anytime soon about an FCC inquiry into televised alcohol advertising.

"I am cautiously optimistic we can reach a voluntary industry restraint on this," Kennard said Friday in outlining his agenda for 1998. "I was heartened that we made it through the holiday season without seeing a rash of liquor ads on the airwaves."

Although he didn't rule out action on a liquor inquiry, Kennard said the issue is not high on his list of priorities for the agency.

That agenda includes a series of TV- and cable-related rules. Kennard said

he hopes to launch an inquiry on the newspaper/TV crossownership rule and a host of other rules in February (see story, page 24). He also hopes to wrap up the FCC's review of the TV ratings system and technical specifications for the V-chip early in March.

Other items on Kennard's 1998 cable/broadcast agenda:

- A rulemaking proposal on digital TV must-carry and digital public interest obligations, slated for February or March;

- Rules on fees for ancillary digital TV subscription services;

- A completion of the FCC's review of TV ownership and attribution rules;

- Rules on broadcast tower siting;

- Rules on cable ownership limits;

- DBS service rules, including DBS public interest obligations;

- Revised cable program access rules;

- Rules on the use of TV and wireless receiving antennas by viewers living in apartment buildings;

- Completion of the FCC's review of Equal Employment Opportunity rules;

- Proposals to advance female and minority ownership in communications;

- New rules for choosing license winners from competing applications.

"This is a very ambitious agenda," Kennard said. He added that the rulemaking on digital TV public interest obligations will incorporate the rulemaking on candidate airtime that he is preparing (see story, page 6). ■

Disney smells a 'Rugrat'

BVT says UPN backed out of kids pact; UPN's Valentine says deal was never done; netlet turns to Nickelodeon

By Joe Schlosser

It was supposed to be a match made in Fantasyland—Buena Vista Television sending a daily block of Disney cartoons to UPN in a long-term deal that was to start in fall 1999. Buena Vista would get the distribution it sought for its Disney/Kellogg Alliance and UPN would receive a major brand name to help establish its daytime lineup. But now it looks like it will be *Rugrats* on UPN rather than Mickey and company.

The proposed deal was leaked at NATPE two weeks ago, and a "handshake" agreement was in place, according to Buena Vista executives. But on Jan. 24, just after the final items were being put in place on Buena Vista's side, UPN executives got cold feet.

Sources say Viacom Chairman Sumner Redstone cooled on the idea of putting Disney product on the Viacom-owned network and nixed the deal. Redstone reportedly wanted to put programming from Viacom's successful children's cable network Nickelodeon on UPN instead. UPN head Dean Valentine denies it was Redstone's decision; he says that he made the call on his own.

"Michael Eisner is a very important person at Disney, and Sumner Redstone is a very important person at Viacom, but at the end of the day I make the final decisions about what is right and not right for UPN," says Valentine, the former president of Walt Disney's television and television animation divisions. "And I'm the one who made this decision. I did not believe that we could ultimately see our way clear to a deal that would be in UPN's best interest."

He says the Buena Vista deal was never finalized and that "there were a lot of substantive issues" that got in the way. Valentine says he officially turned his attention to Nickelodeon last Monday, two days after telling



First, it was Buena Vista cartoons that were going to be on UPN. Now it will be Nickelodeon shows like 'Rugrats' (above). UPN's Dean Valentine explains: "I did not believe that we could ultimately see our way clear to a deal [with Buena Vista] that would be in UPN's best interest."



Buena Vista executives that any deal with them was off.

Valentine says that when UPN first became a broadcast network in 1995, the original plan under then-network president Lucie Salhany was to use Nickelodeon cartoons on the network. He says that those plans somehow fell through but are now alive once again. UPN is reportedly seeking a mix of first-run and library Nickelodeon product, similar to what it sought from Buena Vista. Any deal with Nickelodeon would mark the cable network's first venture into syndication.

"The financial guys from both sides are talking, and I'm optimistic that something is going to happen," Valentine says of talks with Nickelodeon. "We would, of course, like to get the highest-quality material they can provide, and we want to be in the children's business. We think it's a business that can be very successful if done right."

While Valentine has gone in a different direction, Buena Vista executives have been left shaking their heads in

disbelief. They contend UPN "renege[d]" on a deal that they believed was all but on the books.

"UPN was going to make a substantial amount of money from the deal," said one Buena Vista executive last week. "Every UPN affiliate was going to have access to a guaranteed pool of advertiser dollars, and we were obviously going to get four strips on the air instead of the three we currently have."

The deal between UPN and Buena Vista was for a two-hour block of Disney animated programming to run on the network six days a week (all but Saturday). Programs were to include Disney's *Doug*, *Hercules* and *Pepper Ann*—all animated shows that currently fall under the Disney/Kellogg Alliance. The alliance is a presold advertising deal that was formerly known as The Disney Afternoon.

Some of the programs proposed for the UPN deal were to be original and some library product. Buena Vista has been syndicating animated programming for 12 years and has two half-hour strips cleared in 90% of the country and another half-hour in more than 70%. The benefit for Buena Vista of such a deal would have been a certain 70% clearance for four of its series. And Buena Vista executives are still wondering how the UPN affiliates are going to get a better deal than the one they proposed.

"We were guaranteeing a certain number of first-run episodes for UPN. In addition to that we were going to let them have input into the schedule," a Buena Vista executive says. "How are they going to be able to put together a better deal? If I were a UPN affiliate I would be expecting first-run, broadcast-only episodes of *Rugrats*, *Hey Arnold* and *Real Monsters*."

"We would still make this deal. This has never been about a mutual backing out. They pulled back, not us. We assumed we had made a deal," the Buena Vista executive says. "We'll go on from this and start securing distribution for those programs. I don't think we'll get four shows on in a two-hour block. I don't think that deal is now possible. But we'll be fine." ■

TBS, NBC huddle on new ball game

Losers in NFL bidding talk about forming own league

By John M. Higgins

The losers in the contest for NFL TV rights are considering returning to the field with a league of their own as NBC and TBS Inc. contemplate launching a rival professional football league.

The two companies said Friday that they are in detailed discussions about the feasibility of starting a football league. Their analysis will continue for at least two more months.

Time Warner subsidiary TBS confirmed the discussions but would not comment further.

Sources familiar with the talks say that they began immediately after the broadcaster and the cable network lost the bidding for NFL rights last month.

For \$4 billion over eight years, CBS snagged broadcast rights for AFC games that NBC had held, while ESPN shut TBS's TNT out of the bidding for

the cable package they had been sharing by agreeing to pay \$4.8 billion. ABC and Fox kept their packages.

Although TNT was locked out, Time Warner Vice Chairman Ted Turner doesn't want it to stay that way. "Ted has always said, 'Don't rent it, buy it,'" says one cable executive familiar with the discussions. That approach has worked for Turner with World Championship Wrestling, which has become a cornerstone of TNT's prime time lineup, but has failed with the Goodwill Games. Turner started the games with the thought of "owning the Olympics," but so far they have lost tens of millions of dollars every four years.

An NBC executive says that NBC Sports President Dick Ebersol loves the idea of forming a new league, but that the two companies are miles away from making any commitments.

Other than the obvious idea of putting the first teams in markets where

NBC has owned-and-operated stations, no conclusions have been reached about the operation, the executive says.

The challenges are huge. Other startups have attempted to take on the NFL and the NBA over the years, only to go down in flames and lose millions. "TWF" or "Turner/Welch Football"—as one cable executive calls it, referring to Turner and Jack Welch, chairman of NBC parent General Electric Corp.—would have to secure coaching and playing talent good enough to draw fans.

However, another media executive says that CBS had been studying precisely the same idea in case it lost the NFL rights bidding. Wall Street analysts say that the idea was worth studying. Says PaineWebber Inc. media analyst Chris Dixon: "The networks paid \$17 billion for the rights for eight years. You could buy every team in the league for a fraction of that. Why not own all the rights in perpetuity?"

Paxson goes 20 for 20

With Chicago buy, it will be first in all top 20 markets

By Sara Brown

But Paxson is about to make history.

With the purchase this week of WCFC-TV Chicago for \$120 million cash plus an option to buy KWOK(TV) Novato/San Francisco, Calif., valued at \$8 million, Paxson Communications Corp. will become the first television group ever to own stations in all top 20 markets.

Unlike many of Paxson's stations, which lie on the fringes of their assigned DMAs, WCFC-TV broadcasts from the heart of the city. Although until now it has operated as a not-for-profit Christian station, it is well established in Chicago, boasting 21 years on the air. The station already is carried on 88% of the city's 1.95 million cable homes, one of Paxson's highest rates of carriage.

Nielsen's top 20 markets are a prize constituting nearly 44% of the 98 million U.S. TV homes. That's almost 70% of Pax Net's total coverage.

But Chicago is only the first step in Paxson's plan to reach 83% of U.S. TV homes by Pax Net's August launch. In addition, Paxson has confirmed reports that the company is close to deals for stations in San Antonio, Tex., and Syracuse, N.Y. Those markets would raise Paxson's coverage another percentage point, to nearly 65% of the U.S. Furthermore, Paxson will win at least five construction permits in FCC auctions (see "Closed Circuit," page 12).

"Other people create a network and then go around getting affiliates. We did it a little differently," Paxson says. "We acquired the affiliates first so that the stations and the network are all part of the same company."

In addition to acquisition plans, Paxson is working on affiliation contracts with independent stations across the country. He also plans to combine the benefits of broadcast and cable by buying his way onto cable systems in markets where the network does not have a broadcast presence.

Pax Net's top 20 market lineup

63 stations reaching 63.7% of U.S. TV homes

DMA	City	Station(s)
1.	New York	WPIX-TV*/WFX-TV
2.	Los Angeles	KPIX(TV)
3.	Chicago	WCFC-TV*
4.	Philadelphia	WPPX-TV
5.	San Francisco	KPIX-TV
6.	Boston	WFSB(TV)/WSPX(TV)**
7.	Washington	WPKW(TV)/WPPX-TV+
8.	Dallas	KPRC-TV
9.	Detroit	WDSB(TV)*
10.	Atlanta	WPXA-TV
11.	Houston	KPRC(TV)
12.	Seattle	KSCZ(TV)*
13.	Cleveland	WPPX-TV
14.	Minneapolis	KPRC(TV)
15.	Tampa	WFPX(TV)
16.	Miami	WPKM(TV)
17.	Phoenix	KPRC(TV)/KALM(TV)
18.	Denver	KPRC-TV
19.	Pittsburgh	WCFC-TV*/Ch. 40 (awaiting new calls)
20.	Sacramento, Calif.	KCMR(TV)*

* Is buying/option to buy

** Time Brokerage Agreement

+ Affiliate

Paxson also has a TBA and option agreement for WPKM-TV Atlanta/10 and is buying KSCZ(TV) Seattle/12, which will not be Pax Net affiliates but will continue to program InfoMail TV. Paxson has an affiliation for InfoMail with WTVB(TV) Philadelphia/4, which has not signed an affiliate agreement for Pax Net.

Ratings' rising tide

The big story lifts all the TV networks

By Paige Albinak

The Clinton sex scandal has given cable news networks the biggest ratings spikes, but everything from morning news to Sunday talk shows to State of the Union broadcasts has gained from the President's pain.

Among broadcast networks, ABC's ratings have jumped the most during the scandal. But ABC had the farthest to climb.

ABC News with Peter Jennings was down 7% during the current season—the only nightly news whose ratings dropped last year (B&C, Jan. 5)—and has been coming in at number two or three recently. In response, ABC last month sent some veterans back into the trenches.

Sam Donaldson, famous for interrupting presidents, returned to the White House while his *This Week* co-anchor Cokie Roberts went back to the Hill.

ABC's timing proved fortuitous. "This [the presidential crisis] comes along and wow! It was like the gods of war are good—they gave this old soldier one last battle," Donaldson said. "All reporters like to cover important stories, and this is an important story."

NBC's *Meet the Press* on Sunday at 9 a.m. ET and *Sunday Today* at 8 a.m. ET took number one and two, respectively. ABC's *This Week* came in second and earned its highest marks since its Aug. 31, 1997, program immediately after the death of Princess Diana.

CBS, typically in third place, is struggling still. It was third to jump on the breaking story: CBS also pulled the lowest ratings for the State of the Union address, and its Jan. 25 *Sunday Morning* took last place among the Big Three with a 3.2 Nielsen rating/10 share.

CBS brought former White House correspondent Rita Braver back 10 days early from a six-week leave. "I came back because ... generally, when there is a big story it's all hands on deck at CBS," Braver says.

If the viewers haven't been especially generous to CBS with ratings, the critics have shown more appreciation for Dan Rather and company. "I think CBS has done the best job of keeping

some dignity," said Tom Shales, television critic for the *Washington Post*. "They are trying to exert as much caution as possible, even though they are caught in this raging river of rumors, innuendo and allegations."

Ratings leader NBC has done little to change, except to position the broadcast and two cable networks to its advantage.



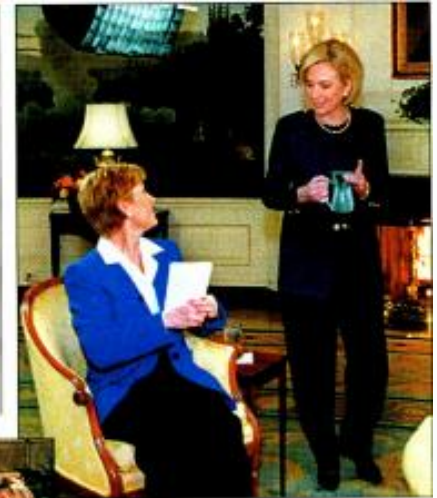
Hillary Clinton made the media rounds last week, including appearances on NBC's 'Today' (above) and ABC's 'Good Morning America' (top right).

"We use NBC's correspondents from time to time, and we have access to their editorial information in our computers," says Kevin Magee, CNBC's executive producer for market hours. "We know what NBC News knows and have access to the pictures that NBC News has."

After ABC claimed the story's broadcast scoop, it set some other high-water ratings marks. The network's State of the Union address coverage knocked off NBC for the night, albeit by the slightest of margins. ABC notched a win with 15.69 million viewers and a 10.9/16, 15% higher than last year's 9.5/14. NBC took a close second with 15.49 million viewers and an 11/16, 20% higher than last year's 9.2/14. CBS came with an 8.1/12, 8% higher than last year's 7.5/11. Fox had the biggest jump, gaining 35% over last year with a 3.1/5, up from 2.3/4.

The universe of viewers for the speech, which includes the four broadcast networks and the four cable news networks, hit 75 million viewers—compared with the 55 million who watched the networks figure out on air how to handle the incoming O.J. Simpson civil trial verdict last year.

Hillary Rodham Clinton's appearance on two morning talk shows—NBC's *Today* show and ABC's *Good Morning America*—also proved to be ratings high points.



The first lady's chat with NBC anchor Matt Lauer last Tuesday gave the *Today* show its second-highest rating—a 7.2/29—since Nielsen started its peoplometer service in 1987. The first half of that show, when the interview took place, hit an 8.0/31. *Today's* highest full-show rating ever, a 7.3/26, came during coverage of the San Francisco earthquake in 1989.

The next day, the First Lady appeared on *Good Morning America*, giving that program a 5.6/20, a 33% ratings jump and the win over regular leader *Today*, which averages a 5.3/22 during a regular week. *Good Morning America* is number two, with a 3.4/14 average. CBS's *This Morning* typically comes in around 2.7/11.

Although the networks have thrown a great deal of special coverage at this story, the Clinton scandal is the kind of national news event tailored for the cable news channels.

CNN's ratings nearly doubled from Jan. 19 to Jan. 25, to a 0.8/1.6 in cable homes that have CNN, from a 0.4/0.9 average the week before.

CNBC's ratings are up 57% over this time last year, Magee says. And CNBC's prime time talk show, *Hardball with Chris Matthews*, hit its highest ratings ever. Ratings peaked on Thursday, Jan. 22, at a 1.3, says Rob Yarin, CNBC executive producer. In comparison, during the last quarter the program averaged a 0.5 rating.

For its part, Fox News Channel has added a special program, anchored by former ABC White House correspondent Brit Hume, that airs weeknights from 6 to 7 p.m. FNC's ratings have jumped from a 0.2/0.3 average to a 0.3/0.6 average the week the scandal broke.

Networks go for silver

With Olympics giving CBS strong claim on February sweeps, competition is high for second place

By Barry Garron

CBS Television President Leslie Moonves has declared victory even before the first shot has been fired.

"I'll predict right now that we will win the February sweeps," he says. "That's because we have the Olympics."

Four years ago, when the nation was gripped by Tonya Harding-Nancy Kerrigan mania and the East Coast was battered by winter storms, CBS's prime time Olympic rating was a spectacular 27.8. On figure skating nights at Lillehammer, Norway, ratings jumped to 48 and 44, making the shows the sixth- and eighth-most-watched of all time.

Two years earlier, the winter Olympics in Albertville, France, earned CBS an overall Nielsen rating of 18.7. That didn't break any records, but it did provide a solid sweeps victory.

This year, says Dana McClintock, director of Olympic communications for CBS Sports, "our ad guarantee is just slightly above Albertville."

CBS coverage will be spread over 128 hours, 54.5 of them in prime time. Although the opening ceremonies on Sunday (Feb. 8), the downhill skiing and the hockey games will be live, most events will be taped and edited, including figure skating, which will be seen on 10 nights.

That raises a question for all other networks and cable channels: When you know you won't win, what's the best way to lose?

Different networks have different answers. Fox, ABC and The WB plan to fight back with original programming. NBC will wallpaper its schedule with reruns, albeit reruns of TV's most popular shows.

UPN has a mocking response—its own *alt.games*, a parody of the Olympics.

"There's no way that we are going to lay down and die for a tape-delayed Nagano Olympics," says Peter Roth, president of Fox Entertainment Group. "We're going after them."

ABC considered—and rejected—a less aggressive strategy. "As soon as we saw that NBC was putting repeats everywhere, we called our affiliate relations department," says Jeff Bader,

ABC vice president, program planning and scheduling. A poll of affiliates showed that the stations wanted ABC to put up a fight.

The WB, in the midst of ratings momentum, will confront the Olympics with original episodes of its series.

NBC executives have suggested that, for them, counterprogramming may be counterproductive. The Peacock network has a lock on the Olympic Games for the next decade. Tarnishing the franchise in February may produce short-term gains at the expense of long-term success.

Industry analysts, however, suggest another reason for the large number of NBC reruns in February. "This gives



ABC plans a 'Wedding' for the sweeps.

NBC the opportunity—rather than see those shows get clobbered—to extend their first-run season by a week," says Bill Croasdale, president of the national broadcast division at Western International Media. ■

SAG walks out on Saban

By Joe Schlosser

After an overwhelming response from its members, the Los Angeles-based Screen Actors Guild has ordered its nearly 100,000 constituents to "immediately" boycott Saban Entertainment productions.

SAG executives claim the children's entertainment giant severely underpays its talent and production staff, offering little or no overtime compensation or health benefits. The Guild singled out Saban's popular live-action series *Mighty Morphin Power Rangers* for taking advantage of its employees. Saban denies the allegations.

"This is the only employer in the industry of its size and amount of production and amount of income that is not operating according to common industry standards for wages and working conditions," SAG President Richard Masur says. "In most cases, it's less than half of what the standard compensation would be.

"And if you factor in that there is no pension or health, no overtime paid and that there are no residuals or any income flowing from the hundreds of millions, if not billions, of dollars Saban is taking in through merchandising, it's ridiculous."

Saban, which merged two years ago with News Corp.'s Fox Kids Network

to form Fox Kids Worldwide Inc., calls the Guild's allegations "categorically untrue" and says the company is "outraged by the false statements made by SAG." A spokesman for the company, which recently purchased The Family Channel for \$1.9 billion, said executives have not ruled out a possible defamation lawsuit against SAG.

Masur says SAG executives have been trying for many months without success to talk with Haim Saban, the company's founder and now the head of Fox Kids Worldwide. Saban executives contend they initiated conversations with SAG in early 1997 that went on for "many, many months" without success.

"The representatives at SAG don't understand the economic model of the kids TV business," one Saban executive said last week. "The agreements that exist at SAG are all prime time models and that's where our frustrations with them come from. After months of conversations, we couldn't come to any kind of an accord."

One former Saban executive says the top talent on show's like *Mighty Morphin Power Rangers* last only a season or two before concluding they are underpaid. "Haim is making a fortune and I think people are realizing, 'OK, he just bought a \$2 billion company and he has plenty of money and I'm getting a hundred dollars a week.'" ■

@Home, Road Runner merging?

By John M. Higgins

The two cable high-speed Internet services @Home Corp. and Road Runner are in "serious" discussions about merging.

The combination would have an absolute lock on the cable industry. @Home would have potential access to some 45 million basic cable subscribers and pass a total of 77 million homes, although most won't be ready for high-speed data for a while.

The talks were spurred by December's proposed deal to combine Time Warner's Road Runner with UMG's MediaOne Express services. Time Warner's and UMG's sudden willingness to team up in the high-speed Internet business spurred a new round of talks, sources say.

Although it has only 50,000 subscribers, @Home is valued at more than \$2.7 billion on the stock market. Road Runner serves 30,000 subscribers, while MediaOne Express serves about 10,000.

Neither @Home nor Road Runner would comment. Cable executives familiar with the discussions, however, say that the main obstacle centers on valuation and Time Warner's desire to have at least as much control as @Home's founding partner, Tele-Communications Inc. TCI owns about 40% of @Home's equity but controls all of its voting stock.

The other problem is valuation. @Home set an amazing precedent in October when it agreed to bring Cablevision Systems Corp. into the fold by giving stock to the stock at the same price that founding shareholders received—just 50 cents a share vs. the \$23 trading price at the time. That \$240 million deal amounted to a launch fee of \$44 per home passed and up to \$369 for each @Home subscriber that Cablevision is likely to deliver.

Sources say that UMG and Time Warner aren't necessarily holding out for that sweet a deal. But they do want their venture priced at a rich private-market value that could give them over \$1 billion in stock. ■

Closed Circuit

HOLLYWOOD

'Nothing' doing on cable?

If station sources are correct, the second cycle of off-network *Seinfeld* will likely have a cable window. The question now, they say, is whether the window will kick in at the start of the cycle or two years out. "They've made it clear that a full cable window is a possibility," says one source. "What they are trying to determine now is how much of a premium stations will be willing to pay for some kind of exclusivity." At press time, talks were ongoing and no deal for the second cycle had been done. The show is distributed by Columbia TriStar and produced by Turner-owned Castle Rock. Turner is said to be keen on acquiring the cable window.

Broadcast-friendly Larry

Columbia TriStar Television Distribution is preparing to take HBO's *The Larry Sanders Show* into syndication. CTTD President Barry Thurston nixed speculation that the series will not go to broadcast stations because of "adult language" concerns. Thurston says *Sanders*, which is in its last season, was shot with and without the cable-only language. Offers are coming in from both the broadcast and the cable sides for the show's syndication debut in fall 1999, he says.

WASHINGTON

Unclear picture of HDTV

Maybe it's the alphabet soup of abbreviations that is causing the problem, but there's still a lot of confusion about TCI's HDTV plans. NBC Cable President Tom

Rogers said that the set-tops TCI has ordered from General Instrument "apparently" won't be able to deliver a 1080-line interlace HDTV signal. The Consumer Electronics Manufacturers Association (CEMA) chimed in, saying, "This is a huge tragedy for the American consumer" (not to mention for CEMA members hoping to sell \$6,000-plus HDTV sets).

TCI President Leo Hindery fired back that CEMA is wrong and is misleading the public and that TCI will indeed include in set-tops the ability to "translate 480-line progressive HDTV signals into the standard NTSC format." For some, Hindery's reference to a 480P HDTV signal further confuses the already muddled issue. CEMA bases its definition of HDTV on the ATSC standard of 780P or better, so it's hardly surprising that talk of a 480P HDTV signal sent up a red flag. Nonetheless, the heated debate may be moot: Cable set-top boxes need only pass through (not convert or decode) the HDTV signal to the set, which then decodes it to the format most suitable for that particular TV set.

NEW YORK

Lifetime closes 'Home'

Lifetime Television is shuttering its weekday morning home lifestyle show, *Our Home*, after three years. Production on the series has ceased, and a Lifetime spokesperson says no new episodes are planned. The network is considering filling the morning slot with a "women's issues" program, says a Lifetime source.

Down to the wire

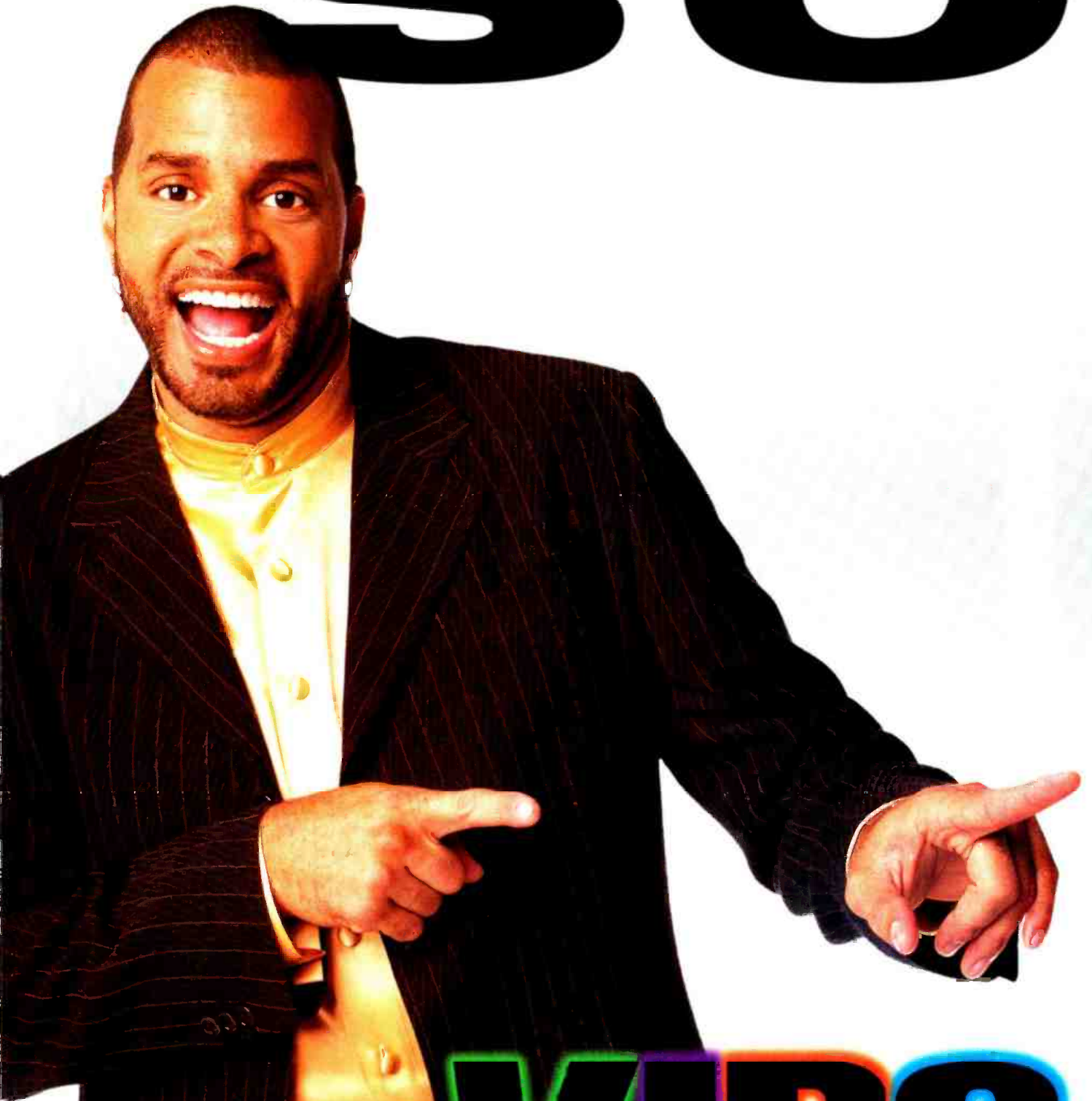
More agreements to settle competing bids on new analog TV licenses were rolling in to the FCC as the Jan. 30 settlement deadline approached. Among the settlements regulators had received late last week:

Channel	Location	Proposed license owner
55	Wittenberg, Wis.	NA
3	Ely, Nev.	Kaleidoscope Foundation
36	New Iberia, La.	Iberia Communications LLC
18	Midland, Tex.	New Century Communications
7	Sheridan, Wyo.	Sunbelt Communications
9	Tonopah, Nev.	Sunbelt Communications
22	Waterloo, Iowa	William Smith
59	Stuart, Fla.	Guenter Marzsteiner

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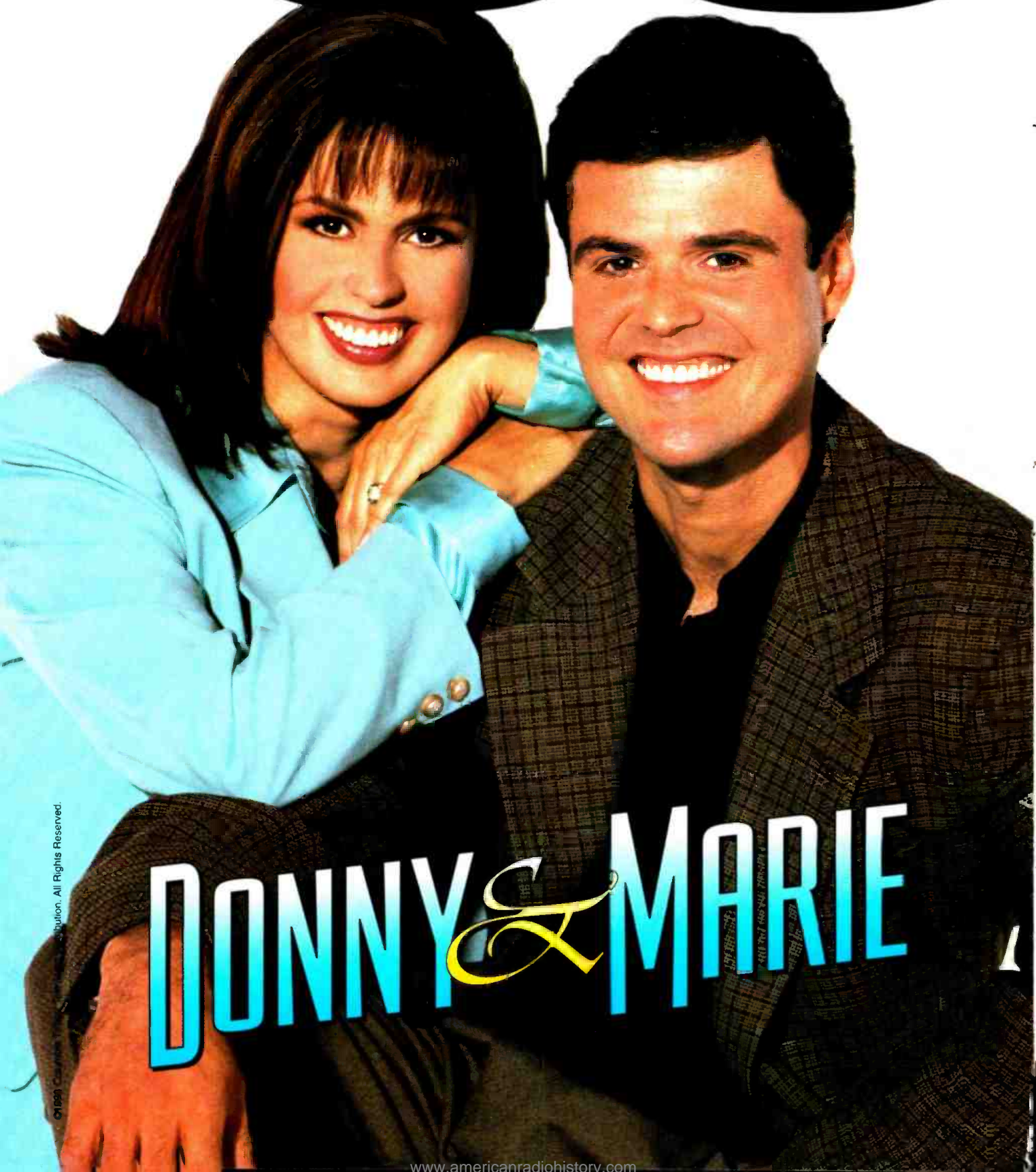
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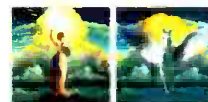
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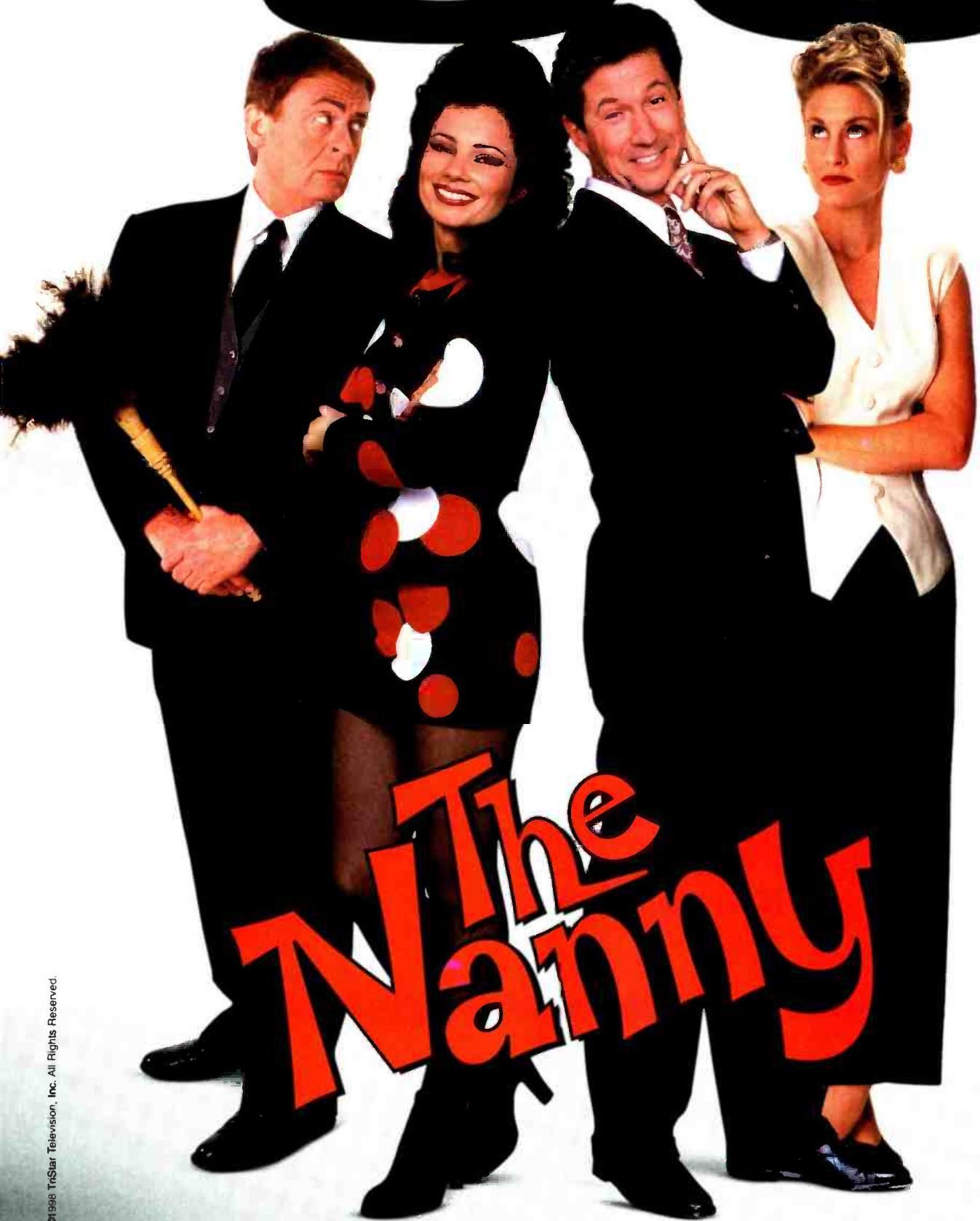
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FCC to revisit ownership rules

New inquiry could be good news for Tribune Broadcasting

By Chris McConnell

The FCC plans to put a stack of ownership rules on the table for review in the next two months.

Writing late last month to Senate Commerce Committee Chairman John McCain (R-Ariz.) and House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.), FCC Chairman William Kennard said that regulators are preparing a notice of inquiry that will invite public comment on whether to retain or modify a series of ownership restrictions.

Rules to be covered by the inquiry include:

- local radio ownership caps;
- the newspaper/broadcast cross-ownership restriction, which bars companies from owning a TV station and a newspaper in the same market;

- the cable/broadcast crossownership rule, which bars companies from owning cable systems and TV stations in the same market;

- the dual network rule, which prevents one entity from owning more than one network;

- the so-called UHF discount rule, which allows companies to discount the reach of UHF stations by 50% when calculating national coverage.

"The [Mass Media] Bureau anticipates presenting this [inquiry] for commission consideration in the first quarter of 1998," Kennard told McCain.

The timing could give Tribune Broadcasting another shot at postponing an FCC mandate that it sell its WDLZ(TV) Miami. The FCC has ordered Tribune to sell the station by March 22 because Tribune also owns the Fort Lauderdale *Sun-Sentinel*.



Kennard wants an inquiry before April.

The FCC so far has refused to extend the March 22 deadline. Earlier this month, McCain cited a 1996 decision to postpone a divestiture date that regulators had imposed on Disney/ABC because the company held a pair of newspaper/radio combinations.

A three-judge panel last month also compared the FCC's treatment of Disney/ABC to its treatment of Tribune in reviewing Tribune's challenge to the FCC rule. "The commission's answer as to why it granted a temporary waiver pending the completion of a rule-making in [the Disney/ABC case], but did not in Tribune's case, seems inexplicable," the U.S. Court of Appeals in Washington said.

The judges rejected Tribune's challenge, however, maintaining that the company did not seek reconsideration of the FCC's actions before taking its case to court.

Kennard told McCain the FCC granted Disney an extension of the waiver because the FCC was conducting a review (which is still pending) of its newspaper/radio crossownership policy. No such review is pending in the case of Tribune and the TV/newspaper crossownership restriction, although the FCC is planning to review the rule.

"I do not believe that the public interest would be served by the commission's granting of conditional waivers solely because of a biennial review's pendency," Kennard said.

But others speculated that Tribune may be able to ask regulators for an extension if the FCC launches its inquiry before March 22. In a new application, Tribune could point to the existence of a pending inquiry. "We hope that would put us under the same parameters as Disney," says Tribune Vice President Shaun Sheehan. "I'm hopeful." ■

Administration objects to US West cable request

The Clinton administration wants the FCC to reject a US West bid to retain cable systems that it owns in Minnesota.

The telco, which acquired the 280,000-subscriber cluster in its merger with Continental Cablevision, has asked the FCC to postpone the date by which it must sell the systems. US West hopes to spin the system off into a separate unit, MediaOne Group. FCC officials are reviewing the telco's request for additional time to complete the transaction.

In a letter last week to the FCC, Commerce Department Assistant Secretary Larry Irving said that US West already has been given 15 months to sell the systems and should not be given more time.

"The [US West] petition virtually ignores the public interest expressed in the anti-buyout restriction and focuses instead on US West's private interests," Irving wrote. "We therefore respectfully request that the commission deny US West's petition and to establish a date certain [well in advance of July 1998] by which time US West must terminate its ownership of the Minnesota systems."

The letter was welcomed by Charter Communications, which earlier had struck a deal to acquire the cable systems from US West. The company, which still hopes to acquire the cable cluster, has been opposing the US West bid at the FCC.

MediaOne, meanwhile, objected to Irving's comments. "[Irving's letter] does not cite any evidence that US West Media group's brief, temporary operation of the Minnesota systems, in accordance with Bureau-imposed conditions, has resulted, or will result, in any anticompetitive conduct," MediaOne's Margaret Sofio wrote the FCC.

—Chris McConnell

Tauzin sets out ambitious agenda

House subcommittee to focus on public broadcasting, cable and Internet regulation

By Paige Albiniaik

If Rep. Billy Tauzin (R-La.) gets his way, his House Telecommunications Subcommittee this year will change the face of public broadcasting, save the Internet from regulation, bring competition to the cable industry and allow satellite broadcasters to enter local markets.

No small agenda for a Congress with only 70 legislative days ahead of it.

Tauzin, speaking last week at a Washington luncheon, is still pushing a bill that would create a trust fund for public broadcasting. He announced the plan last May but has yet to unveil any legislation. Tauzin wants to transfer commercial broadcasters' public interest obligations to public broadcasting. Under the plan, commercial broadcasters would contribute to a trust fund that would finance public broadcasting. Tauzin still is working with other members of Congress on how best to organize the arrangement; one suggestion has been to use a portion of the profits that broadcasters will bring in from digital subscription service.

"This would settle the debate over whether the Gore commission and Congress should make public broadcasters look more like commercial broadcasters" and vice versa, Tauzin said.

He also championed keeping the Internet free from regulation: "As computers marry phone lines and television, television will become a major component of communication among citizens. We have to make sure the infection of regulation doesn't cross into the computer industry."

Following that line of thinking, he said that Congress this session needs to bless the marriage of digital television and computers: "As distance becomes less relevant, and pricing for services based on distance becomes less relevant, we need to write a policy that adapts to that."

While the Internet needs less regulation, Tauzin said, the cable industry needs more scrutiny. He will continue his hearings looking at whether all video distributors get equal access to programming. He also will work to

stay a U.S. Copyright Office decision that would increase satellite compulsory copyright fees to 27 cents per person per month to rebroadcast distant network signals and superstations.

"It shocked many of us to find out that the Library of Congress has authority in that area," he said. "It shocked us again to find out that satellite broadcasters should pay 10 times the rate [of] cable. That works as contrary to what the '96 act was designed to do."

Tauzin again backed EchoStar's plan to retransmit local signals into local markets, but he said that Congress will have to "wrestle with the dif-



Tauzin has a long list of things he wants to do in the next 70 days.

ficult question of parity in terms of must carry." He also said that legislation which would privatize international satellite organizations was almost ready for his committee to mark up.

Tauzin suggested to an audience that included FCC commissioners Harold Furchtgott-Roth and Michael Powell, as well as many FCC staffers, that the commission reorganize. It should do so, he said,

because its different bureaus do not reflect the way that telecommunications companies are structuring themselves. "Under the Telecommunications Act of 1996, the old organization already is an anachronism," he said. ■

Taking exception to spectrum auctions

Comments at FCC object to plans for awarding frequencies

By Chris McConnell

Broadcasters and would-be broadcasters are looking to limit the use of auctions in assigning new radio and TV frequencies.

In comments filed with the FCC last week, those with and without broadcast licenses asked the commission to spare specific classes of permits from the auction block. Public broadcasters asked that they not be forced to bid on licenses; commercial broadcasters asked that modifications to existing stations not be auctioned; other license applicants asked that the entire notion of auctioning broadcast licenses be scrapped.

"The retroactive imposition of auctions on pending comparative cases confiscates the investment of the appli-

cants who must now purchase the frequency rights at market value contrary to the due process and implied equal-protection provisions of the Fifth Amendment," Lindsay Television told the FCC.

The commission invited the comments in November as part of its effort to implement newly granted authority to auction analog broadcast licenses for which it has received competing applications. Regulators in the meantime have been encouraging applicants to settle competing applications. The deadline for doing so was last Friday.

Regulators previously assigned the licenses through a process of comparative hearings. In 1993, however, a court struck down the criteria that commission officials were using to

select the license winners. Since then, some 1,245 radio and 462 TV license applications have piled up at the FCC.

Congress last year gave the FCC new authority to auction the analog licenses. In its November proposal to implement the authority, regulators asked whether they should exclude from the auctions applications that had progressed through the hearing stage before the 1993 court ruling.

About 20 such applications are before the commission.

"Basic fairness requires that these cases, where possible, proceed to prompt conclusion," radio applicant United Broadcasters Co. told the FCC. The applicant insisted that the FCC could still process its application based on existing rules.

The National Association of Broadcasters asked that the FCC leave competing applications to modify existing broadcast facilities off the auction

block: "Broadcasters who are seeking to continue their licensed operations should not be required to bid against others—including applicants for new facilities—in order to do so."

Arguing the same point was Jacor Communications, which said that applications to modify existing stations should not be subject to the same procedures as applications for completely new broadcast facilities.

Public broadcasters added that the FCC should not employ auctions when one or more of the applicants is a public broadcaster. "Instead of using auctions in these cases, the commission should implement a selection process which furthers universal public radio service, promotes diversity and localism and does not harm existing public radio stations," National Public Radio and the Corporation for Public Broadcasting said in a joint filing.

The Wireless Cable Association also said that permits for instructional tele-

vision fixed service (ITFS) should be left off the auction block.

Other commenters focused on the FCC's effort to promote minority and female ownership through the auctions. During their meeting in November, four commissioners supported seeking ways to promote ownership by minorities and women.

The American Women in Radio & Television recommended the use of bidding credits for women-owned businesses as well as the use of installment payments for such businesses. The group also called on the FCC to conduct a study of female ownership of communications companies.

Opposing such measures was Sinclair Broadcast Group, which said the FCC should forgo bidding credits in favor of an approach "that permits the 'incubation' of minority-controlled broadcast companies through support by experienced and well-capitalized non-minority companies." ■

New kid on the K Street (actually Connecticut Ave.) block

Washington's communications law firms have a new competitor. Harris, Wiltshire & Grannis is hoping to open its doors on Connecticut Avenue today (Feb. 2). Among the firm's partners: former FCC International Bureau chief Scott Blake Harris, who had been working at Gibson, Dunn & Crutcher since he left the commission. Another former International Bureau chief, Peter Cowhey, will be working with the new law firm as a consultant. The firm, which will have three associates in addition to the partners, will specialize in communications and intellectual property law.

The perfect résumé

Communications policy wonks cruising the FCC Website will find a revised site for Commissioner Susan Ness. The new "Ness's Nexus," available in animated and text-only versions, features a variety of information about Ness and her staff. It also contains a bit of humor, as readers of "superannuated senior adviser" Jim Casserly's bio will find. "Before working at the commission, he was a lawyer in private practice for approximately 28,570.3 billable hours," Casserly writes of himself. "Mr. Casserly's previous experience includes jobs where he picked up cigarette butts, watched paint dry, oversaw (but did not safeguard) the contents of a walk-in freezer full of ice cream, sold onions door to door and served as a guinea pig for tests of new formulations of dandruff shampoo."

You can't stop Old Man Winter, but you can petition the FCC

"A state of chaos" qualifies for a one-month extension on

FCC radio license renewal application deadlines, the commission said last week. Responding to petitions from the National Association of Broadcasters and the New York State Broadcasters Association, commission officials gave radio stations in six New York counties an extra month to file the renewal applications and required ownership reports. The New York group had told regulators that most of the stations were in chaos as they coped with ice storms hitting the area. The new filing deadline is March 2.

Office pals

Broadcasters have viewed Microsoft as a new archrival as the two businesses have battled over the future of digital broadcasting. Now the computer giant's Washington cadre will be working under the same roof as ABC's Washington office at 21 Dupont Circle. "This might work to the benefit of convergence," says ABC Government Affairs Vice President Bill Pitts.

Bureaucracy battles

The FCC is threatening to "reject" its space assignment at Washington Portals development over security concerns. In a letter to the General Services Administration, the FCC's Andrew Fishel voiced concerns that security will not be as tight at the Portals as it is in the commission's current headquarters at 1919 M Street N.W. Technically, however, the commission lacks the legal authority to determine whether it moves to the new building. The move is slated for July, although past moving dates have slipped by.



Edited by Chris McConnell and Paige Albiniak

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EXHIBITS: April 6-9, 1998 CONFERENCE: April 4-9, 1998

Las Vegas,
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Nickelodeon's Herb Scannell

In toon with kids

cover story



By Donna Petrozzello

ike a cunning road runner being chased by a coyote, Nickelodeon President Herb Scannell is confident that he can outfox the competition.

Celebrating his 10th anniversary with the network and his second year as its president, Scannell asserts that Nick's "kids first" programming approach will continue to grab ratings and advertisers despite ramped-up kids fare planned by cable and broadcast networks for 1998.

This year, Nick faces some of its stiffest competition yet.

Fox Kids, News Corp. and Saban Entertainment have sunk an estimated \$1.8 billion into The Family Channel, which will roll out 11 hours of daytime children's programming beginning in August.

Family's kids lineup includes 50% original material alongside the return of *Pee-Wee's Playhouse*, an updated version of Captain Kangaroo in *The Captain's Treasure House* and *Classic Harvey Toons*. Family will reserve prime time hours for family fare, similar to Nickelodeon's 9 p.m. shift to Nick at Nite's retro-TV sitcoms.

Fox Kids Worldwide will add 10 new kids shows for the 1998-99 season. The lineup includes an extension of Saban's popular *Mighty Morphin Power Rangers* characters, *Power Rangers in Space*, as well as *Ninja Tur-*

Blue's Clues

bles: *The Next Mutation* and *Young Hercules*.

Turner Broadcasting Systems' Cartoon Network will add eight animated series from Warner Bros. studios this year and is extending two original strips to 52-week runs.

Disney Channel has a 24-hour animation network on tap. Toon Disney, slated to debut in April with classic Disney cartoons.

Scannell largely downplays the competition: "There has been a continuum of players coming into this field, but it hasn't impeded our growth."

Cable industry analysts agree that Nickelodeon is the one to beat in basic cable for kids. The 19-year-old network reigns in the ratings wars for viewers 2-11. Nick pulled in a 3.2 rating with kids 2-11 during fourth-quarter 1997. Among all age groups, Nick's total-day rating was 1.6, with 1.1 million households, in fourth-quarter 1997, according to Nielsen. In January, Nick earned a total-day 1.7 rating/1.1 million households among all ages. In prime time, Nick/Nick at Nite earned a 1.9 rating and 1.3 million households in fourth quarter; it had a 2.0 rating/1.3 million households in January.

And if a deal is struck between Nickelodeon and UPN, Nick may add cartoons from the syndicator to its arsenal of 1998 programming. When a proposed cartoon deal between Buena Vista and UPN fell through early last week, Nickelodeon's name popped up as an alternative. The deal between Disney's syndication wing and UPN was to bring a two-hour block of Disney animation to the network six days a week starting in 1999.

UPN chief Dean Valentine, citing

Hey Arnold!

differences "on branding and other key areas," pulled out of a handshake deal with Buena Vista and told reporters last Monday that he was in serious talks with Nickelodeon. Valentine said he was interested in acquiring "children's-type programming" from Nick-



elodeon, including some of the cable network's top programs—such as *Rugrats*. Nickelodeon executives acknowledged the discussions but said it was "too early to pinpoint" what programs were being considered.

Ratings for Nickelodeon's top shows—*Rugrats*, *The Secret World of Alex Mack* and *Kablam!*—regularly eclipse the network's overall ratings. In January, *Rugrats* consistently ranked among basic cable's top 10 weekly programs, pulling in nearly 3 million households during an average half hour. It is the highest-rated show in kids TV, broadcast or cable, according to Nielsen data and Nickelodeon executives.

Nickelodeon also commands a sizable subscriber base; at nearly 70 million it is one of basic cable's top 20 networks. However, its base is smaller than Family Channel's, which boasts nearly 71 million subs.

And Nick has been winning the battle for \$750 million in advertising revenue generated annually by children's TV programmers. "Nickelodeon still grabs the lion's share of advertising dollars because they have the ratings," says Bill Croasdale, president of the broadcast group for Western International Media.

Nickelodeon also has won the admiration of Wall Street. Cable industry analysts estimate that Nick/Nick at Nite's 1998 revenue will total some \$630 million: \$300 million from Nick's daytime kids advertising, \$140 million from Nick at Nite's advertising and \$190 million from license fees.

Cable operators love those numbers because Nick doesn't lean on them to make its budget. While many basic networks strive for a 50-50 mix between license fees and ad revenue, analysts estimate that Nick collects just 30% of





Kablam!

children's market so completely, it will probably suffer the least."

Scannell downplays competition from Fox/Family Channel and its programming lineup, contending that is "driven by a toys-first" attitude: "With Saban and Fox, there's a whole different point of view about kids. Their philosophy about kids programming includes the aspiration of licensing. At Nickelodeon, we don't think of kids as little consumers."

One of Scannell's weapons against the competition is classic *Peanuts* cartoons and TV specials. Nick plans to add *Peanuts* to its prime time, although a specific time is yet to be announced. Scannell is hoping *Peanuts* will be a hit with new viewers and will help adults make the transition into Nick at Nite programming after 9 p.m.

Peanuts may indeed prove to be a hit. Nick's Jan. 24 *Snoopy Bowl* special, which introduced the strip on the network, earned a 3.5 rating/6.1 share. It ranked among the top 55 basic cable shows for January and within the top 20 for the week of Jan. 19-25.

If Nick "does more episodes of *Peanuts*," Scannell maintains, "it's because Charles Schulz wants to draw it, not because it's driven by a merchandising scheme."

Nick also is sinking \$350 million

its revenue from operators and 70% from advertisers.

Another analyst says the network generates a strong 43% cash-flow margin. Wall Street predicts that Nick will account for about 37% of MTV Networks revenue this year, or about half of MTVN's domestic revenue. And Wall Street contends that Nickelodeon is by far the most important engine offsetting continuing losses in the company's expansion into foreign markets.

Yet industry analysts say that Nickelodeon, along with ABC, Cartoon and Disney, will face a sizable challenge from Family Channel and Fox Kids.

Croasdale estimates that Fox and

traditional children's networks like Nickelodeon, Cartoon, ABC and The WB" at a disadvantage "because buyers will have another place to go."

The fallout could be smaller increases in ad revenue for Nick, Cartoon and the broadcast networks, according to Croasdale. Also, he says, traditional networks could suffer because Fox and Family will siphon off kid viewers from other channels.

"Kids will gain an additional option in what they want to watch," Croasdale says. "Some of the audience [for Fox/Family] will come from Cartoon, some from Nickelodeon and some from the broadcast networks."

But Croasdale anticipates that because "Nickelodeon dominates the

cover story

New home for Nicktoons animators



Nickelodeon's new 72,000-square-foot Nicktoons Animation studio in Burbank, Calif., will house a recording facility, screening rooms, editing and mixing suites, a viewing theater/gym and even a miniature golf course.

Nicktoons is slated to open in first quarter 1998, when Nickelodeon shifts its animation headquarters from Studio City, Calif., to Burbank. The new studio is part of MTV Networks' \$420 million investment in original animated TV series, feature films and shorts for MTV and Nickelodeon. The new studio and Nick's initiative to develop original short cartoon

strips in 1998 will use \$350 million of the total investment. Nickelodeon will also double its animation staff.

True to the quirky style of Nickelodeon programming, the studio grounds will feature fountains that spit green slime, Hollywood-style billboards that give individual productions their own marquee and a basketball court. Each production unit will have its own living room and writers' lounge.

Mark Taylor, formerly vice president of animation production for Columbia TriStar Television, will oversee Nicktoons studio operations.—Donna Petrozzello





Nickelodeon Store

into a lavish initiative to develop original animation and construct an animation headquarters in Hollywood (see box, page 30).

Animation has given Nick some of its top ratings, from *Hey, Arnold* to *Ren & Stimpy*. The new investment "is about continuing what we started," Scannell says. "Animation is a proven hit for us. It has been our building block internationally with *Nick Toons*, and kids really like the format."

However, Nickelodeon is facing stepped-up pressure, particularly on the animation front, from Disney Channel. Toon Disney is being pitched for carriage on either an analog or a digital tier, and operators that already carry The Disney Channel are being offered Toon Disney on an exclusive basis in the initial rollout.

Meanwhile, The Disney Channel is strong. In the past year, the subscriber fee-supported network added 12 million new subs, according to Disney Channel President Anne Sweeney. Sweeney says Disney has 33 million subscribers, up from 14 million some 20 months ago.

Disney Channel, which accepts no advertising on either its pay-TV or its basic cable service, is in a different league from Nickelodeon, analysts contend. And Scannell argues that "Disney Channel is pay TV, so it's a different animal. The heart of its strength is in pay-TV movies."

The channel's competition includes myriad other activities vying for children's attention, not just TV, Sweeney says. And she cites Disney's name recognition and 75-year tradition of family programming as two more points in its favor in competing with Fox or Fox's Family Channel.

Cartoon Network's staying power and rapid ratings gains for several of its original strips make it a tough competitor. In five years, the network has amassed nearly 47 million subs, and

several of its original strips have doubled their ratings within the past year.

Among children 2-11, Cartoon's original *Cow and Chicken* went from a 0.6 rating in fourth quar-

ter 1996 to a 1.4 in fourth quarter 1997. Another original, *Dexter's Laboratory*, improved from a 1.1 to a 2.2 in the same time frame during its Sunday broadcast. Cartoon's *Johnny Bravo* on Mondays went from a 0.6 to a 1.6, on a fourth-quarter comparison.

Also, Cartoon will extend *Cow and Chicken* and *Dexter's Laboratory* to 52-week strips this year. The network will debut original cartoons *Ed, Edd 'n Eddy* and *The Powerpuff Girls* this year and revamped its programming for preschoolers last month.

Cartoon Network President Betty Cohen maintains that the network has "most of the best-known characters in cartoons," citing the *Flintstones*, the *Jetsons* and *Tom & Jerry*. "Every new competitor for kids will siphon viewers, but nothing has the staying power that Cartoon does," Cohen says. "We have a huge advantage just given our library. Nickelodeon has made

Rugrats

great shows, but they're relying on their own studios as their only source for new animation."

Scannell calls Cartoon "a rerun network. In terms of ratings, Cartoon's originals earn half the numbers that Nick originals do."

Regardless of what Nick is up against, Wall Street is confident that any threat to Nickelodeon will not undermine its ability to deliver dollars to parent company Viacom. Cable analysts also are fairly confident that the threat to Nickelodeon is not immediate—but they agree that it's present.

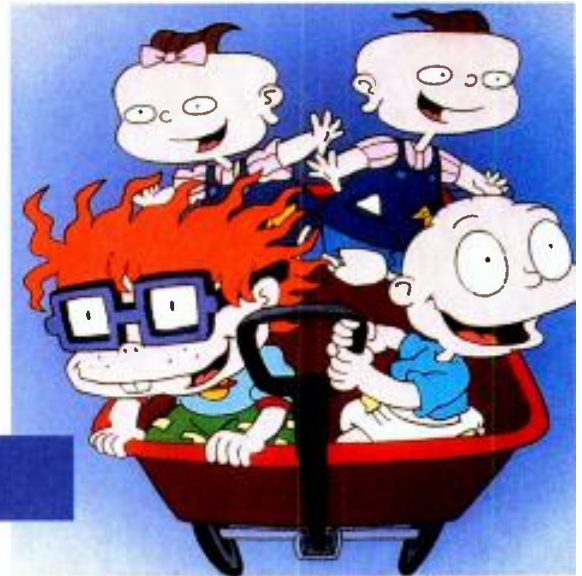
"It'll probably be five years before you see the competition take any whacks at Nickelodeon," analyst Tom Wolzien of Sanford C. Bernstein & Co. says. "Certainly over the long term there will be problems. But for the next two or

three years, Nickelodeon will be fine."

Scannell argues that Nickelodeon's willingness to take risks with its children's shows has kept it on top. The network was one of the first to feature a strip starring a female character when it premiered *Clarissa Explains It All* in March 1991. Three years later it aired *The Secret World of Alex Mack*, which has an Asian female in the title role.

Nick has also scored big with such shows as *Action League Now*, about a group of bumbling crime-stopping action figures in suburbia. It stretches the boundaries of animation with *Kablam!*, an animated sketch comedy show presented in comic-book format.

The network also has broken ground with *Blue's Clues*, a show for preschoolers that encourages children to interact with the show's host in finding clues to solve puzzles. *Blue's Clues* earns a weekday average rating of 7.5 with kids 2-5, making the show the most-watched preschool program on



commercial television, according to Nick officials and Nielsen data.

Scannell likes to think of Nick's programming mix as representative of the network's willingness to take chances and "to challenge TV myths and misconceptions. The problem with the broadcast networks is they have a closed attitude about talent," Scannell says. "They won't go with someone or something that isn't proven."

Nick's top-rated *Rugrats*, with its baby's-eye view of the adult world, is an "icon" for the network, Scannell says. It sums up Nick's programming attitude: "At the heart of Nickelodeon is the idea that it's hard being a kid in an adult world. We have an opportunity to champion what kids do on TV." ■

STATION & CABLE TRADING

Station trading continued its rapid pace through 1997, but brokers expect a significant drop in dollar volume and transactions in 1998. With the top radio markets now 80% consolidated, small will be big as attention turns to smaller markets but fewer dollars change hands. For television, last year's optimism may be dampened by the new FCC's attitudes toward consolidation, brokers say. Television duopolies and even LMAs may face further scrutiny by both the FCC and the Department of Justice. In the cable industry, 1997 was "the year of the deal," according to TCI's Leo Hindery, who had nine of the year's top 10 cable deals. MSOs focused on developing geographic clusters and dominating the industry market by market.

Living large in 1997

TV, radio post records for multiples, broker involvement

By Sara Brown

Despite a \$1.9 billion drop in overall deal value, 1997 was the busiest year on record for media brokers, they say.

It was "a year of spectacular consolidation," says Peter Handy of Star Media Group Inc.

"[Last year was] great in all respects. In terms of activity, it was the highest level of activity ever," says Richard Blackburn of Blackburn & Co.

"If you're in the brokerage business and you didn't do well in 1997, you should get out of the business," says Richard Foreman of Richard A. Foreman Associates.

That the \$23.44 billion in station trading reported in 1997 in BROADCASTING & CABLE is \$1.9 billion shy of the 1996 total can be explained by the sheer size of the mergers in 1996. That year, the first of deregulation, saw Westinghouse Electric Co./CBS Corp.'s \$4.9 billion purchase of Infinity Broadcasting Corp. The top 1997 transaction falls far short of that deal: Westinghouse/CBS again, this time paying \$2.6 billion for American Radio Systems Corp.

But in terms of cash-flow multiples paid for stations and the involvement of brokers rather than investment companies, 1997 emerges as the clear winner.

Reality takes over

Brokers describe 1996 as a year of strategy as well as action. "There



"Keep in mind that relative to '96 and '97, anything can seem slow."

—Steve Pruett

were a lot of consolidation strategies that made sense on paper that took time to construct in reality," Handy says.

In 1997, radio multiples were higher than ever: 13 to 18 times cash flow in large markets, 10 to 13 in midsize markets and 8 to 10 in small markets, Handy says. But some group deals went as high as 20 or 30 times cash flow

because "nonperforming and negative-performing stations, which still have capital value, can throw the multiple out of whack," he says.

Jacor Communications Inc.'s \$620 million purchase of Nationwide Communications Inc.'s 17 stations last October was one such deal. With several underperforming stations drawing down the group's cash flow, the price that Jacor paid amounts to more than 20 times cash flow, Handy says.

In television, 1997 multiples also set records, hovering around 14 times cash flow, says Frank Kalil, president of Kalil & Co. But that could be "less if [a deal] were a stock transaction or if there were no growth in the market; more if the [potential] upside was demonstrated."

"Fourteen is not standard historically," says broker Brian Cobb of Media Venture Partners,

citing 10 to 11 as historic television multiples. But he argues that today 14 is a little high. "I would say it's 13."

"That excludes a lot of stations that are being sold without cash flow," Cobb says. He separates television deals into two categories: established stations changing hands and stations that people buy because of the opportunity provided.

Netlets force up TV prices

In the second category, prices also were high as netlets WB, UPN and Pax Net duked it out for outlets. UPN backer United Television Inc., for example, last November paid \$80 million for WHSW-TV Baltimore. Former owner HSN Inc.'s own executive vice president of broadcasting, Adam Ware, said that according to standard formulas the station would be worth no more than \$40 million.

Last year's radio market was driven by two trends, Kalil says. "One, interest rates are low, and two, business is good. With revenue increasing as it is—dramatically—you have more money coming in and less money going out. The properties are robust."

"Last year was a bit of a frenzy," says Steve Pruett, senior vice president of investment banker Communications Equity Associates. "It was a lot of what I'll call second-round consolidation: the consolidators actually selling to each other." The list of the year's top 10 transactions supports that point: Every deal is a merger between two major companies, or one buying out another.

List should stabilize

As a result of this mega-consolidation, four of BROADCASTING & CABLE'S top 25 radio groups (B&C, June 23, 1997) have vanished from the list: American Radio Systems, Nationwide Communications, SFX Broadcasting Inc. and Paxson Communications Corp.

"We're down to where you could have a meeting of this industry in a closet today," says Gary Stevens of Gary Stevens & Co.

But the list should stabilize as the companies focus on operations. The top 10 is "a pretty solid list now. They're in the game for a long time," says R. Dean Meiszer, president of Crisler Media Brokerage, of the companies currently on board.

"The landscape is pretty much where it's going to be. We're looking at the survivors," Foreman says.

Still, while "most of the mega-mergers have been completed or are waiting for close," Handy says, "there are still probably a couple of sizable events or



"If you're in the brokerage business and you didn't do well in 1997, you should get out of the business."

—Richard Foreman



"[Television] duopoly is still a matter of when, not if."—Frank Kalil

transactions that could occur, probably two or three."

In fact, several major companies reportedly have been considering sales or mergers this year, including Jacor, Citadel Communications Corp. and Sullivan Broadcasting Co. While most of the brokers interviewed for this article have heard the reports, none would venture a prediction of their probability.

Looking to smaller markets

Among the major groups dominating the top markets, brokers expect trading to consist of mutually beneficial swaps to strengthen clusters.

This year, most of the deal-making attention likely will turn to smaller markets, the brokers say.

As consolidation has moved down-market, however, there are fewer dollars to go around. Small-market stations offer a limited cash-flow potential by virtue of location alone. Expect "a sharply diminished trading business"

TOP 10 DEALS OF 1997

1. **\$2.6 billion** ■ Westinghouse Electric Co./CBS Corp. buys American Radio Systems Corp.'s 98 stations.
2. **\$2.575 billion** ■ Chancellor Broadcasting Co. and Evergreen Media Corp merge to form Chancellor Media Corp.; new company purchases eight FMs and two AMs in New York, Los Angeles, Chicago, Detroit and Washington from Viacom International Inc.
3. **\$2.1 billion** ■ Capstar Broadcasting Partners LP buys SFX Broadcasting Inc.'s 72 stations.
4. **\$1.71 billion** ■ Hicks, Muse, Tate & Furst buys LIN Television Corp.'s eight TVs.
5. **\$775 million** ■ E.W. Scripps Co. buys KENS-TV-AM San Antonio plus six newspapers and 25 nondaily publications from Harte-Hanks Communication Inc.
6. **\$740 million** ■ Chancellor Media Corp. and Bonnaville International Corp. swap six stations in Los Angeles, New York, Washington and Houston.
7. **\$630 million** ■ Sinclair Broadcast Group buys Heritage Media Corp.'s five TVs and 24 radios.
8. **\$620 million** ■ Jacor Communications Inc. buys Nationwide Communications Inc.'s 17 radio stations.
9. **\$600 million** ■ Clear Channel Communications Inc. buys Paxson Communications Corp.'s 46 radio stations.
10. **\$540 million** ■ Sony Pictures Entertainment and Liberty Media Corp. join forces to buy Telemundo Group (eight TV stations).

—Sara Brown

this year, Stevens says.

Others see the bright side. There will be "significant opportunity for small-market consolidation" this year, says Meiszer. "If you look at the consolidation that's taken place, the top 10 [radio groups] own in excess of 1,200 stations, primarily in top markets. There are still 7,500 other commercial radios in the U.S., and nobody has significant share of those."

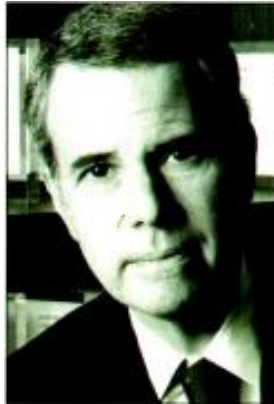
The focus on small markets explains why brokers were so busy in 1997 and will be in 1998, says Michael Bergner of Bergner & Co. He points to the involvement of major investment companies in major deals of 1996, which shut brokers out of early consolidation. "Brokers excel in smaller markets," Bergner says. "The brokers are in the trenches. That's where the money is going to be made."

In the top 75 markets, Handy says, consolidation is 80% complete, while in markets 76-200 some 50% to 60% of stations are available for consolidation.



"[1997 was] a year of spectacular consolidation."

—Peter Handy



"We're down to where you could have a meeting of this industry in a closet today."

—Gary Stevens

Focus on operations

Also this year, "the focus will be on operating what people own, less on acquisitions," Pruett says. With that, it won't be long before we know "the real operating impacts of consolidation. ... If it doesn't work, the market will work it out. You won't need regulation."

When it comes to sta-



"Radio completely spoiled TV's party."

—Michael Bergner

tion dealing, "keep in mind that relative to '96 and '97, anything can seem slow," Pruett says. "Opportunities will be created by the people that were the biggest buyers out of a strategic operating plan." That could include companies shopping for opportunities overseas, he says.

Government also may be an increasing factor for deal-makers. The new FCC may affect station trading this year, particularly in television. While changes in the limits on local radio ownership set by the Telecommunications Act of 1996 are not being reconsidered, television ownership rules are.

"The sentiment is that TV deregulation is probably going to move more cautiously," Pruett says. "I think the regulators are going to look at things much more closely."

"This FCC is not at all in favor of consolidation," says Bergner, citing new commissioners' wariness about television deregulation, prompted somewhat by the speed and ferocity of radio consolidation. "It seems like radio completely spoiled TV's party."

De facto TV deregulation

Instead, "what you have in TV today is quite a bit of de facto deregulation; there are at least 200 local marketing agreements," Stevens says.

"Frankly," says Larry Patrick, president of Patrick Communications Corp., "the commission seems to be leaning away from approving [LMAs] and may even be looking at some of those" already operating.

"Susan Ness is going to have to educate the other commissioners so that we can have duopoly in television," Kalil says. "In my mind, duopoly is still a matter of when, not if. It's inevitable, and it's just not reasonable to attempt to stop it in light of all the other technologies."

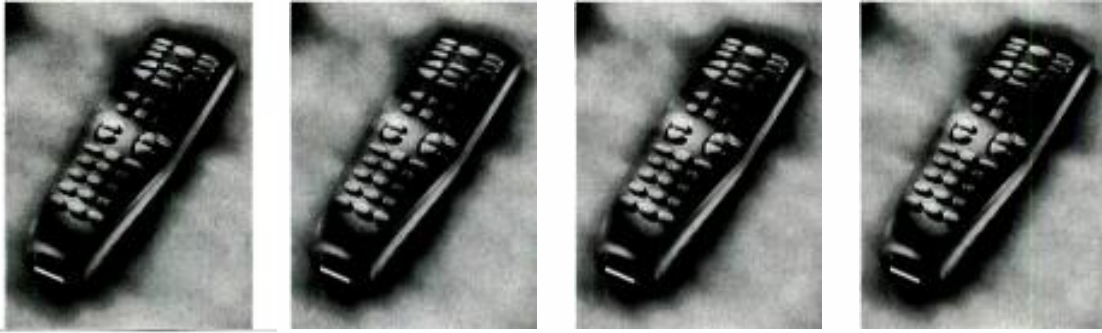
The Department of Justice may continue to affect future radio transactions. However, Justice "is fairly sophisticated," Stevens says, and its involvement "frankly hasn't been terribly egregious." Justice has promised to examine radio mergers that would result in one company controlling more than 35% of a market's radio ad revenue.

"I don't think [Justice] is going to choose small markets as a battleground," Meiszer says. ■

THE BOOM BEGINS TO SLOW

In the second year of deregulation, dollars and deals were down slightly but were more than enough to keep brokers busy and happy. Dollars were up in only two categories—nearly 70% for AMs and 7% for combos, even though fewer deals were reported in those categories. Here are the dollars spent on TV and radio stations in 1997 and the number of deals compared with 1996.

Station type	1997	1996	% change
TV	\$6.40 billion/108	\$10.48 billion/99	-38.9%/+9%
Combos (TV-Radio)	\$1.85 billion/7	NA/NA	NA/NA
Combos (Radio only)	\$12.73 billion/322	\$12.03 billion/345	+6.8%/-6.7%
FMs	\$2.10 billion/395	\$2.63 billion/417	-20.2%/-7.5%
AMs	\$361.57 million/235	\$212.82 million/254	+69.9%/-7.5%
Total	\$23.44 billion/1,067	\$25.36 billion/1,115	-7.6%/-4.3%



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Clustering is key to cable's '97 deals

Big MSOs fine-tune their holdings, with TCI topping the list

By Price Colman

Leo Hindery calls 1997 "the year of the deal" for Tele-Communications Inc. That was true for the cable sector overall, which was marked by a flurry of intra-industry transactions but no multibillion-dollar blockbuster.

Tallying seven of the top 10 transactions either announced or completed last year, TCI was clearly the leader. The sales, swaps and joint ventures Hindery engineered were emblematic of the cable-deal market in 1997.

Big operators generally were sellers as they sought to hone their cluster focus. In the next tier down—Jones, Charter and Marcus, for instance—operators were both buyers and sellers. One more step down, operators such as FrontierVision and MediaCom grew their holdings, benefiting from the availability of properties and the re-entry of outside investors into cable.

It's no surprise that the two biggest deals of 1997 involved the nation's two largest cable operators: TCI and Time Warner. Time Warner Cable, early in the year, sold systems in New York, Florida and North Carolina encompassing 640,000 subscribers to the Time Warner Entertainment/Advance Newhouse partnership for \$1.33 billion in what was essentially an in-house deal. The transaction valued subscribers at \$2,073—right at the industry benchmark of \$2,000—and reflected a cash-flow multiple of 9.4.

Later in the year, TCI signed a deal with Cablevision Systems to sell New York metro area properties encompassing 820,000 subscribers for about \$1.3 billion. That deal represented a per-subscriber value of \$1,547 and a cash-flow multiple of 6.1, which was the lowest of any top 10 deal last year.

John Waller, founder and head of New York-based Waller Capital Corp., says three key features distinguished the 1997 cable-deal market: the big guns shedding properties to raise capital or refine strategic focus; renewed interest from outside investors such as the Carlyle Group, Vestar, Warburg and Morgan Stanley, and the re-emergence of the entrepreneur into cable.

"It was a great market," Waller says.

THE TOP 10 CABLE DEALS OF 1997

Seller	Buyer	Value	Basic subs	Value/sub
1. Time Warner	TWE/AN*	\$1.33B	640,000	\$2,073
2. TCI	Cablevision	\$1.30B	820,000	\$1,547
3. TCI	Intermedia	\$946M	425,000	\$2,726
4. TCI	Intermedia	\$856M	425,000	\$2,010
5. TCI	Bresnan/TCI**	\$800M	445,000	\$1,758
6. SBC Corp.	Prime Cable	\$637M	268,000	\$2,377
7. MediaOne	Charter	\$600M	290,000	\$2,069
8. TCI	Falcon	\$505M	300,000	\$1,683
9. TCI	Adelphia	\$350M	166,000	\$2,108
10. TCI	TCI/TCA	\$310M	150,000	\$2,058

Notes: *Time Warner Entertainment/Advance Newhouse; **joint venture
Source: Various industry sources

BOUTIQUES' M&A ACTIVITY

Waller Capital Corp.:
\$3.2 billion for 24 deals (either announced or completed) encompassing roughly 1.7 million subscribers.

Daniels & Associates:
\$2.8 billion for 40 deals (completed) encompassing 1.3 million subscribers.

Communications Equity Associates: \$786 million for 29 deals (completed). Subscriber count: not available

Brian Deevy, president of Daniels & Associates and head of its cable group, also cited three distinguishing characteristics: sellers recognized they had to give up quality properties to get quality properties, deals were structured to limit tax liability, and outside investors showed renewed interest in the cable arena.

"The pricing [of properties] was as aggressive as we've seen it," says Deevy. "People are willing to pay top dollar in this market."

Tom McCrory, executive vice president and managing director of cable TV operations for Communications Equity Associates, says 1997 "was by far our strongest year ever. Revenues far exceeded our expectations."

While CEA notched a record year in cable deals, Waller and Daniels were just short of previous highs.

TCI's trimming of systems and

Microsoft's \$1 billion investment in Comcast are widely perceived as the key catalysts for cable deals in '97. "What happened was all hell broke loose ... when Leo Hindery took over TCI and [when] Microsoft made the investment in Comcast," says Rocco Commisso, CEO of MediaCom. "It began a flurry of activity on the deal side with capital coming from players that were not necessarily involved in the deal markets the last two or three years."

Cable's fortunes were clearly swinging up in '97. Many of the previous uncertainties eased or evaporated, and the pendulum rapidly swung back to optimism and enthusiasm. While the deal market wasn't quite the sizzler of recent record years, the underlying mood did a 180 and the deals weren't exit strategies.

"There seems to be a lot of the back to the late '80s [attitude], when people thought [cable] was the best way to get entertainment and information to the home," McCrory says. "I think it can continue."

Commisso thinks it's inevitable that deal volume will slow. "I don't see the same level of activity this year as last year," he says. "The supply of properties is not there as it was last year."

Marc Nathanson, chairman of Falcon Cable, also sees the supply of properties for sale declining. That's likely to result in a "short-term upswing" in system valuations in the first half of '98, he says. "But I think it will flatten out until cable shows new revenue from the digital technology." ■

The Big Deals Club

The big deals club has been slightly altered from previous years. The threshold for the listing has been raised from \$1 million for all sales to \$2 million for radio deals and \$5 million for TV deals. Multistate deals are arranged by price while single state deals are in alphabetical order by state and city. A new category was created this year to accommodate seven deals including both TV and radio stations.



(ARRANGED BY PRICE)

WTNH-TV New Haven, Conn.; WAND-TV Decatur, Ill.; WANE-TV Fort Wayne and WISH-TV Indianapolis, Ind.; WIVB-TV Buffalo, N.Y.; KXAM-TV Llano/Austin and KXAS-TV Fort Worth/Dallas, Tex., and WAVY-TV Portsmouth/Norfolk, Va. Price: \$1.71 billion (\$1.45 billion cash; \$260 million in debt) **Buyer:** Hicks, Muse, Tate & Furst (Thomas O. Hicks, chairman) **Seller:** LIN Television Corp. (Gary R. Chapman, president; AT&T Wireless Services, 46% owner)

WNJU-TV Newark, N.J./New York, KVEA-TV Corona/Las Angeles, WSNS-TV Chicago, KSTS-TV San Francisco/Oakland, KTMD-TV Galveston/Houston, WSCV-TV Miami/Ft. Lauderdale, Fla., KVDA-TV San Antonio, Tex. and WKAQ-TV San Juan, P.R. Price: \$540 million **Buyers:** TLMD Station Group Inc. (Leon D. Black, director, Sony Pictures Entertainment and Liberty Media Corp. owners) **Seller:** Telemundo Group (Roland A. Hernandez, president)

KHBS-TV Fort Smith (and satellite KHOG-TV Fayetteville/Fort Smith), Ark.; KITV-TV Honolulu (and satellites KHVO-TV Hilo and KMAU-TV Wailuku), Hawaii; WAPT-TV Jackson, Miss.; WLWT-TV Cincinnati; KOCO-TV Oklahoma City, and WNAC-TV Providence, R.I. Value: \$525 million merger **Buyer:** Hearst Corp. (Frank A. Bennack Jr., president) **Seller:** Argyle Television Inc. (Bob Marbut, chairman; E. Blake Byrne, president)

WCPX-TV Orlando, Fla.; WHNS-TV Asheville, N.C./Greenville, S.C., and KPDX-TV Vancouver, Wash./Portland, Ore. (and low-power KFXO-TV Bend, Ore.) Price: \$435 million **Buyer:** Meredith Corp. (William T. Kerr, president) **Seller:** First Media Television LP

Swap of WCPX-TV Orlando, Fla. for

WFSB-TV Hartford/New Haven, Conn. Value: \$375 million (includes \$60 million cash to Meredith Corp.) **Swapper,** wcpX-TV: Meredith Corp. (William T. Kerr, president) **Swapper,** wfsb-TV: Post-Newsweek Stations Inc. (G. William Ryan, president)

Three-way swap involving KMOV-TV St. Louis, KSTW-TV Tacoma/Seattle and KIRO-TV Seattle plus \$70 million cash being paid by current owner of KSTW/future owner of kiro-tv to current owner of kmov/future owner of KSTW Value: \$160 million **Current owners:** kmov: Paramount Stations Group Inc. (Tony Cassara, president); kstw: Cox Broadcasting Inc. (Nicholas D. Trigony, president); kiro-TV: A.H. Belo Corp., Dallas (Robert W. Decherd, president/8.3% owner) **Future owners:** kmov: Belo; kstw: Paramount; kiro-TV: Cox

WQRF-TV Rockford, Ill., WTVW-TV Evansville, Ind., KARD-TV West Monroe, La.; KDEB-TV Springfield, Mo. and KLKB-TV Lubbock, Tex. Price: \$140 million **Buyer:** ABRY Broadcast Partners (Royce Yudkoff, president) **Seller:** Petracom Equity Partners

Swap of WVIT-TV Hartford/New Haven, Conn. for WWHO-TV Columbus, Ohio and LMA with WLWC-TV New Bedford/Boston, Mass. Price: \$136.025 million (NBC paying Viacom \$130 million cash and buying stations from Fant for \$6.025 million) **Swapper:** wvit: Viacom International Inc./Paramount Stations Group Inc. (Sumner M. Redstone, president/66.66% owner; Kerry McCluggage, chairman, Paramount TV Group; Anthony Cassara, president, Paramount Stations Group Inc.) **Swapper:** wwho-TV and wlwc-TV: NBC Inc. (Bob Wright, president; John Rohrbeck, president, NBC Television Stations; General Electric Co., owner), which is acquiring stations from Fant Broadcasting Co. (Anthony J. Fant, president/90% owner) **NOTE:** Viacom is assigning its right to WLWC-TV to NB-Mass Holding Co. LLC because it already owns wsbk-TV Boston

Swap of WSAV-TV Savannah, Ga., and WJTV-TV Jackson and satellite WHLT-TV Hattiesburg, Miss., for WTVR-TV Richmond, Va. Value: \$80 million **Swapper,** wsav-TV, wjtv, whlt: Raycom Media Inc. (Bryan Kent Hawkins, president/33.3% owner) **Swapper,** wtvr-TV: Media General Inc. (J. Stewart Bryan III, president/4.6% owner; Cede & Co.,

80.8% owner) **Broker:** Media Venture Partners

Options to acquire WNGM-TV Athens/Atlanta, Ga., and WOAC-TV Canton/Cleveland Price: \$73.5 million (\$50 million for WNGM-TV; \$23.5 million for WOAC) **Buyer:** Global Broadcasting Systems Inc. (formerly Ramcast Corp.) (Rachamim Anatian, chairman/92.5% owner) **Seller:** Paxson Communications Corp. (Lowell W. "Bud" Paxson, chairman/owner)

KSNF-TV Joplin, Mo.; WMGC-TV Binghamton, N.Y., and KJAC-TV Port Arthur/Beaumont and KFDX-TV Wichita Falls, Tex. Price: \$76 million **Buyers:** KSNF, KFDX-TV, KJAC-TV: Nexstar Broadcasting Group Inc. (Perry Sook, president; ABRY Broadcast Partners, owner) ■ **WMGC-TV:** Ackerley Group (William Ackerley, president) **Seller:** U.S. Broadcast Group LLC (Bob Fish, chairman) **Broker:** Communications Equity Associates (seller)

WGXA-TV Macon, Ga.; KTVE-TV El Dorado, Ark./Monroe, La., and WYDO-TV Greenville and WFXI-TV Morehead City/Greenville, N.C., and construction permit for WFXZ-TV Jacksonville, N.C. (to be satellite of WFXI) Price: \$58.5 million **Buyer:** Bain Capital Inc. (to form GOCOM Communications LLC [Richard L. Gorman, president]) **Seller:** GOCOM Television LP (Richard L. Gorman, president/owner)

KAAL-TV Austin, Minn.; KODE-TV Joplin, Mo., and KTWO-TV Casper and satellite KKTU-TV Cheyenne, Wyo. Price: \$40 million **Buyer:** Grapevine Communications Inc. (Wendell Reilly, president) **Seller:** Eastern Broadcasting Corp. (Roger A. Neuhoff, president) **Broker:** Blackburn & Co. (seller); Kalil & Co. (buyer)

Merger of Cottonwood Communications LLC WTWO-TV Terre Haute, Ind., and KQTV-TV St. Joseph, Mo. (B&C, Dec. 30, 1996) Price: \$31.8 million for stock **Buyer:** Nexstar Broadcasting Group LLC. **Seller:** TCS Television Partners LP (80.2% owner)

WMCF-TV Montgomery, Ala.; WMPV-TV Mobile, Ala./Pensacola, Fla.; WBUY-TV Holly Springs, Miss./Memphis, and WELF-TV Dalton, Ga./Chattanooga and WPGD-TV Hendersonville/Nashville, Tenn. Price:

CEA New York

Mergers/Acquisitions/Divestitures

The following is a partial listing of mergers, acquisitions and divestitures completed by CEA New York:

December 1997
\$629,000,000
Sold
The Radio Stations, Radio Networks
and Orlando Outdoor Billboard
Assets of
Paxson Communications Corp.
to
Clear Channel Communications
CEA represented both parties

October 1997
\$4,500,000
Sold
Tampa Billboard Properties of
Paxson Communications Corp.
to
Universal Outdoor
CEA represented the seller

September 1997
\$2,500,000
Sold
Texoma Outdoor
Advertising, Inc.
to
Exit Now Outdoor, LLC
CEA represented the seller

December 1997
Sold*
WGTZ - FM, WING - AM,
and WING - FM of
Great Trails Broadcasting Corp.
to
Clear Channel Communications
CEA represented the seller
*closing pending FCC approval

January 1998
Sold
Albert Outdoor Advertising
to
Clear Channel
Communications
CEA represented the seller

December 1997
Sold*
The 5 television stations of
Petracom Equity Partners, L.P.
to
Quorum Broadcasting
CEA represented the seller
*closing pending FCC approval

December 1997
\$146,000,000
Acquired
ACME Television
has acquired
KPLR - TV*
St. Louis
CEA represented the buyer
*closing pending FCC approval

June 1997
\$22,000,000
Acquired
ACME Television
has acquired
KWBP - TV
Portland
CEA represented the buyer

October 1997
\$13,200,000
Acquired
ACME Television
has acquired
WINT - TV
Knoxville
CEA represented the buyer

December 1997
Acquired*
ACME Television
has acquired
KZAR - TV
Salt Lake
CEA represented the buyer
*closing pending FCC approval

December 1997
Acquired*
ACME Television
has acquired
KAUO - TV
Albuquerque
CEA represented the buyer
*closing pending FCC approval

August 1997
\$65,000,000
Acquired
GOCOM
Communications, LLC
has acquired
KTVE - TV
WGXA - TV
WFXI - TV
CEA represented the buyer

October 1997
\$40,750,000
Acquired
GOCOM Communications, LLC
has acquired
Cottonwood
Communications Corp.
CEA represented the buyer

March 1997
\$30,000,000
Acquired
62nd Street Broadcasting
has acquired
9 radio stations in Lansing, MI,
Saginaw, MI and Ft. Wayne, IN
CEA represented the buyer

December 1997
Acquired
Great Trails Broadcasting Corp.
has acquired
KSVI - TV (ABC)
and time brokerage rights to
KMVT - TV (Fox)
CEA represented the buyer

January 1997
Time Brokerage Agreement
between
KFVE - TV Honolulu
and
Providence Journal
CEA represented the licensee

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Delivers in 1997

Financings

The following is a partial listing of financings completed by CEA New York:

September 1997
\$127,370,000
Senior Subordinated Notes
has been arranged for
ACME Television
Funding was underwritten by:
CIBC
Merrill Lynch
CEA represented the borrower

September 1997
\$55,442,500
Equity Capital
has been arranged for
ACME Television
Funding was provided by:
BancBoston Capital
Alta Communications, Inc.
CEA Capital Partners USA, L.P.
CEA represented the issuer

September 1997
\$40,000,000
Preferred Equity Capital
has been arranged for
ACME Television
Funding was underwritten by:
CIBC
Merrill Lynch
CEA represented the issuer

September 1997
\$40,000,000
Senior Debt Financing
has been arranged for
ACME Television
Funding was underwritten by:
CIBC (Agent)
CEA represented the borrower

December 1997
\$65,000,000
Senior Debt Financing
has been arranged for
Root Communications, L.P.
Funding was provided by:
Bank of Montreal
SunTrust Bank
CEA represented the borrower

December 1997
\$20,000,000
Equity Capital
has been arranged for
Root Communications, L.P.
Funding was provided by:
Fleet Equity Partners
CEA represented the issuer

December 1997
\$34,500,000
Senior Debt Financing
has been arranged for
Great Trails Broadcasting Corp.
Funding was provided by:
Bankers Trust Company
CEA represented the borrower

March 1997
\$10,000,000
Equity Capital
has been arranged for
62nd Street Broadcasting, LLC
Funding was provided by:
Bain Capital
CEA represented the issuer

January 1998
\$12,400,000
Equity Capital
has been arranged for
PNE Media Holdings, LLC
Funding was provided by:
BancBoston Ventures, Inc.
Alta Communications, Inc.
CEA represented the issuer

May 1997
\$7,500,000
Senior Debt Financing
has been arranged for
Pappas Telecasting Companies
Funding was provided by:
AMRESCO Funding Corp.
CEA represented the borrower

July 1997
\$6,000,000
Equity Capital
has been arranged for
Exit Now Outdoor, LLC
Funding was provided by:
Summit Capital Group
CEA Capital Partners USA, L.P.
CEA represented the issuer

January 1998
\$20,000,000
Senior Debt Financing
has been arranged for
PNE Media, LLC
Funding was provided by:
Union Bank of California
CEA represented the borrower



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July 1997
\$17,500,000
Senior Debt Financing
has been arranged for
Exit Now Outdoor, LLC
Funding was provided by:
IBJ Schroder Bank & Trust Co.
CEA represented the borrower

\$30 million **Buyer:** All American TV Inc. (Cruz S. Arguinzoni, president/33.3% owner) **Seller:** Sonlight Broadcasting Systems Inc. (Jay Sekulow, president)

KTVZ(TV) Bend, Ore. and WICZ(TV) Binghamton, N.Y. Price: \$16.5 million (includes purchase of tower manufacturer Stainless Inc. **Buyer:** Northwest Broadcasting (Brian W. Brady, 90% general partner of Northwest's limited partner, Northwest Partner LP; Alta Subordinated Debt Partners III LP, 99.5% owner) **Sellers:** KTVZ: Stainless Broadcasting (Bob Ferrington and Jeff Rodriguez, principals); wicz: Resorts Broadcasting (Shelly Eggy, president)

WCEE(TV) Mt. Vernon, Ill./St. Louis, Mo., and WILV(TV) (formerly WJUE) Battle Creek/Grand Rapids, Mich. Price: \$11.8 million (\$7 million for WILV; \$4.8 million for WCEE) **Buyer:** DP Media Inc. (Devon W. Paxson, VP) **Seller:** Paxson Communications Corp. (Lowell W. "Bud" Paxson, chairman/owner)

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. (Lowell W. "Bud" Paxson, chairman/owner) **Seller:** Anthony J. Fant.



Alabama

WVTM-TV Birmingham, Ala. Price: \$199 million **Buyer:** LIN Television Corp. (Gary R. Chapman, president; Hicks, Muse, Tate & Furst, owner) **Seller:** NBC Inc. (Bob Wright, president; John Rohrbeck, president, NBC Television Stations; General Electric Co., owner)

Arizona

KNAZ-TV Flagstaff/Phoenix and KMOH-TV Kingman/Phoenix Price: \$6.25 million **Buyer:** Gannett Co. Inc. (John Curley, chairman; Cecil L. Walker, president, Gannett Broadcasting) **Seller:** Grand Canyon Television Co. Inc. (William Franke, owner)

California

KUZZ-TV Bakersfield Price: \$14,010,800 **Buyer:** Univision Television Group Inc. (A. Jerrold Perenchio, chairman) **Seller:** Buck Owns Production Co. Inc. (Buck Owens, president)

KTNC-TV Concord/San Francisco Price: \$7,824,600 **Buyer:** Pappas Telecasting Cos. (Harry J. Pappas, president/owner) **Seller:** Mitts Telecasting Co. (Dr. Thomas F. Mitts, owner)

KADY-TV Oxnard Price: \$11 million **Buyer:** Biltmore Broadcasting LLC (Brian E. Cobb, managing member/51% owner) **Seller:** John W. Hyde, trustee **Broker:** Media Services Group

KKAG(TV) Porterville/Fresno Price: \$7.96 million **Buyer:** Paxson Communications Corp. (Lowell W. "Bud" Paxson, chairman/owner) **Seller:** Kralowec Children's Family Trust (Arthur C. Kralowec, president/trustee) **Broker:** Media Venture Partners (seller)

KRCA(TV) Riverside/Los Angeles Price: \$60 million for stock **Buyer:** Liberman Broadcasting Inc. (co-owners Lenard and Jose Liberman) **Seller:** Fouce Amusement Enterprises (Frank L. Fouce, president) **Broker:** Kalil & Co.

KPWB(TV) Sacramento Price: \$100 million **Buyer:** Paramount Stations Group Inc. (Anthony Cassara, president; Viacom Inc., owner) **Seller:** Pappas Telecasting Cos. (Harry J. Pappas, president/owner)

KOFY-TV San Francisco Price: \$173.75 million **Buyer:** Granite Broadcasting Corp. (W. Don Cornwell, chairman) **Seller:** Pacific FM Inc. (James Gabbert, president) **Broker:** H.B. La Rue Media Brokers

Florida

WTVX(TV) Fort Pierce/West Palm Beach Price: \$34.25 million **Buyer:** Viacom International Inc. (Sumner M. Redstone, president/66.66% owner; Kerry McCluggage, chairman, Paramount TV Group; Tony Cassara, president, Paramount Stations Group Inc.) **Seller:** Paxson Communications Corp. (Lowell W. "Bud" Paxson, chairman/owner)

WIRB(TV) Melbourne/Orlando Price: \$13,161,274 **Buyer:** Paxson Communications Corp. (Lowell W. "Bud" Paxson, chairman/owner) **Seller:** Christian Network Inc. (James L. West, chairman; buyer Lowell W. Paxson, co-founder/backer)

WJXX(TV) (formerly WYDP) Orange Park/Jacksonville Price: \$5 million **Buyer:** Allbritton Communications Co. (through parent Perpetual Corp.) (Robert L. Allbritton, executive VP/COO) **Seller:** WPR LP

WRBW(TV) Orlando Price: \$60.25 million **Buyer:** United Television Inc. (BHC Communications Inc., 58.8% owner; Chris-Craft Industries Inc. 96% owner of BHC; John C. Siegel, chairman) **Seller:** Rainbow Broadcasting Ltd. (Joseph Rey, principal)

WPBF(TV) Tequesta/Palm Beach Price: \$85 million **Buyer:** Hearst Corp. (Frank A. Bennack Jr., president) **Seller:** Paxson Communications Corp. (Lowell W. "Bud" Paxson, chairman/owner) **Broker:** Alex. Brown & Sons Inc. (seller)

WBSV-TV Venice/Tampa/St. Petersburg Price: \$11.6 million **Buyer:** Global Broadcasting Systems Inc. **Seller:** DeSoto Broadcasting Inc. (Danford L. Sawyer, principal)

Hawaii

CP for KAPA-TV Kaneohe/Honolulu Price: \$5 million **Buyer:** Paxson Communications Corp. (Lowell W. "Bud" Paxson, chairman/owner) **Seller:** Dove Broadcasting Co. (Paul A. Tennyson, president) **Broker:** Patrick Communications Corp.

Idaho

KMVT(TV) Twin Falls Price: \$14.5 million **Buyer:** Catamount-Idaho License LLC (Glenpointe Assoc. LLC, owner, J. Barton Goodwin, principal/22.375% owner) **Seller:** Root Communications Ltd. (James L. Devis, president; Susan S. Root Revocable Trust, owner) **Brokers:** York Street Partners, Kalil & Co. and Communications Equity Associates

Indiana

WNDY(TV) Marion/Indianapolis Price: \$34.99 million **Buyer:** Viacom International Inc. (Sumner M. Redstone, president/66.66% owner; Kerry McCluggage, chairman, Paramount TV Group; Anthony Cassara, president, Paramount Stations Group Inc.) **Seller:** IMS Broadcasting LLC (John Newcomb, principal)

Kentucky

WLCN-TV Madisonville Price: \$5 million **Buyer:** South Central Communications Corp. (John D. Engelbrecht, president/82% owner) **Seller:** ZOE Broadcasting Corp. (John Price, president)

Louisiana

WUPL(TV) Slidell/New Orleans Price: \$41.9 million **Buyers:** Viacom International Inc./Paramount Stations Group Inc. (ultimate owner buying from Cox for \$32.5 million) (Sumner M. Redstone, president/66.66% owner; Kerry McCluggage, chairman, Paramount TV Group; Anthony Cassara, president, Paramount Stations Group Inc.) and Cox Broadcasting Inc. (buying from Middle America for \$9.4 million) (Nicholas D. Trigony, president; Andrew S. Fisher, executive VP—TV; Robert F. Neil, president, Cox Radio Inc.) **Sellers:** Middle America Communications Inc. (primary owner) and Cox Broadcasting Inc. (Nicholas D. Trigony, president; Andrew S. Fisher, executive VP—TV; Robert F. Neil, president, Cox Radio Inc.)

Maine

WCSH-TV Portland and WLBZ-TV Bangor Price: \$112 million **Buyer:** Gannett Co. Inc. (John Curley, chairman; Cecil L. Walker, president, Gannett Broadcasting) **Seller:** Maine Radio and Television Co. (Fredric L. Thompson, president) **Broker:** Kalil & Co.

Maryland

WHSW-TV Baltimore Price: \$80 million **Buyer:** Chris-Craft Industries Inc./BHC Communications Inc./United Television Inc. (John C. Siegel, chairman) **Seller:** HSN Inc./Silver King Communications Inc. (Barry Diller, owner; Liberty Media Corp./Tele-Communications Inc., sole nonattributable shareholder)

Michigan

WBSX-TV Anne Arbor/Detroit Price:

\$35 million (includes low-power ch. 48, Detroit) **Buyer:** Paxson Communications Corp. (Lowell W. "Bud" Paxson, chairman/owner) **Seller:** Blackstar LLC (John E. Oxendine, chairman)

WLAJ(TV) Lansing Price: \$19.4 million **Buyer:** Granite Broadcasting Corp. (W. Don Cornwell, chairman) **Seller:** Lansing 53 Inc. (Joel I. Ferguson, president)

Minnesota

KLGT(TV) Minneapolis Price: \$52.5 million (\$2.5 million for assumption of debt) **Buyer:** Sinclair Broadcast Group Inc. (David D. Smith, president/28.1% owner) **Seller:** Lakeland Group Television (Linda Rios Brook, president)

Mississippi

WXXV-TV Gulfport Price: \$17.475 million **Buyer:** Morris Newspaper Corp. (Charles H. Morris, president/90.4% owner) **Seller:** Prime Cities Broadcasters Corp. of Mississippi. (John Tupper, Dick Shively, Harry Smart, Bill Kepper, Larry McQuaid, shareholders)

Missouri

KYFC(TV) Kansas City Price: \$16.4 million **Buyer:** Paxson Communications Corp. (Lowell W. "Bud" Paxson, chairman/owner) **Seller:** Kansas City Youth for Christ Inc. (Ronnie Metsker, president) **Broker:** Patrick Communications Corp.

KPLR-TV St. Louis Price: \$146 million **Buyer:** Acme Television Holdings LLC (Jamie Kellner, CEO/40% owner) **Seller:** Koplar Communications (Edvard J. Koplar, president)

Montana

KSVI(TV) Billings Price: \$17.37 million **Buyer:** Great Trails Broadcasting Corp. (Alexander J. Williams, president/chairman-elect; Paul M. Hughes, president-elect) **Seller:** Big Horn Communications Inc. (Tom Hendrickson, president) **Broker:** Patrick Communications Corp.

Nevada

KUPN(TV) Las Vegas Price: \$87 million **Buyer:** Sinclair Broadcast Group Inc. (David D. Smith, president/25% owner) **Seller:** Rich Communications Inc. (Melinda R. Rich, president)

KFBT-TV Las Vegas Price: \$33 million for stock **Buyer:** Acme Television Holdings LLC (Jamie Kellner, CEO/40% owner) **Sellers:** Daniel N., Mary F., Kimberly D., Daniel N. II, Koker, Bradley P. Niergarth and Lawrence G and Teri J. DePaulis

New York

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

WUTR(TV) Utica Price: \$7.75 million **Buyer:** Utica Television Partners LLC (co-owners George V. Kriste, Michael Williams; Ackerley Communications Inc. will have LMA) **Seller:** Media General Inc.

(J. Stewart Bryan III, president/4.6% owner; Cede & Co., 80.8% owner) **Broker:** Media Venture Partners

North Carolina

WKFT(TV) Fayetteville Price: \$19.5 million **Buyer:** Bahakel Communications Ltd (Cy "Buddy" Bahakel, president) **Seller:** Allied Communications Co., Raleigh (Robert Holding III, president)

WITN-TV Washington/Greenville Price: \$40 million **Buyer:** Gray Communications Systems Inc. (J. Mack Robinson, interim president) **Seller:** Raycom Media Inc. (John Hayes, president) **Broker:** Media Venture Partners

WWAY(TV) Wilmington Price: \$9.6 million **Buyer:** Kelso Investment Associates V LP (Kelso Partners V LP, general partner [George E. Matelich, Frank T. Nickell, Joseph S. Schuchert, Thomas R. Wall IV, Michael V. Goldberg, general partners]) **Seller:** Mario Baeza

Ohio

WKBN-TV Youngstown Price: \$48 million **Buyer:** GOCOM Communications LLC (Richard L. Gorman, CEO; Bain Capital Inc., owner) **Seller:** WKBN Broadcasting Corp. (J.D. Williamson II, president) **Broker:** Blackburn & Co.

Oklahoma

KOKH-TV Oklahoma City Price: \$60 million cash **Buyer:** Sullivan Broadcasting Co. Inc. (J. Daniel Sullivan, president/CEO; ABRY Broadcast Partners, 80% owner) **Seller:** Sinclair Broadcast Group Inc. (David D. Smith, president/28.1% owner)

Oregon

KWBPTV Salem/Portland Price: \$17.6 million + 20% ownership interest in buyer **Buyer:** Acme Television Holdings of Oregon LLC (managing members Tom Allen, CFO/40% owner; Douglas Gealy, COO/40% owner; backer is investment group led by WB Network chief Jamie Kellner) **Seller:** Peregrine Communications Ltd. (Tom McCoy, principal)

Pennsylvania

WJET-TV Erie Price: \$18.5 million **Buyer:** Nexstar Broadcasting Group Inc. (Perry Sook, president; ABRY Broadcast Partners, owner) **Seller:** Jet Broadcasting Inc. (John Zanzius and Myron Jones, owners)

License of WPCB-TV Greensburg/Pittsburgh Price: \$35 million **Buyer:** Paxson Communications Corp. (Lowell W. "Bud" Paxson, chairman/owner) **Seller:** Cornerstone TeleVision Inc.; WQED Pittsburgh (George L. Miles Jr., president) **Broker:** Richard A. Foreman Associates

WJAC-TV Johnstown/Altoona Price: \$36 million **Buyer:** Sunrise Television Corp. (Robert N. Smith, principal; Hicks, Muse, Tate & Furst, owner) **Seller:** Richard Meyer

WYOU(TV) Scranton Price: \$20 million **Buyer:** Bastet Broadcasting Inc. (David S. Smith, president/owner) **Seller:** Nexstar

Broadcasting Group Inc.

WSWB-TV Scranton/Wilkes Barre, Pa. Price: \$6 million **Buyer:** Paxson Communications Corp. (Lowell W. "Bud" Paxson, chairman/owner) **Seller:** Ted Ehrhardt **Broker:** Patrick Communications Corp.

WBRE-TV Wilkes-Barre/Scranton Price: \$47 million **Buyer:** Nexstar Broadcasting Group Inc. (Perry Sook, president; ABRY Broadcast Partners II LP, owner) **Seller:** I. Martin Pompadur **Broker:** Kalil & Co. (for seller)

Tennessee

WINT-TV Crossville/Knoxville Price: \$13.2 million **Buyer:** Acme Television Holdings of Tennessee LLC, Columbus, Ohio (Tom Allen, Douglas Gealy, managing members acting for WB Network supporters) **Seller:** Crossville TV LP

Texas

KRBC-TV Abilene and satellite KACB-TV San Angelo Price: \$8.5 million **Buyer:** Sunrise Television Corp. (Robert N. Smith, CEO; Hicks, Muse, Tate & Furst, owner) **Seller:** Abilene Radio and Television Co. (Gary R. Ackers, William L. Andrews, principals) **Broker:** Norman Fisher & Associates Inc.

KNWS-TV Katy/Houston Price: \$40 million **Buyer:** Global Broadcasting Systems Inc. (Rachamim Anatian, chairman/86.8% owner) **Seller:** Johnson Broadcasting Inc. (Douglas R. Johnson, president/owner)

KLDO-TV Laredo Price: \$6.2 million **Buyer:** Entravision Communications Co. LLC (Walter F. Ulloa, managing member/8.15% owner; Valley Channel 48 Inc., 38.3% owner; Cabrillo Broadcasting Corp., 18.83% owner [Philip C. and Wendy Kruidenier Wilkinson, owners]) **Seller:** Panorama Broadcasting Co. (Oscar Laurel, principal)

Virginia

WAWB(TV) Ashland/Richmond Price: \$10 million **Buyer:** James L. Lockwood Jr. **Seller:** Bell Broadcasting LLC (James E. Campana, 60% owner)

WJCB-TV Norfolk Price: \$14.75 million **Buyer:** Paxson Communications Corp. (Lowell W. "Bud" Paxson, chairman/owner) **Seller:** Lockwood Broadcasting (James L. Lockwood, chairman) **Broker:** Patrick Communications Corp.

WGNT(TV) Portsmouth Price: \$42.5 million **Buyer:** Viacom International Inc. (Sumner M. Redstone, president/66.66% owner; Kerry McCluggage, chairman, Paramount TV Group; Anthony Cassara, president, Paramount Stations Group Inc.) **Seller:** Centennial Communications Inc. (Raymond B. Bottom Jr., principal) **Broker:** Media Venture Partners

WEFC(TV) Roanoke/Lynchburg Price: \$5.5 million **Buyer:** Paxson Communications Corp. (Lowell W. "Bud" Paxson, chairman/owner) **Seller:** Vine & Branch Inc. (C. Kenneth Wright, president) **Broker:** Patrick Communications Corp.

Washington

KBGE(TV) Bellevue/Seattle Price: \$35 million **Buyer:** Paxson Communications Corp. (Lowell W. "Bud" Paxson, chairman/owner) **Seller:** ValueVision International Inc. (Robert L. Johander, chairman)

KSTW(TV) Tacoma/Seattle Price: \$160 million **Buyer:** Cox Broadcasting Inc. (Nicholas D. Trigony, president; Andrew S. Fisher, executive VP—TV; Cox Enterprises Inc., owner) **Seller:** Gaylord Entertainment Co. (E.W. Wendell, president)

West Virginia

CP for WKRP-TV Charleston Price: \$8.25 million **Buyer:** Paxson Communications Corp. (Lowell W. "Bud" Paxson, chairman/owner) **Seller:** Mountaineer Broadcasting Corp. (William L. Kepper, president) **Broker:** Patrick Communications



(ARRANGED BY PRICE)

CBS Radio/Westinghouse Electric Co./CBS Corp., New York (Mel Kar-mazin, CEO, CBS Station Group) buying American Radio Systems Corp. (Steven B. Dodge, chairman/29.7% owner) **Price:** \$2.6 billion; 98 stations involved.

Merger of Chancellor Broadcasting Co. into Evergreen Media Corp.; purchase of KYSR(FM) and KXEZ(FM) Los Angeles; WMZQ(AM) Arlington, Va./Washington-WMZQ-FM Washington and WBZS(AM) Alexandria, Va./Washington-WJZW(FM) Woodbridge, Va./Washington; WLIT-FM Chicago; WLTJ(FM) Detroit, and WLTW(FM) and WAXQ(FM) New York Value: \$2.575 billion (\$1.075 billion for stations; \$1.5 billion value of merger) **Buyer:** Chancellor Media Corp. (Thomas O. Hicks, chairman; Scott K. Ginsburg, president; Steven Dinetz and James de Castro, co-COOs). Chancellor Media Corp. will be formed by the merger of Chancellor Broadcasting Co. (Thomas O. Hicks, chairman; Steven Dinetz, president; Hicks, Muse, Tate & Furst Inc., 90% owner [Thomas O. Hicks, chairman]) into Evergreen Media Corp. (Scott K. Ginsburg, chairman/55.6% owner). **Seller:** Viacom International Inc. (Sumner M. Redstone, president/66.66% owner) **Brokers/advisers:** Star Media Group Inc.; Greenhill & Co.; Wasserstein, Perella & Co.

Capstar Broadcasting Partners LP (Thomas O. Hicks, owner) buying SFX Broadcasting Inc., New York (Robert F.X. Sillerman, executive chairman/53.2%

owner) **Price:** \$2.1 billion; 72 stations involved.

Swap of KBIG-FM Los Angeles, WDBZ(FM) (now WNSR) New York and KLDE(FM) Houston for WTOP(AM) and WGMS-FM Washington and format and signal of KZLA-FM Los Angeles Value: \$740 million **Swapper:** KZLA-FM, WTOP, WGMS-FM—Chancellor Media Corp. (Scott K. Ginsburg, president) **Swapper:** KBIG-FM, WDBZ, KLDE—Bonneville International Corp. (Bruce T. Reese, president; Corporation of the President of the Church of Jesus Christ of Latter-Day Saints, owner) **Broker:** Star Media Group Inc.

WZNZ(AM), WNZS(AM), WROO(FM), WPLA(FM), WFSJ-FM and WTLK-FM Jacksonville, WSJT(FM) and WZTM(AM) Lakeland and WIOD(AM), WFKZ(FM), WAVK(FM), WKRY(FM), WFTL(AM), WPLL(FM), WINZ(AM)-WLVE(FM) and WZTA(FM) Miami/Fort Lauderdale; WSHE(FM), WTKS(FM), WQTM(AM), WMGF(FM), WWNZ(AM) and WJRR(FM) Orlando; WPAP-FM, WDIZ(AM)-WFSY(FM), WPBH(FM) and WSHF(FM) Panama City; WYCL(FM) and WTXS(FM) (formerly WOWW) Pensacola; WNLS(AM)-WTNT(FM), WSNJ(FM), WJZT(FM) and WXSJ(FM) Tallahassee; WHPT(FM), WKES(FM) and WHNZ(AM) Tampa/St. Petersburg and WKGR(FM), WOLL(FM), WBZT(AM) and WEAT(AM) West Palm Beach, all Fla.; and WPTN(AM)-WGSQ(FM) and WHUB(AM)-WGIC-FM (formerly WHUB-FM) Nashville Price: \$600 million (includes six radio networks) **Buyer:** Clear Channel Communications Inc. (L. Lowry Mays, president) **Seller:** Paxson Communications Corp. (Lowell W. "Bud" Paxson, chairman/owner) **Adviser:** Communications Equity Associates

KGLQ-FM (formerly KHTC) and KZZP-FM Phoenix, Ariz.; KMCG-FM (formerly KUPR), KXGL-FM (formerly KFSD-FM) San Diego, Calif.; WPOC-FM Baltimore, Md.; KSGS(AM)-KMJZ-FM Minneapolis; WMMS-FM, WGAR-FM and WMJI-FM Cleveland and WCOL-FM and WFII(AM) (formerly WCOL)-WNCI-FM Columbus, Ohio; KEGF-FM and KDMX-FM Dallas, KHMX-FM and KTBZ-FM Houston Price: \$620 million **Buyer:** Jacor Communications Inc. (Samuel Zell, chairman; Randy Michaels, CEO; Zell/Chilmark Fund LP, 30% owner; David H. Crowl, president, Radio Division) **Seller:** Nationwide Communications Inc. (Steven P. Berger, president) **Broker:** Gary Stevens & Co.

WGCI-AM-FM Chicago and KHKS(FM) Denton/Dallas and KKBQ(AM) Houston-KKBQ(FM) Pasadena/Houston Price: \$340 million **Buyer:** Chancellor Media Corp. (merger of Chancellor Broadcasting Co. and Evergreen Media Corp.) (Scott K. Ginsburg, president) **Seller:** Gannett Co. Inc. (John Curley, chairman; Cecil L. Walker, president, Gannett Broadcasting)

KCBL(AM) (formerly KKTR)-KBOS-FM

Fresno and KRZR(FM) Hanford/Fresno, Calif.; WWSF(FM) Andalusia, Ala./Fort Walton Beach/Pensacola, WMEZ(FM) Pensacola and WXBW-FM Milton/Pensacola, Fla.; WCHY-AM-FM and WSOK(AM)-WAEV(FM) Savannah, WYKZ(FM) Beaufort, S.C./Savannah and WLVA(FM) Hardeeville, S.C./Savannah, Ga.; KSSK(AM) Honolulu-KSSK-FM Waipahu/Honolulu, KIKI(AM)-KKLV(FM) and KHVH(AM)-KIKI-FM Honolulu and KUCD(FM) Pearl City/Honolulu; WCVS-FM Virden/Springfield and WFMB-AM-FM Springfield, Ill.; WBCK(AM)-WBXX(FM) Battle Creek, WRCC(AM) (formerly WWKN) Battle Creek-WWKN(FM) (formerly WRCC) Marshall/Albion/Battle Creek and WRCV(AM)-WGRD-FM and WLHT(FM) Grand Rapids, Mich.; KCBN(AM)-KRNO-FM Reno and KWNZ(FM) Carson City/Reno; WEEZ(AM)-WODE-FM Easton/Allentown and WTCY(AM)-WWNK-FM Harrisburg, Pa., CP for WQFN(FM) Walker/Grand Rapids, Mich. Price: \$215 million for stock **Buyer:** Capstar Broadcasting Partners Inc. (R. Steven Hicks, CEO/3.2% owner; Thomas O. Hicks, ultimate owner/chairman, Hicks, Muse, Tate & Furst Inc.) **Seller:** Paterson Broadcasting Inc. (James W. Wesley Jr., president [to be chairman, Capstar]; Dyson-Kissner-Moran Corp., 65.9% owner) **Broker:** Media Venture Partners

WMCZ(FM) Millbrook/Montgomery and WZHT(FM) Troy/Montgomery, Ala.; WDOV(AM)-WDSD(FM) Dover/Wilmington and WSRV(FM), Smyrna/Wilmington, Del.; KRMD-AM-FM Shreveport, La.; WWFG(FM) Ocean City and WOSC(FM) Bethany Beach, Del./Ocean City, Md.; WOAD(AM) and WKXI(AM)-WJMI(FM) Jackson and WKXI-FM Magee/Jackson, Miss.; WSIC(AM)-WFMX(FM) Statesville/Charlotte, N.C.; WCOS-AM-FM, WHKZ(FM), WVOC(AM) and WSCQ(FM) Columbia, WESC-AM-FM Greenville/Spartanburg, WFNQ(FM) Forest City, N.C./Greenville/Spartanburg and WJMZ-FM Anderson/Greenville/Spartanburg, all S.C., and WNTW(AM)-WUSQ-FM Winchester, WFQX(FM) Front Royal/Winchester, WLNJ(FM) Lynchburg, WROV(AM) Roanoke/Lynchburg, WROV-FM Martinsville/Roanoke/Lynchburg and WYYD(FM) Amherst/Roanoke/Lynchburg, all Va. Price: \$173 million **Buyer:** Capstar Broadcasting Partners Inc. (R. Steven Hicks, president/3.2% owner; Thomas O. Hicks, ultimate owner/chairman, Hicks, Muse, Tate & Furst Inc.) **Seller:** Benchmark Communications (Bruce R. Spector, Joseph L. Mathias IV, general partners) **Broker:** Americom (for seller)

WBRJ(FM) Mount Sterling and WTAD(AM)-WQCY(FM) and WMOS(FM) Quincy, Ill.; WEST(AM)-WLEV(FM) Easton/Allentown, WVAM(AM)-WPRR(FM) Altoona, WQXA-AM-FM York/Harrisburg, WRKZ(FM) Elizabethtown/Her-

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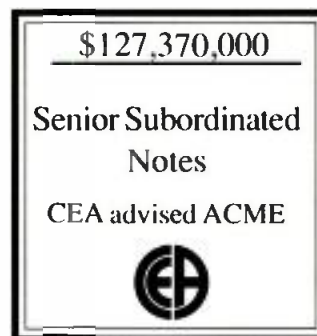
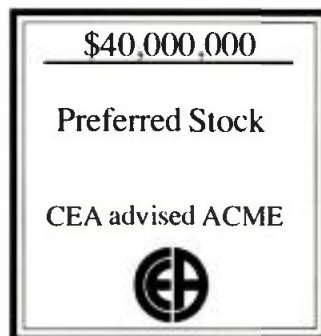
Acquisitions Totaling \$196.2 million

CEA acted as the exclusive broker to ACME on the following acquisitions:



Financings Totaling \$262.8 million

CEA acted as ACME's exclusive advisor related to the placement of the following instruments:



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shey/Harrisburg, WGLU(FM) Johnstown, WQKK(FM) Edensburg/Johnstown, WRSC(AM)-WQWK(FM) State College, WBLF(AM) Bellefonte/State College, WIKN(FM) Port Matilda/State College, all Pa.; the following Wilkes-Barre, Pa.-area stations: WAZL(AM)-WZMT(FM), WARM(AM)-WMGS(FM) (includes LMAs for WBHT(FM) and WKQV(FM) and JSA for WKQV(AM)), and WLKW(AM)-WWLI(FM) and WPRO-AM-FM Providence, R.I. **Price:** \$117 million **Buyer:** Citadel Broadcasting Co. (Lawrence R. Wilson, president/19.1% owner; ABRY Broadcast Partners II LP, 37.2% owner) **Seller:** Tele-Media Communications Corp. (Robert E. Tudek, president; Tele-Media Investment Corp, owner [Robert E. Tudek, president/42.5% owner])

Swap of KRLA(AM) Pasadena/Los Angeles-KLSX(FM) Los Angeles, Calif., for WBOS(FM) Brookline/Boston, Mass., WOAZ-FM Lowell/Boston, Mass., and WMMR(FM) Philadelphia **Value:** \$100 million **Swapper:** KRLA-KLSX—Greater Media Inc. (Peter A. Bordes, chairman/owner) **Swapper:** wbos, WOAZ-FM, WMMR—Westinghouse Electric Corp./CBS Inc. (Michael H. Jordan, chairman)

Swap of KLDE(FM) Houston for KMBZ(AM)-KLTH(FM) and KCMO-AM-FM Kansas City, Mo., and KIRO-AM-FM and KNWX(AM) Seattle **Value:** \$100 million **Swapper:** KLDE—Entertainment Communications Inc. (Joseph M. Field, president/70.3% owner) **Swapper:** Kansas City, Seattle stations—Bonneville International Corp. (Bruce T. Reese, president; Church of Jesus Christ of Latter-Day Saints, owner) **Broker:** Star Media Group

WTAG(AM)-WSRS(FM) Worcester, Mass.; WGIR-AM-FM Manchester, N.H.; WTMN(AM)-WHEB(FM) Portsmouth and WCQL(FM) (formerly WXHT) York Center, Me./Portsmouth, N.H., and WEZF(FM) Burlington, Vt. **Price:** \$70 million **Buyer:** Capstar Broadcasting Partners Inc. (Thomas O. Hicks, owner) **Seller:** Knight Quality Stations (N. Scott Knight, president) **Broker:** Media Venture Partners

WEJM(AM) Chicago and WFLN-FM Philadelphia **Price:** \$64.1 million (\$7.5 million for WEJM(AM); \$41.8 million for WFLN) **Buyers:** ■ WEJM(AM): Douglas Broadcasting Inc./Par Holdings Inc., (N. John Douglas, chairman) ■ WFLN-FM: Greater Media Inc. (Peter A. Bordes, chairman/owner) **Seller:** Evergreen Media Corp. (Scott Ginsburg, chairman) **Broker:** Broadcasting Asset Management Corp.

WMJY(FM) Biloxi, WKNN-FM Pascagoula/Biloxi, WJDS-AM-WMSI-FM, WKTF-FM and WJDX(FM) Jackson and WZRZ(AM)-WSTZ-FM Vicksburg/Jackson, Miss. In separate swap, buyer Capstar will trade WESC-AM-FM and WFNQ(FM) Greenville/Spartanburg, S.C. (which it is in the process of buying), for seller's

WGNE-FM Titusville/Daytona Beach, Fla., and KKRZ(FM) Wichita and KRZZ-FM Derby/Wichita, Kan. **Price:** \$60 million **Buyer:** Capstar Broadcasting Partners LP (Thomas O. Hicks, owner) **Seller:** SFX Broadcasting Inc. (Robert F.X. Sillerman, executive chairman/53.2% owner)

KYAK(AM)-KGOT(FM) and KYMG(FM) Anchorage and KIAK-AM-FM and KAKQ-FM Fairbanks, Alaska; KBLU(AM)-KTTI(FM) and KYJT(FM) Yuma, Ariz.; WJJS(AM) (formerly WVLR)-WJXX(FM) Lynchburg and WLDJ(FM) Appomattox/Lynchburg, and WJJS(FM) Vinton/Roanoke/Lynchburg and WRDJ(FM) Roanoke/Lynchburg, all Va., and WIBA-AM-FM, WTOS(AM)-WZEE(FM) and WMLI-FM Madison and WMAD-FM Sun Prairie/Madison, Wis. **Price:** \$60 million **Buyer:** Capstar Broadcasting Partners Inc. (R. Steven Hicks, CEO/3.2% owner; Thomas O. Hicks, ultimate owner/chairman, Hicks, Muse, Tate & Furst Inc. **Sellers:** ■ Alaska stations: COMCO Broadcasting Inc. (Garry Donovan, president) ■ Yuma stations: Commonwealth Broadcasting of Arizona LLC (Dex Allen, president) ■ Virginia, Madison stations: Richard P. Verne **Brokers:** Media Venture Partners and Americom

Swap of KCTC(AM) Sacramento, Calif. and WDAF(AM) and KUDL(FM) Kansas City, Mo., plus \$3 million cash, for KLOU-FM St. Louis **Value:** \$50 million **Swapper:** KCTC, WDAF and KUDL—American Radio Systems Corp. (Steven B. Dodge, chairman/29.7% owner) **Swapper:** KLOU-FM—Entertainment Communications Inc. (Joseph M. Field, president/70.3% owner)

Swap of KSLX-AM-FM Scottsdale/Phoenix, Ariz. for KEGL(FM) Fort Worth/Dallas **Value:** \$50 million **Swapper:** KSLX-AM-FM—Nationwide Communications Inc. (Steve Berger, president) **Swapper:** KEGL-FM—Sandusky Newspapers Inc. (David Rau, chairman; Norman Rau, president, Sandusky Radio) **Broker:** Gary Stevens & Co. (for Nationwide)

WGER(FM)-WSGW(AM) Saginaw and WIOG(FM) Bay City/Saginaw, all Mich., and WRQN(FM) Bowling Green/Toledo, WIMX(FM) Gibsonburg/Toledo and WTOD(AM)-WKKO(FM) Toledo, all Ohio **Price:** \$45 million **Buyer:** 62nd St. Broadcasting LLC (R. Charles McLavy, president/5% owner; Bain Capital Inc., 94% owner [Adam Kirsch, managing director/20% owner] **Seller:** Fritz Broadcasting Inc. (Jock T. Fritz, president/35% owner) **Broker:** Richard A. Foreman Associates

KASH-AM-FM and KENI(AM)-KBFX(FM) Anchorage; KVFX(FM) Manteca, KFIV(AM)-KJSN(FM) Modesto and KJAX(AM) Stockton, all Calif., and KDMI(AM)-KGGO(FM) and KHKI(FM) Des Moines, Iowa **Price:** \$35 million **Buyer:** Capstar Broadcasting Partners Inc. (R. Steven Hicks, CEO; Hicks, Muse, Tate & Furst Inc., owner) **Seller:** Commu-

nity Pacific Broadcasting Co. LP (David J. Benjamin, CEO) **Broker:** Media Venture Partners

WTAE(AM)-WVTY(FM) Pittsburgh and WISN(AM)-WLTQ(FM) Milwaukee **Price:** \$35 million **Buyer:** SFX Broadcasting Inc. (Robert F.X. Sillerman, executive chairman/53.2% owner) **Seller:** Hearst Corp. (Frank A. Bennack Jr., president)

WMAN(AM)-WYHT-FM Mansfield and WSWR-FM Shelby, Ohio; WFNT(AM)-WCRZ-FM Flint and WWBN-FM Tuscola, Mich. **Value:** 32 million for merger **Buyer:** Regent Communications Inc. (Terry S. Jacobs, chairman/80% owner) **Seller:** Faircom Inc. (Joel Fairman, president) wil I maintain stock interest in Regent Communications **Broker:** The Crisler Co.

Exchange of WVAE(FM) Fairfield/Cincinnati, Ohio, for WGH-AM-FM Newport News/Norfolk and WVCL(FM) (formerly WLTY) Norfolk, Va. **Value:** \$25 million **Swapper:** wvae—Heritage Media Corp. (James Hoak, chairman; Paul W. Fiddick, president, Radio Group) **Swapper:** WGH-AM-FM, WVCL-FM—Susquehanna Radio Corp. (David E. Kennedy, president/8.7% owner; Susquehanna Pfaltzgraff Co., ultimate owner)

WLWV-FM, WTGM(AM)-WQHQ(FM) Salisbury, WRXS(FM) Ocean City, Md.; WLBW(FM) Fenwick Island, Delaware; WHBT(AM)-WBZE(FM) and WHBX(FM) Tallahassee, Fla. **Price:** \$24.6 million **Buyer:** Cumulus Licensing Corp. (William M. Bungeroth, president) **Seller:** HVS Partners (Gisela Huberman, principal) **Broker:** The Whittle Agency

KZGL(FM) Cottonwood, KVNA-AM-FM Flagstaff and KAAA(AM)-KZZZ(FM) Kingman, Ariz., and KFME(FM), KPPL(FM) and KALF(FM) Chico, KVOY(AM) and KTPI(FM) Mojave, KQMS(AM)-KSHA-FM Redding, KOWL(AM)-KRLT(FM) South Lake Tahoe and KROY(AM)-KATJ(FM) Victorville, all Calif. **Price:** \$23.5 million for stock **Buyer:** Regent Communications Inc. (Terry S. Jacobs, chairman) **Seller:** Park Lane Group (James H. Levy, chairman) **Broker:** Star Media Group Inc.

Swap of WKRQ(FM) Cincinnati for WHAM(AM)-WVOR-FM and WHTK(AM) Rochester and option to purchase WNVE(FM) South Briston Township/Rochester, N.Y. **Value:** \$16 million **Swapper:** WKRQ—Jacor Communications Inc. (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner) Swapper, Rochester stations: American Radio Systems Corp. (Steven B. Dodge, chairman)

KTOM-AM-FM Salinas/Monterey, Calif., and KCIX(FM) Garden City/Boise and KXLT-FM Eagle/Boise, Idaho **Price:** \$15.951 million (\$8 million for combo; \$7.56 million for KCIX; \$391,000 for KXLT-FM) **Buyer:** Lartique Multimedia Systems Inc. (John T. Lynch, president/owner) **Sellers:** ■ KTOM-AM-FM: California Broadcasting Co. LP (Douglas M. Grimm, principal) ■ KCIX:

Contemporary Media Corp. (Edwin F. Guth III, owner) **Broker:** Media Services Group Inc. (for the seller of KTOM-AM-FM and Boise stations)

WGUS(AM)-WEKL(FM) Augusta, WRXR(FM) Aiken, S.C./Augusta and WUUS(FM) (formerly WKBG) Martinez/Augusta, Ga. Price: \$15.5 million **Buyer:** Cumulus Media LLC (William Bungeroth, president) **Seller:** Wilks Broadcasting Acquisitions Inc. (Jeffrey S. Wilks, president/59% owner) **Broker:** Blackburn & Co.

62.5% of WNSS(AM) (formerly WNDR)-WNTQ(FM) Syracuse and WAQX-FM Manlius/Syracuse, N.Y.; WEZW(AM)-WMME-FM Augusta and WTVL(AM)-WEBB(FM) Waterville, Me., and option to acquire WLTJ(FM) (formerly WXCD) Syracuse Price: \$15.25 million (\$6.25 million plus [after FCC approval of deal] up to \$9 million to buy more stations) **Buyer:** Broadcasting Partners Holdings LP (BPLP) (BPLP's 96.1% limited partner is VS&A Communications Partners II LP, whose LPs include Amoco Corp. Master Trust for Employee Pension Plans; PW Partners 1993 LP/Paine Webber Inc., and H.J. Heinz Co. Consolidated Retirement and Pension Fund) **Seller:** Pilot Communications LLC (James L. Leven, member) **Adviser:** Veronis. Suhler & Associates Inc. (for seller)

Control of Spring Broadcasting LLC, which owns WBSM(AM) (formerly WSUB)-WQGN-FM Groton, Conn.; WKRS(AM)-WXLC(FM) Waukegan, Ill.; WFHN(FM) Fairhaven and WSUB(AM) (formerly WBSM) New Bedford, Mass., and WFPG-AM-FM and LMA with option to buy WKOE(FM) Ocean City/Atlantic City, N.J. Price: \$15 million **Buyer:** Broadcasting Partners Holdings LP (BPLP) (to be 48.3% owner); MidMark Capital LP (to be 46.9% owner) **Seller:** William C. Sherard **Broker:** Veronis Suhler & Associates; MidMark Capital LP

WXJN(FM) Lewes and WYUS(AM)-WAFM(FM) Milford, Del., and WLFX(FM) Ocean Pines and WICO-AM-FM Salisbury, Md. Price: \$12 million **Buyer:** Delmarva Broadcasting Co. (Julian H. Booker, president) **Seller:** Prettyman Broadcasting Co./Steinman Stations Inc. (William E. Prettyman Jr., president)

WMLF(AM) (formerly WTMQ)-WVRK(FM) Columbus, Ga. and WPNX(AM)-WGSY(FM) Phenix City, Ala. Price: \$11.75 million **Buyer:** Cumulus Holdings Inc. (William M. Bungeroth, president) **Seller:** M&M Partners (J.T. Milligan, principal) **Broker:** Sailors & Associates

New FM at Ocean Isle Beach, N.C., and WGTR(FM) Bucksport, WDAR-FM Darlington, WJMX(AM) Florence-WJMX-FM Cheraw, WGSS(FM) (formerly WAOT) Kingstree, WWSK(FM) Mullins and WSQN(FM) Scranton, all S.C. Price: \$10.3 million **Buyer:** Root Communications Ltd. (James L. Devis, president) **Seller:** Atlantic Broadcasting Co. (Harold

T. Miller Jr., president) **Broker:** Stan Raymond & Associates (for seller)

KRZZ(AM)-KZPR(FM) and KIZZ(FM) Minot, N.D., and KKA(AM)-KQAA(FM) Aberdeen, S.D. Price: \$4.025 million **Buyer:** Roberts Radio LLC (Robert W. Pittman, chairman/13% owner; Robert B. Sherman, president/.7% owner; Alpine Radio LLC, 18.1% owner) **Seller:** Community Airwaves Corp. (Christopher T. Dahl, CEO/55% owner) **Broker:** Montcalm

KKXL-AM-FM Grand Forks, N.D.; KDMA(AM)-KMGM(FM) Montevideo, Minn.; KKRC(FM) Granite Falls, Minn. Price: \$2.75 million **Buyer:** Thomas E. Ingstad **Seller:** David Ramage

WICT-FM Grove City, Pa./Youngstown and WPAO(AM) (formerly WICT)-WWSY(FM) Youngstown, Ohio Price: \$2.6 million **Buyer:** GOCOM Communications LLC (Richard L. Gorman, CEO; Bain Capital Inc., owner) **Seller:** Zapis Communications Corp. (Xenophon Zapis, chairman) **Broker:** Star Media Group Inc.



Alabama

WAGG(AM)-WENN(FM) Birmingham, WBHK(FM) Warrior/Birmingham and WBHJ(FM) Tuscaloosa Price: \$32 million (\$17 million for WBHJ-FM, WBHK-FM; \$15 million for WAGG-WENN) **Buyer:** Cox Broadcasting Inc. (Robert F. Neil, president, Cox Radio Inc.) **Sellers:** ■ WAGG-WENN—Booker T. Washington Broadcasting Service Inc. (Kirwood R. Balton, president); no other broadcast interests ■ WBHJ-FM, WBHK-FM—H&P Radio LLC (H. Carl Parmer, Cecil Heftel, co-owners) **Brokers:** WAGG-WENN: Sailors & Associates (for seller); WBHJ, WBHK: Media Venture Partners (for buyer)

WERC(AM)-WMJJ(FM) Birmingham and WOWC(FM) Jasper/Birmingham Price: \$31 million **Buyer:** Capstar Broadcasting Partners Inc. (R. Steven Hicks, president/3.2% owner; Thomas O. Hicks, ultimate owner/chairman, Hicks, Muse, Tate & Furst Inc.) **Seller:** Ameron Broadcasting (Bill Thomas, president) **Broker:** Media Venture Partners

WKSF-AM-FM, WDWG(FM), WRKH(FM), WMXC(FM) and WNSP(FM) Mobile, Ala. Price: \$24 million **Buyer:** Clear Channel Communications Inc. (L. Lowry Mays, president) **Seller:** Capitol Broadcasting Co.

WLAY-AM-FM Muscle Shoals and WSHK(FM) Russellville Price: \$4.5 mil-



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lion **Buyer:** US South Broadcasting Co. Inc. (Thomas H. Griffith, president/33.33% owner) **Seller:** D. Mitchell Self Broadcasting Inc. (James Michael Self, principal) **Broker:** Gulf Breeze Media

Arizona

KFLG-AM-FM Bullhead City Price: \$3.6 million **Buyer:** Regent Communications Inc. (Terry S. Jacobs, chairman/80% owner) **Seller:** Continental Radio Broadcasting LLC (Devid F. Peschau, president) **Broker:** Star Media Group Inc.

Arkansas

KTCS-AM-FM Fort Smith Price: \$9 million **Buyer:** CapStar Broadcasting Partners LP (Thomas O. Hicks, owner) **Seller:** Big Chief Broadcasting Co. (Bill Harper, president) **Broker:** Broadcast Transactions

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 and Arkansas Radio Network Price: \$25 million **Buyer:** Citadel Broadcasting Co. (Lawrence R. Wilson, president/19.1% owner; ABRY Broadcast Partners II L.P., 37.2% owner) **Sellers:** ■ KIPR, KESR—Ted L. "Dub" Snider Jr., Calvin G. Arnold, owners ■ Remaining stations, network—Ted L. and Jane Snider Sr. **Adviser:** NationsBanc Capital Markets Inc. (for sellers)

KEZQ(AM)-KURB-FM and KVLO-FM Little Rock Price: \$12 million **Buyer:** Citadel Communications Corp (Lawrence R. Wilson, president/19.1% owner; ABRY Broadcast Partners II L.P., 37.2% owner) **Seller:** GHB Broadcasting (George Buck, owner) **Broker:** Bergner & Co.

California

KIXW(AM)-KZXY-FM Apple Valley and KIXA(FM) Lucerne Valley Price: \$8 million **Buyer:** Regent Communications Inc. (Terry S. Jacobs, chairman/80% owner) **Seller:** Ruby Broadcasting and Topaz Broadcasting (Tom Gammon, president) **Broker:** Star Media Group Inc.

KCLB-AM-FM Coachella Price: \$7 million **Buyer:** Morris Communications Corp. (William S. Morris, chairman) **Seller:** Coachella Valley Broadcasting Co. (Susan J. Gorges, principal) **Broker:** Media Services Group

KRDU(AM)-KJOI(FM) Dinuba/Fresno Price: \$5.259 million **Buyer:** Patterson Broadcasting Inc. (James W. Wesley Jr., president; Dyson-Kissner-Moran Corp., 65.9% owner) **Seller:** Radio Dinuba Co. (Jamie L. Davidson, trustee)

KDON(AM) (formerly KHTX)-KDON-FM, KTOM-AM-FM, KRQC-FM and KOCN(FM) Salinas/Monterey Price: \$23.7 million **Buyer:** Clear Channel Communications Inc. (L. Lowrey Mays, president) **Seller:** Lartique Multimedia Systems Inc. (John T. Lynch, president/owner)

KHTX(AM)-KDON-FM Salinas/Monterey

and KRQC-FM Marina/Monterey Price: \$8.25 million **Buyer:** Lartique Multimedia Systems Inc. (John T. Lynch, president/owner) **Seller:** Henry Broadcasting Co. (Charlton H. Buckley, president/owner) **Broker:** Media Services Group Inc.

KQSB(AM)-KTYD-FM Santa Barbara and KSBL-FM Carpinteria/Santa Barbara Price: \$13.5 million **Buyer:** Jacor Communications Inc. (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner) **Seller:** Criterion Media Group Inc. (Christine Perry, 90% owner; husband James F. McKeon, president, 10% owner) Consultant: Jay Meyers (for seller)

KNWZ(AM) Thousand Palms and KSES-FM Yucca Valley Price: \$2.25 million **Buyer:** Morris Communications Corp. (William S. Morris, chairman) **Seller:** Country Club Communications Inc. (William S. Hart, principal) **Broker:** Media Services Group

Connecticut

WCCC-AM-FM Hartford Price: \$15 million **Buyer:** Marlin Broadcasting Inc. (Alexander M. Tanger, chairman) **Seller:** Greater Hartford Communications Corp. (Sy Dresner, president) **Broker:** Blackburn & Co.

WKZE(AM) Sharon and WKZE-FM Salisbury Price: \$2 million **Buyer:** Scott Johnson **Seller:** Tri-State Broadcasting (Stan Gurell, Ira Levy, owners) **Broker:** Richard A. Foreman Associates

Florida

WBZT(AM) and WEAT(AM) West Palm Beach and WKGR-FM Fort Pierce/West Palm Beach and WOLL-FM Riviera Beach/West Palm Beach Price: \$33 million plus antenna tower in Fort Pierce **Buyer:** Paxson Communications Corp. (Lowell W. "Bud" Paxson, chairman/owner) **Seller:** American Radio Systems Corp. (Steven B. Dodge, chairman/29.6% owner) **Broker:** Blackburn & Co.

Georgia

WJYZ(AM)-WJIZ-FM Albany Price: \$3.62 million **Buyer:** Peterson Broadcasting Corp. (Jon Peterson, chairman) **Seller:** Keys Communications Group (Brady Keys Jr., owner) **Broker:** Media Services Group Inc.

WBBQ-AM-FM and WZNY(FM) Augusta Price: \$14 million (\$10.2 million for WBBQ-AM-FM as charitable contribution by Savannah Valley Broadcasting Co. [G. Weiss, owner] to Medical College of Georgia Foundation Inc.; \$3.8 million for WZNY) **Buyer:** Cumulus Media LLC (Richard Weening, chairman; William M. Bungeroth, president) **Seller:** George G. Weiss

WGIG(AM) Brunswick and WYNR(FM) Darien/Brunswick Price: \$2.125 million **Buyer:** Root Communications Ltd. (James L. Devis, president; Susan S. Root Revocable Trust, owner) **Seller:** Stewart Broadcasting Inc. (J. Wayne Stewart, president)

WMWR(AM) (formerly WMAZ)-WAYS(FM) Macon Price: \$4.7 million **Buyer:** U.S. Broadcasting LP (Magic Broadcasting II Inc., owner [Donald G. McCoy, president/88% owner]) **Seller:** Ocmulgee Broadcasting Co. Inc. (Eddie Esserman, principal) **Broker:** Media Services Group Inc. (for seller)

Hawaii

83% of KIPA(AM)-KHWI(FM) Hilo Price: \$2 million **Buyer:** ASA Corp. (Paul I. deVille, president) **Seller:** Big Island Broadcasting Co. Ltd. (Hugh E. Gordon, president/owner)

KUMU-AM-FM Honolulu Price: \$2.8 million **Buyer:** Pacific West Broadcasting Inc. (Jeff J. Coelho, president/50% owner/treasurer of seller) **Seller:** John Hutton Corp. (John H. Weiser Jr., president/owner; Jeff J. Coelho, treasurer)

Idaho

KBOI(AM)-KQFC(FM), KIZN(FM), KZMG(FM) and KKGL(FM) (formerly KLCI) Boise Price: \$29 million **Buyer:** Citadel Communications Corp. (Lawrence R. Wilson, president/19.1% owner; ABRY Broadcast Partners II L.P., 37.2% owner) **Seller:** Pacific Northwest Broadcasting Corp. (Charles H. Wilson, president/40% owner)

KGEM(AM)-KJOT(FM) Boise, KQXR(FM) Payette/Boise and KCID-FM Caldwell/Boise Price: \$8 million **Buyer:** Lartique Multimedia Systems Inc. (John Lynch, president) **Seller:** American General Media (Anthony S. Brandon, president/67% owner) **Broker:** Media Services Group Inc.

KVNI(AM)-KHTQ(FM) Coeur d'Alene Price: \$2.5 million **Buyer:** Evening Telegram Co. (John B. Murphy, president) **Seller:** North Idaho Broadcasting (B. Todd Hagadone, owner)

KID-AM-FM Idaho Falls, KWIK(AM)-KPKY(FM) Pocatello and KEZJ-FM and KLIX-AM-FM Twin Falls 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. (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner) **Seller:** Lartique Multimedia Systems Inc. (John T. Lynch, president/owner) **Broker:** Crisler Co.

KID-AM-FM Idaho Falls and KWIK(AM)-KPKY(FM) Pocatello Price: \$3.6 million (\$1,612,800 for KID-AM-FM; \$1,987,200 for KWIK-KPKY) **Buyer:** Lartique Multimedia Systems Inc. (John T. Lynch, president/owner) **Seller:** James W. and Su Fox **Broker:** Media Services Group Inc. (for seller)

KLIX-AM-FM and KEZJ-FM Twin Falls Price: \$8.8 million **Buyer:** Lartique Multimedia Systems Inc. (John T. Lynch, president/owner) **Seller:** B&B Broadcasting (Robert Barron, president) **Broker:** Media Services Group Inc.

Illinois

WFRL(AM)-WFPS(FM) Freeport Price: \$2.65 million **Buyer:** Radio Works of

Freeport Inc. (Ida L. Rhea, president/owner) **Seller:** EveningStar Media Group LLC (Michael Weckerly, principal)

WDDD(AM) Johnston City-WDDD-FM Marion, WVZA(FM) Herrin and WFRX(AM) West Frankfort Price: \$4.33 million (\$4.13 million for WDDD-AM-FM and WVZA ; \$200,000 for WFRX) **Buyer:** Clearly Superior Radio LLC (co-owners Dennis F. Doelitzsch, James D. Glassman; Liberty Radio Inc, 60% equity owner) **Seller:** Dennis F. Doelitzsch

WJOL(AM)-WLLI(FM) and WJTW(FM) Joliet, WKBM(FM) Coal City and WKOT(FM) Marseilles Price: \$3.8 million **Buyer:** Pride Communications LLC (James H. Hooker, president/47.27% owner) **Seller:** Barden Broadcasting Inc. (Kenneth Kramer, principal)

Indiana

WHUT(AM)-WXXP-FM Anderson Price: \$5.5 million **Buyer:** Moody Bible Institute of Chicago (Joseph M. Stowell, president; Robert C. Neff, VP, broadcasting) **Seller:** Anderson Radio GP (C. Perry Griffith Jr., president of managing general partner) **Broker:** Media Services Group Inc.

WTLC-AM-FM Indianapolis Price: \$15 million **Buyer:** Emmis Broadcasting Corp. (Jeffrey Smulyan, president) **Seller:** Panache Broadcasting LP (Charles D. Schwartz, president) **Broker:** Star Media Group Inc.

WMDH-AM-FM New Castle/Muncie Price: \$6 million **Buyer:** Wicks Broadcast Group LP (WBG Management Inc., general partner; Edgar R. Berner, president/41.7% owner) **Seller:** WTL Inc. (Jack Lich and Stephen Taylor, principals) **Broker:** Bergner & Co.

Iowa

KTOF(AM)-KHAK-FM and KDAT-FM Cedar Rapids Price: \$15 million for stock **Buyer:** CapStar Broadcasting Partners LP (Thomas O. Hicks, owner) **Seller:** Quass Broadcasting Co. (Mary K. Quass, president) **Broker:** Media Venture Partners

WDBQ(AM)-KLYV(FM) and KGGY(FM) Dubuque and WJOD(FM) Galena, Ill./Dubuque Price: \$6 million **Buyer:** Cumulus Media LLC. (Richard Weening, chairman; William M. Bungeroth, president) **Seller:** Communication Properties Inc. (Phil Kelly, principal [deceased]) **Broker:** Kalil & Co.

KXIC(AM)-KKRQ-FM Iowa City Price: \$8 million **Buyer:** Jacor Communications Inc. (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner; Dave Crowl, president, Radio Division) **Seller:** Thomas E. Ingstad **Broker:** Chapin Enterprises

KRIB(AM)-KLSS-FM Mason City Price: \$3.596 million **Buyer:** Three Eagles Communications Inc. (Rolland C. Johnson, chairman/18% owner) **Seller:** Music Man Broadcasting Inc. (Paul C. Hedberg, president/70% owner)

Kentucky

WLKT-FM Fayette/Lexington,

WLRS(FM) Louisville and WLOC(AM)-WMCC-Fm Munfordville/Louisville Price: \$10.5 million **Buyer:** Jacor Communications Inc. (Randy Michaels, CEO; Zell/Chilmark Fund LP, 42.7% owner) **Seller:** James E. Champlin **Broker:** Richard A. Foreman Associates Inc.

Maryland

WFRB-AM-FM Frostburg Price: \$3.5 million **Buyer:** Wooster Republican Printing Co. (Robert C. Dix Jr., president/20% owner) **Seller:** Western Maryland Broadcasting Co. Inc. (Darrell C. Loughry, president)

Michigan

WIQB(FM), WTKA(AM)-WQKL(FM) Ann Arbor and WDEO(AM) Saline Price: \$14.975 million **Buyer:** Cumulus Media LLC (Richard Weening, chairman; William M. Bungeroth, president) **Seller:** Arbor Radio LP (Alan Beck, principal) **Broker:** Bergner & Co.

WWCK-AM-FM Flint and WOAP(AM)-WAHV-FM Owosso/Flint Price: \$18 million **Buyer:** Connoisseur Inc. (Jeffrey D. Warshaw, 75% general partner) **Seller:** Majac of Michigan Inc. (Marc Steenbarger, president) **Broker:** Media Venture Partners

Minnesota

KDHL(AM)-KQCL-FM Faribault, KMFx(AM) Wabasha and KQPR-FM Albert Lea Price: \$4.5 million **Buyer:** James D. Ingstad **Seller:** Robert E. and Janice M. Ingstad

KWEB(AM)-KRCH-FM Rochester, KNFX(AM) Austin and KMFx-FM Lake City Price: \$4.8 million **Buyer:** James D. Ingstad **Seller:** Robert E. and Janice M. Ingstad

Mississippi

WXBD(AM) Biloxi/Gulfport, WXRg(FM) and WXLS-FM Gulfport, WXYK(FM) Pascagoula/Gulfport and WCPR-FM Wiggins/Gulfport Price: \$3.65 million (WCPR-FM for \$1.65 million) **Buyer:** Gulf Coast Radio Partners (Michael E. Schwartz, Aaron Daniels, Monte Lang, Steve Fehder, principals) **Sellers:** ■ WXBD, WXRg, WXLS, WXYK—Southern Horizons Broadcasting Co. (Lawrence Steelman, principal); no other broadcast interests ■ WCPR—White Broadcasting Co., Gulfport (Jack White, principal) **Broker:** Bergner & Co.

WOAD(AM)-WJMI(FM) and WKXI(AM) Jackson and WKXI-FM Magee Price: \$21.5 million **Buyer:** Clear Channel Communications Inc. (L. Lowry Mays, president) **Seller:** CapStar Broadcasting Partners LP (Thomas O. Hicks, owner)

WLUN(FM) Lumberton, WXAB(FM) McLain, WESV(FM) Richton and WIGG(AM) Wiggins Price: \$2.25 million **Buyer:** Tralyn Broadcasting Inc. (John McLean, CEO/51% owner) **Seller:** Community Broadcasting Co. (A.R. Byrd, owner)

Missouri

KLIK(AM)-KTXy-FM Jefferson City and

KATI-FM California Price: \$7.675 million **Buyer:** Zimmer Radio Group, Zimmer Broadcasting Group (Jerome R. Zimmer, president) **Seller:** Brill Media Co. Inc. (Alan Brill, president) **Broker:** Media Services Group Inc.

KWOS(AM)-KJMO(FM) Jefferson City Price: \$2.65 million **Buyer:** Zimco Inc. (Jerome R. Zimmer, president/20% owner) **Seller:** Triple-D Properties Inc. (Frank R. Newell, president/90% owner)

Montana

KGHL(AM)-KIDx(FM) Billings and KCAP(AM)-KZMT(FM) Helena Price: \$3 million **Buyer:** American Cities Broadcasting LLC (Bruce Buzil, 4% equity manager) **Seller:** One-on-One Sports Radio Stations Inc. (Christopher Brennan, president) **Broker:** Broadcasting Asset Management

KMMS-AM-FM and KSCY-FM Bozeman Price: \$2.5 million **Buyer:** American Cities Broadcasting LLC (Bruce Buzil, co-chairman/4% equity manager) **Seller:** Gilbert Broadcasting Corp. (Kip Gilbert, president) **Brokers:** Montcalm Inc. and ACB Consulting

KGVO(AM) and KLCY(AM)-KYSS-FM Missoula Price: \$4.5 million **Buyer:** EKD Broadcasting LLC (Aaron Shainis, 96% equity manager; Bruce Buzil, 4% equity manager) **Seller:** Western Broadcasting Co. (Mark E. Ward, principal)

Nebraska

KZEN(FM) Central City, KICS(AM)-KEZH(FM) Hastings and KNJP(FM) Sargent Price: \$2.1 million for stock **Buyer:** Three Eagles Communications Inc. (Rolland C. Johnson, chairman/18% owner) **Seller:** E. Eugene McCoy Jr. et al.

KOGA-AM-FM and KMCX-FM Ogallala Price: \$3.25 million **Buyer:** Goodstar Broadcasting LLC (Alan Goodman, president) **Seller:** Ogallala Broadcasting Co. Inc. (Ray Lockhart, president)

KBBX(AM)-KESY-FM Omaha Price: \$5.475 million **Buyer:** Journal Broadcast Group Inc. (Douglas G. Kiel, president) **Seller:** BCR Corp. Inc. (John Biddinger, James Elliott and Dan Young, principals) **Broker:** Kalil & Co. and William R. Rice Co.

New Hampshire

WMYF(AM)-WERZ(FM) Exeter/Portsmouth and WZNN(AM)-WSRI(FM) Rochester/Portsmouth Price: \$6 million **Buyer:** American Radio Systems Corp. (Steven B. Dodge, chairman/29.7% owner) **Seller:** Precision Media Corp. (Timothy Montgomery, VP)

New Jersey

WCMC(AM)-WZXL(FM) Wildwood Price: \$7.1 million **Buyer:** Equity Communications LP (Stephen F. Gormley, 89% owner) **Seller:** Vinrah of New Jersey Inc. (Regina A. Henry, president/owner) **Broker:** National Broadcast Finance Co.

New York

WBNR(AM)-WSPK(FM) Beacon/Poughkeepsie Price: \$14 million **Buyer:** Albany Broadcasting Co. Inc. (James J. Morrell,

president/owner) **Seller:** Enterprise Media Partners (Edward Rogoff, president) **Broker:** Blackburn & Co.

WHTT-AM-FM, WEDG-FM and WGRF-FM Buffalo Price: \$62 million **Buyer:** Broadcasting Partners Holdings LP (Lee Simonson, chairman; VS&A Communications Partners II LP, 96.1% limited partner) **Seller:** Mercury Radio Communications (Charles W. Banta, president; Greenwich Street Capital Partners Inc., owner) **Broker:** Star Media Group Inc.

WENE(AM)-WMRV-FM Endicott and WMXW-FM Vestal Price: \$6 million **Buyer:** MAJAC of Michigan Inc. (Marc Steenbarger, president) **Seller:** Enterprise Media Partners Inc. (Edward G. Rogoff, president) **Broker:** Blackburn & Co.

WGSM(AM) Huntington, WRHD(AM)-WRCN-FM Riverhead and WMJC(FM) Smithtown Price: \$11 million **Buyer:** IW LLC (Albert J. Kaneb, member/14.29% owner) **Seller:** Islandwide Broadcasting LP (Hoyt J. Goodrich, principal)

WKNY(AM) Kingston and WDSP(FM) Arlington Price: \$2 million for stock (\$1.37 million for FM; \$630,000 for AM) **Buyer:** Crystal Communications Corp. (Robert R. Dyson, president/owner) **Seller:** CHET-5 Broadcasting LP (Gary H. Chetkof, principal)

WNYC-AM-FM New York Price: \$20 million **Buyer:** WNYC Foundation (Laura Walker, president) **Seller:** City of New York (Rudolph Giuliani, mayor)

North Carolina

WDUR(AM)-WFXC(FM) Durham and WFXK(FM) Tarboro/Durham Price: \$20 million **Buyer:** Clear Channel Communications Inc. (L. Lowry Mays, president) **Seller:** Pinnacle Broadcasting Co. Inc. (Philip D. Marella, chairman) **Broker:** Star Media Group Inc.

WWQQ-FM Wilmington and WQSL-FM and WXQR(FM) Jacksonville/Wilmington Price: \$6 million **Buyer:** Cumulus Media LLC (William M. Bungeroth, president; State of Wisconsin Investment Board, 38.4% nonvoting owner; Nations-Banc Capital Corp., 25.6% nonvoting owner) **Seller:** HVS Partners (Gisela Huberman, president) **Broker:** Whittle Agency

Ohio

WTAM(AM)-WLTF(FM) Cleveland Value: \$45 million **Buyer:** Jacor Communications Inc. (Samuel Zell, chairman; Randy Michaels, CEO; Zell/Chilmark Fund LP, 30% owner; David H. Crowl, president, Radio Division) **Seller:** Secret Communications LP, Cincinnati (Frank E. Wood, president/limited partner) **Broker:** Star Media Group Inc.

WING(AM) Dayton and WGTZ(FM) Eaton/Dayton and right to buy WING-FM Springfield Price: \$18.4 million **Buyer:** Regent Communications Inc. (Terry S. Jacobs, chairman/80% owner) **Seller:** Great Trails Broadcasting Corp. (Alexander J. Williams, president)

WBUK(FM) Fort Shawnee/Lima, WIMA(AM)-WIMT(FM) Lima and WLWZ-FM St. Mary's/Lima Price: \$8 million **Buyer:** Jacor Communications Inc. (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner) **Seller:** Lima Broadcasting Co. (Les C. Rau, president/10% owner)

WMAN(AM)-WYHT-FM Mansfield Price: \$7.65 million **Buyer:** Faircom Inc. (Joel Fairman, president) **Seller:** Treasure Radio Associates LP (Harrison M. Fuerst, president) **Brokers:** Crisler Co. (for buyer); Blackburn & Co.

WMRN-AM-FM and WDIF-FM Marion, WQTL-FM Ottawa and WHMQ-FM North Baltimore Price: \$14.5 million **Buyer:** Jacor Communications Inc. (Samuel Zell, chairman; Randy Michaels, CEO; Zell/Chilmark Fund LP, 30% owner; David H. Crowl, president, Radio Division) **Seller:** Burbach Broadcasting Company (Nicholas A. Galli, president) **Broker:** Jorgensen Broadcast Brokerage Inc.

WNIO(AM)-WNCD-FM Niles/Youngstown Price: \$3.4 million for stock **Buyer:** Jacor Communications Inc. (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner; Dave Crowl, president, Radio Division) **Seller:** WN Broadcasting Corp. (Bob Doane, president) **Broker:** Balckburn & Co.

WLEC(AM)-WCPZ-FM Sandusky Price: \$7.65 million **Buyer:** Jacor Communications Inc. (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner) **Seller:** Erie Broadcasting II Inc. (James T. Embrescia, president) **Broker:** Bergner & Co.

WTOD(AM)-WKKO(FM) Toledo, WRQN(FM) Bowling Green/Toledo and WIMX(FM) Gibsonburg/Toledo Price: \$30 million **Buyer:** Cumulus Holdings Inc. (William M. Bungeroth, president) **Seller:** 62nd St. Broadcasting LLC (R. Charles McLavy, president/5% owner; Bain Capital Inc., 94% owner) **Broker:** Richard A. Foreman Associates Inc. (seller)

WLQR(AM)-WWWFM-FM Toledo Price: \$10 million **Buyer:** Cumulus Holdings Inc. (William M. Bungeroth, president) **Seller:** Midwestern Broadcasting Inc. (Lewis W. Dickey Jr., president; Lewis W. Dickey Sr., owner)

WOFR(AM)-WCHO-FM Washington Court House Price: \$2.25 million **Buyer:** Jacor Communications Inc. (Samuel Zell, chairman; Randy Michaels, CEO; Zell/Chilmark Fund LP, 30% owner; David H. Crowl, president, Radio Division) **Seller:** Rodgers Broadcasting Corp. (David A. Rodgers, president) **Broker:** Jorgensen Broadcast Brokerage

WKBN-AM-FM Youngstown Price: \$11 million **Buyer:** Jacor Communications Inc. (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner; Dave Crowl, president, Radio Division) **Seller:** WKBN Broadcasting Inc. (J.D. Williamson, president) **Broker:** Blackburn & Co.

WRTK(AM)-WBBG(FM) Youngstown Price: \$7.025 million **Buyer:** GOCOM Communications LLC (Richard L. Gorman, CEO; Bain Capital Inc., owner) **Seller:** Connoisseur Inc. (Jeffrey D. Warshaw, 75% general partner)

Oregon

KSRV-AM-FM Ontario Price: \$2.1 million **Buyer:** American General Media Corp. (Anthony S. Brandon, 67% owner) **Seller:** American Cities Broadcasting LLC (Bruce Buzil, co-chairman/4% equity manager) **Broker:** Media Services Group Inc.

KRVC(AM) Medford and KSKD(FM) Sweet Home Price: \$4 million (for KSKD-FM; KRVC is being donated) **Buyer:** Educational Media Foundation (K. Richard Jenkins, president) **Seller:** Galaxy Broadcasting LLC (Jim McDaniel, principal)

Pennsylvania

WALY(FM) Bellwood/Altoona, WJAC(AM)-WKYE(FM) Johnstown, WVSC-AM-FM Somerset and WHPA(AM) Williamsport and WVRT(FM) Jersey Shore/Williamsport Price: \$8,638,140 (\$4.725 million in debt; \$3,913,140 for stock) **Buyer:** Forever Broadcasting LLC (Donald J. Alt, Kerby E. Confer, each 40% owner) **Seller:** Winston Radio Corp. (Michael F. Brosig Sr., principal)

WDLN-FM Dallas/Wilkes-Barre and WCDL(AM)-WSGD-FM Carbonale/Wilkes-Barre Price: \$6 million **Buyer:** Citadel Communications Corp. (Lawrence R. Wilson, president/19.1% owner; ABRY Broadcast Partners II L.P., 37.2% owner) **Seller:** Swanson Holdings Ltd. (Ronald K. Swanson, president) **Broker:** Satterfield & Perry Inc.

WEEX(AM)-WODE(FM) Easton Price: \$29 million **Buyer:** Clear Channel Communications Inc. (L. Lowry Mays, president) **Seller:** CapStar Broadcasting Partners LP (Thomas O. Hicks, owner)

WKMC(AM) Roaring Spring/Holidaysburg-WHPA(FM) Holidaysburg Price: \$2 million **Buyer:** Forever of PA Inc. (Carol B. O'Leary, president/38.3% owner) **Seller:** WHPA/WKMC Inc. (David Mitchell, president)

WRSC(AM)-WQWK(FM) State College, WBLF(AM) Bellefonte, WIKN(FM) Port Matilda, WQKK(FM) Ebensburg and WGLU(FM) Johnstown Price: \$8.5 million **Buyer:** Talleyrand Broadcasting Inc. (Walter D. Barker, president/51% owner) **Seller:** Citadel Communications Corp. (Lawrence R. Wilson, president/19.1% owner; ABRY Broadcast Partners II L.P., 37.2% owner)

South Carolina

WXTC(AM)-WJZK(FM) Charleston and WBUB(FM) St. George/North Charleston Price: \$8.5 million **Buyer:** Wicks Broadcast Group LP (WBG Management Inc., general partner; Edgar R. Berner, president/41.7% owner) **Seller:** Southwind Broadcasting Inc. (William G. Dudley III, 50% owner)

WOIC(AM)-WNOK-FM Columbia and WMFX(FM) St. Andrews/Columbia, S.C. Buyer will sell woic and wmfX to Clear Channel Communications Inc. **Price:** \$14.975 million **Buyer:** Capstar Broadcasting Partners Inc. (R. Steven Hicks, CEO/3.2% owner; Thomas O. Hicks, ultimate owner/chairman, Hicks, Muse, Tate & Furst Inc.) **Seller:** Emerald City Radio Partners LP (Paul W. Robinson, owner, GP Cyclone Communications Corp.) **Broker:** Media Venture Partners (for buyer)

WYNN-AM-FM Florence Price: \$4.1 million **Buyer:** Cumulus Media LLC. (Richard Weening, chairman and Lou Dickey, vice chairman) **Seller:** James N. Maurer **Broker:** The Whittle Agency

WOIC(AM) Columbia-WMFX(FM) St. Andrews/Columbia Price: \$5.5 million **Buyer:** Clear Channel Communications Inc. (L. Lowry Mays, president) **Seller:** Capstar Broadcasting Partners Inc. (Thomas O. Hicks, owner)

WDSC(AM)-WEGX(FM) Dillon Price: \$3.5 million **Buyer:** Root Communications Ltd. (James L. Devis, president; Susan S. Root Revocable Trust, owner) **Seller:** Beasley Broadcast Group (George G. Beasley, president/owner) **Broker:** Stan Raymond & Associates

WKZQ-AM-FM Myrtle Beach Price: \$4.5 million **Buyer:** Hirsh Broadcasting Inc. (William A. Hirsh, president) **Seller:**

Grand Strand Broadcasting Corp. (Thomas J. Rogers, president)

WSPA-AM-FM and WORD(AM) Spartanburg and WYRD(AM)-WFBC-FM Greenville Price: \$6.15 million **Buyer:** Sinclair Broadcast Group Inc. (David D. Smith, president/28.1% owner) **Seller:** Spartan Communications Inc. (Nick W. Evans, president)

Tennessee

WLAC-AM-FM and WJZC-FM Nashville Price: \$35 million **Buyer:** SFX Broadcasting Inc. (Robert F.X. Sillerman, executive chairman/53.2% owner) **Seller:** Sinclair Broadcast Group Inc. (David D. Smith, president/28.1% owner)

WVOL(AM) Berry Hill/Nashville-WQQK(FM) Hendersonville/Nashville Price: \$15 million for stock **Buyer:** DBBC LLC (Lewis W. Dickey Jr., president/25% owner) **Seller:** Samuel H. Howard **Broker:** Media Venture Partners (seller)

Texas

KLBJ-AM-FM Austin, KAJZ-FM Killeen, KGSR-FM Bastrop and KROX-FM Giddings Value: \$80 million merger ■ New Company: LBJS Broadcasting Co. LP (Robert Sinclair, COO) Contributors: KLBJ-AM-FM and KAJZ-FM LBJ Broadcasting Co. LLC (Luci Baines Johnson, chairperson/36.27% owner); KGSR-FM AND KROX-FM Sinclair Communications, Norfolk, Va. (Robert Sinclair, managing member) **Bro-**

ker: Star Media Group

KZRK-AM-FM Amarillo Price: \$2.5 million **Buyer:** United Heritage Corp. (Walter G. Mize, president/84% owner) **Seller:** Madison Radio Group Inc. (Stanley L. Vick, court-appointed interim operator/VP of buyer)

KIXZ(AM)-KQAC(FM), KMML-FM and KBUY-FM, all Amarillo Price: \$2.25 million (\$1.5 million for KIXZ(AM), KQAC-FM, KMML-FM; \$750,000 for KBUY-FM) **Buyer:** Champion Broadcasting Corp. (Donald L. Kidwell, president; Southern Capital Acquisition Corp., owner) **Sellers:** ■ KIXZ(AM), KQAC-FM, KMML-FM: Catalyst Broadcasting Ltd. (Rick Herrman, VP) ■ KBUY-FM: NFL Broadcasting LLC (Cliff Boyd, president) **Brokers:** Whitley Media; Norman Fischer and Associates Inc. (for KBUY)

KAYD-AM-FM Beaumont and KQHN(AM)-KOXY(FM) Nederland Price: \$10.77 million **Buyer:** Cumulus Media LLC. (Richard Weening, chairman; William M. Bungeerth, president) **Seller:** Petracom Equity Partners LP (Henry A. Ash, principal)

KTAM(AM)-KORA-FM Bryan/College Station and KHLR(FM) Cameron/Bryan/College Station Price: \$5.45 million (\$4.5 million for Bryan stations; \$950,000 for KHLR-AM-FM) **Buyer:** TexRock Radio Inc. (Dain L. Schult, presi-

Broadcasting Partners Holdings, L.P.

has made a substantial equity investment in

Spring Broadcasting	Pilot Communications	Mercury Radio Communications	Sound Broadcasting	Gleiser Communications
<small>a radio broadcasting company formed to acquire eight radio stations in Illinois, Connecticut, Massachusetts, and New Jersey</small> for \$14,100,000 January 1997	<small>a radio broadcasting company which operates four radio stations in Syracuse, New York and four radio stations in Augusta-Waterville, Maine</small> acquiring a membership interest for \$6,250,000 January 1997	<small>a radio broadcasting company formed to acquire four radio stations in Buffalo, New York</small> for \$62,000,000 October 1997	<small>a radio broadcasting company formed to acquire three radio stations in Monroe, Louisiana</small> for \$5,000,000 November 1997	<small>a radio broadcasting company formed to acquire four radio stations in Tyler-Louisville, Texas</small> for \$3,550,000 November 1997

Broadcasting Partners Holdings, L.P. was founded in January 1997 by VS&A Communications Partners II, L.P., a \$330 million private equity fund affiliated with Veronis, Suhler & Associates. Led by chairman and CEO Lee Simonson, a 28-year radio veteran, and CFO Phillip Thune, Broadcasting Partners' strategy is to acquire and invest in radio stations and groups that can achieve growth through development of local marketing and strategic acquisitions. VS&A Communications Partners and Broadcasting Partners provide equity capital for acquisitions to experienced owner/operators who choose to maintain a significant equity interest in their business and continue to run their group on a day-to-day basis.

Today, Broadcasting Partners is composed of 5 platform companies operating 36 stations in 12 markets. We are seeking add-on acquisitions in new markets for all 5 platforms and investment opportunities to create new owner/operator platforms in the Midwest and on the West Coast. To learn more about VS&A's investment criteria, contact:

Christine L. Balcius, Director for Radio Broadcasting, (212) 935-4990

VERONIS, SUHLER & ASSOCIATES INC.

dent) **Seller:** Springer Broadcasting (W. Bennett Springer, president) **Broker:** Riley Representatives

KDAE(AM)-KLTG-FM, KOUL-FM and KRAD-FM Corpus Christi Price: \$5.2 million **Buyer:** Harpole Broadcast Holdings of Tex. (Jay Harpole, president) **Seller:** Broadcast Corp. of the Southwest, Corpus Christie (Bill York, president) **Broker:** Norman Fischer & Associates

KJCE(AM) Rollingwood/Austin-KKMJ-FM Austin and KAMX(FM) Luling/Austin Price: \$28.7 million **Buyer:** American Radio Systems Corp. (Steven B. Dodge, chairman) **Seller:** Amaturio Group Ltd. (Joseph C. Amaturio, general partner)

KISS-FM San Antonio, KLUP(AM) Terrell Hills/San Antonio and KSMG(FM) Seguin/San Antonio Price: \$30.945 million **Buyer:** Cox Broadcasting Inc. (Nicholas D. Trigony, president; Robert F. Neil, president, Cox Radio Inc.) **Seller:** Rusk Corp. (J.H. Jones, principal)

KONO-AM-FM San Antonio Price: \$23 million **Buyer:** Cox Broadcasting Inc. (Nicholas D. Trigony, president; Andrew S. Fisher, executive VP, TV; Robert F. Neil, president, Cox Radio Inc.) **Seller:** KONO Ltd. (John Barger, president)

KTBB(AM)-KDOK-FM, KEES(AM) and KYZS(AM) Tyler-Longview Price: \$3.55 million **Buyer:** Gleiser Communications LP (Paul Gleiser, 51% owner and Broadcast Partners Holdings LP, New York, Lee Simonson, chairman; VS&A Communications Partners II LP, 96.1% limited partner, 49% owner) **Seller:** KTBB(AM)-KDOK-FM—Gleiser Communications Inc. (Paul Gleiser, president); KEES(AM) and KYZS(AM)—Williams Communications Inc. (Walt Williams, president)

KWFS-AM-FM, KNIN-FM and KTLT-FM Wichita Falls Price: \$4.8 million (\$1.4 million for KWFS-AM-FM; \$2 million for KNIN-FM; \$1.4 million for KTLT-FM) **Buyer:** Apex Broadcasting LLC (Bruce H. Holberg, owner) **Sellers:** KWFS-AM-FM: American General Media (Anthony S. Brandon and L. Rogers Brandon, owners) **Broker:** Patrick Communications

Utah

KFAM(AM) North Salt Lake City and KBKK(FM) Spanish Fork/Salt Lake City Price: \$5.7 million (\$4.5 million cash for KBKK; \$1.2 million cash for KFAM) **Buyer:** Jacor Communications Inc. (Samuel Zell, chairman; Randy Michaels, CEO; Zell/Chilmark Fund LP, 30% owner; David H. Crowl, president, Radio Division) **Sellers:** AM—General Broadcasting Inc. (David R. Williams, owner); FM—Garcia Broadcasting LLC

Swap of KBKK-FM for KISN(AM) Salt Lake City Value: \$4.5 million **Swapper:** KBKK-FM—Jacor Communications Inc. (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner; Dave Crowl, president, Radio Division) **Swapper:** KISN—Trumper Communications Inc. (Jeffrey E. Trumper, president/CEO/owner)

KFNZ(AM)-KBEE-FM Salt Lake City Price: \$2,873,027 **Buyer:** Citadel Broadcasting Co. (Lawrence R. Wilson, president/19.1% owner; ABRY Broadcast Partners II L.P., 37.2% owner) **Seller:** Price Broadcasting Co. (Martin G. Peterson, principal)

Vermont

WVMT(AM) Burlington-WXXX(FM) South Burlington Price: \$2,939,014 **Buyer:** Sison Broadcasting Inc. (Paul S. Goldman, president/owner/20.2% owner of seller/son of president of seller) **Seller:** James Broadcasting Co. Inc. (Simon Goldman, president/79.8% owner)

WCHV(AM)-WWWV(FM), WINA(AM) and WKAV(AM)-WQMZ(FM) Charlottesville Value: \$8 million (merger) **New Company:** Charlottesville Communications Corp. (William L. Eure, VP/33.15% owner; Laurence E. Richardson, chairman/29.9% owner) **Sellers:** WCHV(AM)-WWWV(FM)—Eure Communications Inc. (Brad Eure, president); WINA(AM) and WKAV(AM)-WQMZ(FM)—Charlottesville Broadcasting Corp. (Laurence E. Richardson, president)

WNNI(AM) Christianburg, WVMJ-FM Blacksburg and WPSK-FM Pulaski Price: \$2 million **Buyer:** Bocephus Broadcasting Inc. (A. Thomas Joyner, president/50% owner; George Beasley, VP/50% owner) **Seller:** New River Media Group Inc. (Ralph Davis, CEO) **Broker:** Sailors & Associates

West Virginia

WCZR(AM) Charleston and WKAZ(FM) Miami Price: \$2.15 million **Buyer:** West Virginia Radio Corp. of Charleston (John R. and David A. Raese, co-owners/brothers) **Seller:** Empire Broadcasting System Inc. (Donald A. Cavaleri, president/57.3% owner)

Wisconsin

WBEV(AM)-WXRO-FM Beaver Dam and WYKY-FM Columbus Price: \$3.8 million **Buyer:** Good Karma Broadcasting LLC (Craig Karmazin, owner) **Seller:** Beaver Dam Broadcasting Co. Inc. (Joseph E. McNaughton Trust, chairman/61.38% owner, Joseph E. McNaughton, trustee) **Brokers:** Fugatt Media and Gary Stevens and Co.

WOGB(FM) Kaukauna/Green Bay, WOSH(AM)-WVBO(FM), WUSW(FM) Oshkosh, and WNAM(AM) Neenah-Menasha/Oshkosh Price: \$12.175 million **Buyer:** Cumulus Media LLC (see item, above) **Seller:** Value Radio/Mid-West Broadcast Group (Bill Mann, president) **Broker:** Broadcasting Asset Management Corp.

WHIT(AM) Madison-WWQM-FM Middleton/Madison Price: \$6.4 million **Buyer:** Mid-West Family Broadcast Group (William R. Walker, president/53.3% owner) **Seller:** Enterprise Media Partners (Edward Rogoff, president) **Broker:** Blackburn & Co.

WOKY(AM) Milwaukee-WMIL(FM)

Waukesha/Milwaukee Price: \$40 million **Buyer:** Clear Channel Communications Inc. (L. Lowry Mays, president) **Seller:** Chancellor Broadcasting Co. (Steven Dinetz, president; Hicks, Muse, Tate & Furst Inc., 90% owner)

WMCS(AM)-WLUM-FM and WJZI(FM) Milwaukee Value: \$30 million **New Company:** Milwaukee Radio Alliance LLC (Suburbanaire Inc. and Shamrock Communications Inc., members) **Seller:** Suburbanaire Inc. (Willie D. Davis, president/60% owner)

WRJN(AM)-WEZY(FM) Racine/Milwaukee Price: \$5 million **Buyer:** Bliss Communications Inc. (Sidney H. Bliss, president/owner) **Seller:** MG Radio LLC (Gregory Marcus, Anthony Gazzana, principals) **Broker:** Patrick Communications Corp.

Wyoming

KFBQ(FM) (formerly KIGN), KLEN(FM) Cheyenne and KGAB(AM) (formerly KUUY) Orchard Valley/Cheyenne-KOLZ(FM) (formerly KKAZ) Cheyenne Price: \$5.5 million **Buyer:** Jacor Communications Inc. (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner) **Seller:** Magic City Media Inc. (Victor A. Michael Jr. and Lori L. Michael, 65% owners) **Broker:** McCoy Broadcast Brokerage Inc. (for buyer)

Puerto Rico

WUNO(AM) San Juan and WFID(FM) Rio Piedras, P.R. Price: \$11,537,500 **Buyer:** Madifide Inc. (Jesus M. Soto, president/70% owner) **Seller:** Century-ML Cable Venture (I. Martin Pompadur, president) **Broker:** Rumbaut & Co.

WPAB(AM)-WOQI(FM) Ponce Price: \$3 million for stock **Buyer:** WOQI Inc. (Felix A. Bonnet Alvarez, president/6.8% owner; BCI Growth III LP, 66.2% owner) **Seller:** AM: Portorican American Broadcasting Co. Inc. (Felix A. Bonnet Alvarez, president/6.8% owner; BCI Growth III LP, 66.2% owner)



(ARRANGED BY PRICE)

KENS-TV-AM San Antonio, Tex. Price: \$775 million (merger; stock exchange; deal includes six newspapers and 25 non-daily publications) **Buyer:** E.W. Scripps Co., Cincinnati (William R. Burleigh, president; Edward W. Scripps Trust, 83% owner) **Seller:** Harte-Hanks Communications Inc., San Antonio (Houston H. Harte et al., principals)

Sinclair Broadcast Group Inc.'s (David Smith, president) **buy of Heritage Media Corp.** (James Hoak, chairman; Paul W. Fiddick, president, Radio Group) involves five network TV affiliates and 24 radio stations **Price:** \$630 million cash buy

WKEF-TV Dayton, Ohio, WSYT-TV Syracuse, N.Y., KBSI-TV Paducah, Ky./Cape Girardeau, Mo., WEMT-TV Tri-Cities, Tenn./Va., KETK-TV Tyler-Longview, Tex., WMMP-TV Charleston, S.C. and LMAs with WNYS-TV Syracuse, N.Y., WDKA-TV Paducah, Ky./Cape Girardeau, Mo. and KLSB-TV Tyler-Longview, Tex., plus radio stations: WFOG-FM, WPTE(FM), WWDE-FM and WNVZ(FM) Norfolk, Va., and WQMG-AM-FM, WMQX-FM and WJMH(FM) Greensboro/Winston Salem/Highpoint, N.C. Price: \$255 million **Buyer:** Sinclair Broadcast Group Inc. (David D. Smith, president/28.1% owner) **Seller:** Max Media Properties LLC (John A. Trinder, president)

KENS-TV-AM San Antonio, Tex. Price: \$75 million plus interest in Television Food Network **Buyer:** A.H. Belo Corp. (Robert W. Decherd, president/8.3% owner; Ward L. Huey Jr., president, Broadcast Division) **Seller:** E.W. Scripps Co. (William R. Burleigh, president; Edward W. Scripps Trust, 83% owner)

WKCF(TV) Orlando, Fla., and WBUD(AM)-WKXW(FM) Trenton and WBSS-FM Millville/Atlantic City, N.J. Price: \$65 million **Buyer:** Press Communications LLC (Mark Lass, president/24.5% owner) **Seller:** Press Broadcasting Co. Inc. (Alfred Colantoni, principal; New Jersey Press Inc., parent company [Lass Family Trust, 50% owner])

KTSM-TV-AM-FM El Paso, Tex. Price: \$30.5 million for stock **Buyer:** Communications Corp. of America (Thomas R. Galoway Sr., chairman/owner) **Seller:** Glyn Wyler and Karl O. Wyler Sr. Foundation (Janice W. Windle, chairman) **Broker:** Blackburn & Co.

KSVI-TV and KZMQ-AM-FM Greybull, Wyo. Price: \$18 million Sept. 1 **Buyer:** Forbach Inc. (Frederick A. Forester, president) **Seller:** Big Horn Communications Inc. (Thomas Hendrickson, president)



(ARRANGED BY PRICE)

KDFC(FM) San Francisco and WLUP-FM and WPNT(FM) Chicago Price: \$209.5 million (\$80 million for WLUP-FM; \$75 million for WPNT; \$54.5 million for

KDFC) Buyer: Bonneville Holding Co. (Bruce T. Reese, president; Corporation of the President of the Church of Jesus Christ of Latter-Day Saints, owner) **Seller:** Evergreen Media Corp. (chairman, Scott K. Ginsburg, chairman/55.6% owner) **Broker:** Star Media Co.

Swap of KSSJ-FM Sacramento and KBAY(FM) San Jose/San Francisco for KBRG(FM) Fremont/San Francisco and KINK-FM Portland, Ore. Value: \$120 million (includes \$2 million in cash from EXCL to ARS and stock in EXCL's parent) Swapper, KSSJ-FM, KBAY: American Radio Systems Corp. (Steven B. Dodge, chairman) Swapper, KBRG, KINK-FM: EXCL Communications Inc. (Christopher A. Marks, chairman; Latin Communications Group Inc. [LCG], 80% owner) **Broker:** Star Media Group Inc.

WJZW(FM) Woodbridge, Va./Washington and WDRQ(FM) (formerly WLTI) Detroit Price: \$105 million for stock **Buyer:** Walt Disney Co./ABC Inc. (Michael D. Eisner, chairman; Robert Callahan, president, ABC Radio) **Seller:** Chancellor Media Corp. (Thomas O. Hicks, chairman; Scott K. Ginsburg, president; Steven Dinetz and James de Castro, co-COOs) **Broker:** Star Media Group Inc.

Swap involving KITS(FM) San Francisco, KPIX-FM San Francisco and KLOU(FM) St. Louis plus \$40 million Value: \$75 million (\$39.6 million for KPIX-FM) Current owner, KITS: Entertainment Communications Inc. (Joseph M. Field, president/70.3% owner) Current owner, KPIX-FM, KLOU: Westinghouse Electric Corp./CBS Inc. (Michael H. Jordan, chairman; Mel Karmazin, CEO, CBS Radio) Future owners: ■ KITS: Westinghouse/CBS ■ KPIX-FM: Bonneville International Corp. (Bruce T. Reese, president; Church of Jesus Christ of Latter-Day Saints, owner) ■ KLOU: Entertainment Communications **Broker:** Star Media Group Inc. (KPIX-FM)

Swap of WDSY-FM Pittsburgh for WRFX(FM) Kannapolis/Charlotte, N.C. Value: \$60 million (includes John Boy and Billy Syndication Network) Swapper, wdsy-FM: SFX Broadcasting Inc. (Robert F.X. Sillerman, executive chairman/53.2% owner) Swapper, WRFX: JAmerican Radio Systems Corp. (via EZ Communications Inc.) (Steven B. Dodge, chairman)

KQOL(FM) Boulder City/Las Vegas, Nev., and KTMN(FM) Los Alamos/Albuquerque and KNYN(FM) Santa Fe/Albuquerque, N.M. Price: \$18 million **Buyer:** Lartique Multimedia Systems Inc. (John T. Lynch, president/owner) **Seller:** American General Media (co-owners/siblings Anthony S. Brandon, L. Rogers Brandon) **Broker:** Media Services Group Inc.

WXZZ(FM) Georgetown/Lexington, Ky., and WEZL(FM) Charleston and WXYL(FM) North Charleston/Charleston, S.C. Price: \$17 million **Buyer:** JS Communications Inc. (Terry S. Jacobs, chairman/80% owner)

Seller: Jacor Communications Inc.

WQMF(FM) Jeffersonville, Ind./Louisville, Ky. Price: \$13.5 million **Buyer:** Clear Channel Communications Inc. (L. Lowry Mays, president/22% owner) **Seller:** Otting Broadcasting Inc. (John Page Otting Sr., president) **Broker:** Crisler Co.

KONE(FM) Lubbock and KMMX(FM) Lamesa/Lubbock, Tex., and WPXX(FM) Semora, N.C./Danville, Va. Price: \$7 million (\$4 million for KONE, KMMX; \$3 million cash for WPXX) **Buyer:** Pinnacle Broadcasting Co. (Philip D. Marella, chairman) **Sellers:** ■ KONE, KMMX: John M. Dowdy; ■ WPXX: Southeastern Entertainment Corp. (Samuel F. Cooper, president) **Brokers:** KONE, KMMX: Star Media Group Inc.; WPXX-FM: Snowden Associates (buyer); Whittle Agency (seller)

Exchange of WMYU(FM) Sevierville/Knoxville and WWST(FM) Karns/Knoxville, Tenn., for KQRC-FM Leavenworth, Kan./Kansas City, Mo. Value: \$6.5 million Swapper, wmyu, wwst: Heritage Media Corp. (James Hoak, chairman; Paul W. Fiddick, president, Radio Group) Swapper, KQRC-FM: Journal Broadcast Group Inc. (Douglas G. Kiel, president; Journal Communications Inc., owner)

KYGL(FM) Texarkana, Ark., and KLLI(FM) Hooks, Tex. Price: \$4 million for stock (\$2 million for KYGL; \$2 million for KLLI) **Buyer:** GulfStar Communications Inc. (Thomas O. Hicks, 90.1% owner) **Seller:** Texarkana Broadcasting Inc. (John D. Mitchell, 56.5% owner)

KFXR(FM) Chinle, Ariz., and KFMQ(FM) and KGLX(FM) Gallup, N.M. Price: \$2.625 million **Buyer:** Roberts Radio LLC (Robert W. Pittman, chairman/13% owner; Robert B. Sherman, president/7% owner; Alpine Radio LLC, 18.1% owner) **Seller:** SkyNet/SkyWest Communications Inc. (Thomas C. Troland, president/owner) **Broker:** Jim Hoffman

WJOD(FM) Galena, Ill., and KGGY(FM) Dubuque, Iowa Price: \$2.5 million (includes pager business) **Buyer:** Communications Properties Inc. (Philip T. Kelly, president/70.5% owner) **Seller:** JDC Communications Inc./Iowa Communications Investments Inc. (John W. Cox Jr., president)



Alabama

WENN(FM) Birmingham Price: \$14.5 million **Buyer:** Dick Broadcasting Co. (James A. Dick Jr., C. Arthur Dick, Emily D. McAister, each 30% owners) **Seller:**

Cox Broadcasting Inc. (Nicholas D. Trigony, president; Andrew S. Fisher, executive VP—TV; Robert F. Neil, president, Cox Radio Inc.)

WZBQ(FM) Carrollton/Tuscaloosa
Price: \$3.2 million **Buyer:** CapStar Broadcasting Partners LP (Thomas O. Hicks, owner) **Seller:** Grant Radio Group LLC (Walter Grant, president) **Broker:** Stan Raymond & Associates

WAVH(FM) Daphne/Mobile **Price:** \$4 million **Buyer:** Anthony S. and L. Roger Brandon (each 25% owner) **Seller:** Baldwin Broadcasting Co. (Barry D. Wood, president)

WTAK-FM Hartselle/Huntsville, WXQW(FM) Meridianville/Huntsville and WWXQ(FM) Trinity/Huntsville
Price: \$5.45 million **Buyer:** Capstar Broadcasting Partners LP (Thomas O. Hicks, owner) **Seller:** Griffith Broadcasting Inc. (R. Parker Griffith, Thomas H. Griffith, co-owners) **Broker:** Stan Raymond & Associates

WNTM(AM)-WMXC(FM) and WRKH(FM) Mobile, WKSJ(AM) Prichard/Mobile-WKSJ-FM Mobile and WDWG(FM) Atmore/Mobile **Price:** \$24 million **Buyer:** Clear Channel Communications Inc. (L. Lowry Mays, president) **Seller:** Capitol Broadcasting Co. LLC (Kenneth S. Johnson, president/30% owner) **Broker:** Blackburn & Co.

Arizona

KLVA(FM) Casa Grande **Price:** \$8.4 million **Buyer:** Educational Media Foundation (K. Richard Jenkins, president) **Seller:** McDaniel-Callahan LLC (Jim McDaniel, principal)

KOAZ(FM) Glendale and KESZ(FM) Phoenix **Price:** \$35 million (merger with Owens Broadcasting Co.) **Buyer:** Owens-MAC Radio LLC (Michael L. Owens, manager) **Seller:** MAC America Communications Inc. (Delbert R. Lewis, president)

KBUQ(FM) Paradise Valley **Price:** \$6.8 million **Buyer:** New Century Ariz. LLC (Resource Media Inc., 25% owner, Steven M. Taslitz, president) **Seller:** Scottsdale Talking Machine and Wireless Co. (Katherine S. Klein, president)

KHTC-FM Phoenix **Price:** \$34 million **Buyer:** Nationwide Communications Inc. (Steve Berger, president) **Seller:** Bonnevill International Corp. (Bruce T. Reese, president; Church of Jesus Christ of Latter-Day Saints, owner) **Brokers:** Gary Stevens & Co. (buyer); Star Media Group Inc. (seller)

Arkansas

KSSN(FM) Little Rock, KMVK(FM) Benton/Little Rock and KOLL(FM) Maumelle/Little Rock **Price:** \$20 million **Buyer:** Clear Channel Communications Inc. (L. Lowry Mays, president) **Seller:** Triathlon Broadcasting Co. (Norman Feuer, president/26.52% owner; Robert F.X. Sillerman, backer)

California

KXDC(FM) Carmel/Monterey, KPIG(FM)

Freedom and KAXT(FM) (formerly KCDU) Hollister **Price:** \$5.3 million **Buyer:** New Wave Broadcasting LP (Ferrari Broadcasting Inc., 1% general partner; CMNY Capital II LP, 62% limited partner) **Seller:** Elettra Broadcasting Inc. (Stephen G. Welch, principal) **Broker:** Kalil & Co. (seller)

KBYA(FM) Fair Oaks/Sacramento (formerly KHTX-FM Carson City, Nev.)
Price: \$15.9 million **Buyer:** Entertainment Communications Inc. (Joseph M. Field, president/70.3% owner) **Seller:** Susquehanna Radio Corp. (David E. Kennedy, president/8.7% owner; Susquehanna Pfaltzgraff Co., ultimate owner) **Broker:** Patrick Communications Corp.

KSCA(FM) Glendale/Los Angeles
Price: \$112.5 million (\$10 million for option to buy; \$102.5 million to exercise option) **Buyer:** Clear Channel Communications Inc. (L. Lowry Mays, president) **Seller:** Golden West Broadcasters (Gene Autry, president)

KMBY-FM Gonzales/Monterey **Price:** \$2.1 million **Buyer:** New Wave Broadcasting LP (Ferrari Broadcasting Inc., 1% general partner; CMNY Capital II LP, 62% limited partner) **Seller:** Monterey Bay Broadcast Corp. (Miklos Benedek, Terry Collingham, principals) **Broker:** Jorgenson Broadcast Brokerage

KCMJ-FM Indio **Price:** \$4.5 million **Buyer:** Morris Communications Corp. (William S. Morris, chairman) **Seller:** Claridge Broadcasting Corp. (Martin Blackman, principal) **Broker:** Media Services Group

KOCN(FM) Pacific Grove/Monterey/Salinas **Price:** \$6.5 million **Buyer:** Lartique Multimedia Systems Inc. (John T. Lynch, president/owner) **Seller:** C.R. Pasquier Properties Inc. (Roger Pasquier, president) **Broker:** Media Services Group Inc.

KEZN-FM Palm Desert **Price:** \$5.1 million **Buyer:** American Radio Systems Corp. (Steven B. Dodge, chairman/29.7% owner) **Seller:** Classic Broadcasting Inc. (Paul Posen, president) **Broker:** Star Media Group Inc.

KOSO-FM Patterson/Modesto **Price:** \$6.8 million **Buyer:** CapStar Broadcasting Partners LP (Thomas O. Hicks, owner) **Seller:** KOSO Inc. (Donald G. McNeely, president)

KNCQ-FM Redding, KEGR-FM Red Bluff and KEWB-FM Anderson **Price:** \$6.175 million **Buyer:** CapStar Broadcasting Partners LP (Thomas O. Hicks, owner) **Seller:** McCarthy Wireless, Inc. (Craig McCarthy, president) **Broker:** Media Venture Partners

Swap: Frequencies for KRXQ-FM and KRAK-FM and new FM facility to be occupied by KSSJ-FM Sacramento
Value: \$40 million **Swapper:** KSSJ-FM and KRAK-FM: American Radio Systems Corp. (Steven B. Dodge, chairman/29.7% owner) **Swapper:** New FM facility and

KRXQ-FM: Entertainment Communications Inc. (Joseph M. Field, president/70.3% owner) **Broker:** Star Media Group Inc.

KFRG(FM) San Bernardino/Riverside and KXFG-FM Sun City/Riverside
Price: \$60 million **Buyer:** American Radio Systems Corp. (Steven B. Dodge, chairman) **Seller:** Amaturio Group Ltd. (Joseph C. Amaturio, general partner)

KSJO-FM San Jose **Price:** \$30 million **Buyer:** Jacor Communications Inc. (Samuel Zell, chairman; Randy Michaels, CEO; Zell/Chilmark Fund LP, 30% owner; David H. Crowl, president, Radio Division) **Seller:** American Radio Systems Corp. (Steven B. Dodge, chairman/29.7% owner)

KEZR(FM) San Jose and KLUE(FM) Soledad/San Jose **Price:** \$24 million (merger; \$20 million in stock; \$4 million stock) **Buyer:** American Radio Systems Corp. (Steven B. Dodge, chairman) **Seller:** Alta Broadcasting Co. (co-owners James E. and John F. Levitt) **Broker:** Media Venture Partners

Frequency of KYLD(FM) San Mateo/San Francisco and call letters of KSAN-FM San Francisco **Price:** \$44 million **Buyer:** Susquehanna Radio Corp. (David E. Kennedy, president/8.7% owner; Susquehanna Pfaltzgraff Co., ultimate owner) **Seller:** Chancellor Media Corp. (Thomas O. Hicks, chairman; Scott K. Ginsburg, president) **Broker:** Star Media Group Inc.; Patrick Communications Corp. (buyer)

KRTO-FM (formerly KMQA) West Covina/Los Angeles **Price:** \$19 million **Buyer:** Cox Broadcasting Inc. (Nicholas D. Trigony, president; Robert F. Neil, president, Cox Radio Inc.; Cox Enterprises Inc., owner) **Seller:** El Dorado Communications Inc. (Thomas H. Castro, president/45% owner) **Broker:** Gary Stevens & Co.

Colorado

KXPK-FM Evergreen/Denver **Price:** \$26 million **Buyer:** Chancellor Media Corp. (Scott K. Ginsburg, president) **Seller:** Evergreen Wireless LLC (Robert Greenlee, president)

Connecticut

WXZR(FM) East Lyme **Price:** \$2 million **Buyer:** Hall Communications Inc. (Robert M. Hall, CEO/56% owner) **Seller:** Group E Communications Corp. (Margaret O. Pescatello, principal)

District of Columbia

WDCU(FM) Washington **Price:** \$13 million **Buyer:** C-SPAN (Brian Lamb, chairman) **Seller:** University of the District of Columbia (Michele V. Hagans, chairperson of the board of trustees)

Florida

WDRK(FM) Callaway and WPFM(FM) Panama City **Price:** \$2.75 million **Buyer:** Root Communications Inc. (James L. Devis, president) **Seller:** Milblack Inc. (J.T. Milligan, principal) **Broker:** Donald K. Clark Inc.

WMXZ(FM) DeFuniak Springs Price: \$2.4 million **Buyer:** Root Communications Ltd. (James L. Devis, president; Susan S. Root Revocable Trust, owner) **Seller:** Bay Cities Communications Inc. (J. McDavid Flowers, president)

WJBX(FM) Ft. Myers Price: \$6 million **Buyer:** Beasley FM Acquisition Corp. (George G. Beasley, CEO/90% owner) **Seller:** Schefflera Inc. (John R. Linn, president/30% owner)

WJST(FM) Ft. Myers Villas Price: \$5 million **Buyer:** Beasley Radio Inc. (George G. Beasley, president) **Seller:** WSUV Inc. (John R. Linn, president/30% owner)

WOSN(FM) Indian River Shores/Fort Pierce Price: \$2.95 million **Buyer:** Centennial Broadcasting (Allen Shaw, president) **Seller:** Indian River Shores Radio Group LC (Carl Como Tuteria, partner) **Broker:** Mahlman Co.

WTPX(FM) Jupiter/West Palm Beach Price: \$11 million **Buyer:** American Radio Systems Corp. (Steven B. Dodge, chairman/29.7% owner) **Seller:** Jupiter Radio Partners (James E. Martin Jr., president/50% owner, InterMart Broadcasting of Palm Beach Inc., which is 33.3% managing partner of Jupiter Radio Partners) **Broker:** Blackburn & Co. (for buyer)

WGUF(FM) Marco/Fort Myers Price: \$2 million **Buyer:** Renda Broadcasting Corp. (Anthony F. Renda, president) **Seller:** InterMart Broadcasting First Coast Inc. (James E. Martin Jr., president)

WSGL-FM Naples Price: \$3.65 million **Buyer:** Renda Broadcasting Corp. (Anthony F. Renda, president) **Seller:** Timm Enterprises (Bruce Timm, president) **Broker:** Media Services Group.

WMEZ(FM) Pensacola Price: \$7 million **Buyer:** Patterson Broadcasting Inc. (James W. Wesley Jr., president; Dyson-Kissner-Moran Corp., 65.9% owner) **Seller:** Frederic T.C. Brewer **Broker:** Media Services Group

WFKZ(FM) Plantation Key/Key Largo, WKRY(FM) Key West and WAVK(FM) Marathon Price: \$3.5 million **Buyer:** Paxson Communications Corp. (Lowell W. "Bud" Paxson, chairman/owner) **Seller:** Key Chain Inc. (Joel Day, president)

WNDD(FM) Silver Springs/Gainesville and 20% of WNDT(FM) Alachua Price: \$3,862,500 **Buyer:** Wooster Republican Printing Co. (G. Charles Dix II, president) **Seller:** Hurricane Broadcasting (Ernest R. Winn, Robert T. Ganzak, Timothy E. Moore, partners)

WRBA(FM) Springfield/Panama City and WAKT(FM) Panama City Beach/Panama City Price: \$3.4 million **Buyer:** Root Communications Inc. (James L. Devis, president) **Seller:** Styles Broadcasting Co. (Bob Germain Jr., president) **Broker:** Frank Boyle & Co.

Hawaii

KDEO-FM Waipahu/Honolulu Price: \$2

million **Buyer:** Caribou Communications Co. (J. Kent Nichols, president; Desert Communications III Inc., 42% owner) **Seller:** Loew Broadcasting Corp. (Robert M. Loew, president/60% owner) **Broker:** Kalil & Co.

Idaho

KXLT-FM Eagle and KIXF(FM) Garden City/Boise Price: \$8 million **Buyer:** Jacor Communications Inc. (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner) **Seller:** Lartique Multimedia Systems Inc. (John T. Lynch, president/owner) **Broker:** Crisler Co. (seller)

KFTZ-FM and KOSZ-FM Idaho Falls Price: \$2 million **Buyer:** American Cities

Broadcasting LLC (Bruce Buzil, co-chairman/4% equity manager) **Seller:** KART Broadcasting Co. (Allen D. Lee, president) **Broker:** Media Services Group Inc.

Illinois

WCBW(FM) Columbia/St. Louis, Mo. Price: \$13 million **Buyer:** Jacor Communications Inc. (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner; Dave Crowl, president, Radio Division) **Seller:** Continental Broadcast Group Inc. (Marvin B. Kosofsky, owner)

WVVX(FM) Highland Park/Chicago Price: \$9.5 million **Buyer:** Odyssey Communications Inc. (Michael Kakoyiannis, president/6.5% owner) **Seller:** N. John

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Disney's
**HONEY, I
SHRUNK
THE KIDS**
THE TV SHOW

Douglas **Broker:** Gary Stevens & Co. (buyer)

WTAO(FM) Murphysboro/Carbondale
Price: \$2.94 million **Buyer:** Clearly Superior Radio LLC (Dennis F. Doelitzsch, James D. Glassman, co-owners; Liberty Radio Inc., 60% equity owner) **Seller:** Liberty Radio Inc. (James D. Glassman, president/92.4% owner)

Indiana

WWKI(FM) Kokomo **Price:** \$11 million **Buyer:** Wicks Broadcast Group LP (WBG Management Inc., general partner; Edgar R. Berner, president/41.7% owner) **Seller:** Shepard Communications Inc. (John J. Shepard, president/65% owner, Peter C. Cook, vice president/20.75% owner) **Broker:** Bergner & Co.

WGLD(FM) Noblesville/Indianapolis
Price: \$4.3 million **Buyer:** Susquehanna Radio Corp. (David E. Kennedy, president/8.7% owner; Susquehanna Pfaltzgraff Co., ultimate owner) **Seller:** Weiss Communications Inc. (Mary Weiss, principal)

Iowa

KXMX-FM Cedar Rapids **Price:** \$3.1 million **Buyer:** Capstar Broadcasting Partners (R. Steven Hicks, CEO, Thomas O. Hicks, chairman) **Seller:** KRNA Inc. (Eliot A. Keller, president) **Broker:** Media Venture Partners and Gordon Rice Associates

KCRR(FM) Grundy Center **Price:** \$2 million **Buyer:** Connoisseur Inc. (Jeffrey D. Warshaw, 75% general partner) **Seller:** Grundy Broadcasting Co. (Adudrey Osmundson, managing partner) **Broker:** Gary Stevens & Co.

KRNA-FM Iowa City **Price:** \$7 million **Buyer:** Capstar Broadcasting Partners LP (Thomas O. Hicks, owner) **Seller:** KRNA Inc. (Eliot A. Keller, president) **Broker:** Gordon Rice Associates and Media Venture Partners

Kentucky

WKDQ(FM) Henderson, Ky./Evansville
Price: \$8 million **Buyer:** TSB IV LLC (Alan R. Brill, president) **Seller:** Bristol Broadcasting Co. (W.L. Nininger, president/89.3% owner) **Broker:** Blackburn & Co.

WLRO(FM) and WLTO(FM) Lexington-Fayette **Price:** \$4.59 million **Buyer:** Regent Communications Inc. (Terry S. Jacobs, chairman) **Seller:** Clark Broadcasting Co. (Michael Douglas, president) **Broker:** Media Venture Partners

WLTO(FM) Nicholasville and WLRO(FM) Richmond **Price:** \$4.5 million **Buyer:** HMH Broadcasting (Ralph E. Hacker, president) **Seller:** Regent Communications Inc. (Terry S. Jacobs, chairman/80% owner) **Broker:** Media Venture Partners

Louisiana

WQCK(FM) Clinton **Price:** \$2.025 million **Buyer:** Bethany World Prayer Center Inc. (Larry D. Stockstill, president) **Seller:** Hoffman Media (Hubert N. Hoffman, president) **Broker:** Media Services Group Inc.

KCTO-FM Columbia and KMYF(FM) Monroe and KYEA(FM) West Monroe
Price: \$5,565,500 **Buyer:** Broadcasting Partners Holdings LP (Lee Simonson, chairman; VS&A Communications Partners II LP, 96.1% limited partner) **Sellers:** ■ KMYF: Radioactive Images Inc. (Bradley Wilkinson, president) ■ KYEA: Phoenix Broadcasting Co. (Frank Stimley, president) ■ KCTO-FM: Tom D. Gay **Broker:** Gordon Rice Associates (sellers)

KPEL-FM Erath **Price:** \$2 million for stock **Buyer:** Communications Corp. of America (Thomas R. Galloway Sr., chairman/owner) **Seller:** Michael B. Mitchell

KKGB(FM) Sulphur **Price:** \$2,234,849 **Buyer:** Louisiana Media Interests Inc. (John Borders, president/68.2% owner) **Seller:** 21st Century Communications Inc. (Keith Baine Martin, principal)

Maine

WTOS(FM) Skowhegan **Price:** \$2.2 million **Buyer:** Cumulus Media LLC. (Richard Weening, chairman; William M. Bungereoth, president) **Seller:** Mountain Wireless Inc. (Alan Anderson, president)

Maryland

WOCQ(FM) Berlin **Price:** \$2.775 million **Buyer:** Great Scott Broadcasting (Faye Scott, president) **Seller:** Musicradio of Maryland Inc. (Darryl Nixon, principal)

WRNR-FM Grasonville/Annapolis
Price: \$2.15 million **Buyer:** Empire Broadcasting System Inc. (Donald A. Cavaleri, president/57.3% owner) **Seller:** M.B.C. Inc. (Jacob Einstein, principal)

Michigan

WFBE(FM) Flint **Price:** \$6.8 million **Buyer:** Rainbow Radio LLC (Liggett Broadcast Inc. 80% member, Robert G. Liggett Jr., trustee/owner) **Seller:** Flint Board of Education (Joan Evans, president) **Broker:** Blackburn & Co.

Minnesota

Minneapolis/St. Paul-area stations WREV-FM Cambridge, KCFE(FM) Eden Prairie and KREV(FM) Lakeville **Price:** \$17.675 million **Buyer:** Walt Disney Co./ABC Inc. (Michael D. Eisner, chairman; Robert Callahan, president, ABC Radio) **Seller:** James R. Cargill II and Susan M. Cargill

Mississippi

WZRH(FM) Picayune, Miss./Covington/Slidell, La. **Price:** \$2 million **Buyer:** Guaranty Broadcasting Corp. (George A. Foster Jr., president) **Seller:** Howes Broadcasting Co. (Dr. Randolph M. Howes, principal)

WWKZ-FM New Albany (to be Como, Miss./Memphis, Tenn.) **Price:** \$6.3 million **Buyer:** Barnstable Broadcasting Inc. (David Gingold, president) **Seller:** Radio South (Houston Pearce, owner) **Broker:** Gary Stevens (seller)

Missouri

KSYN(FM) and KJMK-FM (formerly KJKT-FM) Joplin and KIXQ(FM) and KXDG(FM) Webb City **Price:** \$10.8 mil-

lion for stock **Buyer:** Jerome R., James L., John P., Donald W. and David Zimmer **Seller:** James Von Gremp (58.5% owner) et al.

KTOZ-FM Pleasant Hope/Springfield
Price: \$3.3 million **Buyer:** Sunburst Media (John Borders and Don Turner, principles) **Seller:** Radio 2000 Mo. Inc. (Frank Copsidas, principal) **Broker:** Bergner & Co.

KXUS(FM) Springfield **Price:** \$5.5 million **Buyer:** Sunburst Media LP (Media/Communications Partners III LP, 47.5% owner [M/C III LLC, general partner. M/C II's members are David D. Croll, Christopher S. Gaffney, Stephen F. Gormley, John G. Hayes and James F. Wade]) **Seller:** Demaree Media Inc. (Levoy Patrick Demaree, principal)

Nevada

KQOL(FM) Boulder City/Las Vegas
Price: \$12.5 million **Buyer:** Centennial Broadcasting (Allen Shaw, president) **Seller:** American General Media (co-owners/siblings Anthony S. Brandon, L. Rogers Brandon) **Broker:** Broadcasting Asset Management Corp.; Satterfield & Perry Inc.

KJUL(FM) Las Vegas **Price:** \$15.5 million for stock **Buyer:** Centennial Broadcasting (Allen Shaw, president) **Seller:** Syndicated Communications Venture Partners II LP (Herbert P. Wilkins Sr., president) **Brokers:** Star Media Group (buyer); Satterfield & Perry (seller)

New Hampshire

WOXF(FM) (to be WQLL) Bedford/Manchester **Price:** \$3.3 million **Buyer:** Saga Communications Inc. (Edward K. Christian, president/CEO/58% owner) **Seller:** Merrimack Valley Broadcasting (Donna MacNeil, GM/owner)

WERZ(FM) Exeter and WQSO(FM) Rochester **Price:** \$5.5 million **Buyer:** CapStar Broadcasting Partners LP (Thomas O. Hicks, owner) **Seller:** American Radio Systems Corp. (Steven B. Dodge, chairman/29.7% owner) **Broker:** Media Venture Partners

New Jersey

WRDR(FM) Egg Harbor City, N.J.
Price: \$6.25 million **Buyer:** New Jersey Broadcasting Partners LP (New Jersey Broadcasting Inc., general partner; E. Burke Ross Jr. chairman/owner) **Seller:** Rodio Radio Inc. (James N. Rodio, principal)

New York

WBZO(FM) Bay Shore **Price:** \$12.45 million **Buyer:** Barnstable Broadcasting Inc. (David Gingold, president) **Seller:** Shore Media Inc. (Betty Fox, president) **Broker:** Blackburn & Co.

WAQB(FM) Brighton/Rochester **Price:** \$3.5 million **Buyer:** [American Radio Systems Corp. (Steven B. Dodge, chairman) **Seller:** Brighton Broadcasting LP (James Smisloff, president) **Broker:** Blackburn & Co.

WMAX-FM Irondequoit/Rochester and

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options to buy WMHX-FM Canandaigua/Rochester and WRCD(FM) Honeoye Falls/Rochester
Price: \$7 million cash **Buyer:** Jacor Communications Inc. (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner) **Seller:** Auburn Cablevision Inc. (Ed Osborne, president) **Broker:** Blackburn & Co.

Option to buy WQHT-FM New York
Value: \$160 million (option comes due in three years, Emmis looking for suitable trade to exercise) **Buyer:** Emmis Broadcasting Corp. (Jeffrey Smulyan, president) **Seller:** Tribune Co., Chicago (John Madigan, president)

WRWD-FM and WBWZ-FM Poughkeepsie
Price: \$7.5 million **Buyer:** Roberts Radio LLC (Robert W. Pittman, chairman/13% owner; Robert B. Sherman, president/.7% owner; Alpine Radio LLC, 18.1% owner) **Seller:** Hudson Valley Radio Partners (Michael Schwartz, Aaron Daniels, Monte Lang and Bill Burns, partners) **Broker:** Bergner & Co.

WNVE(FM) South Bristol Township/Rochester
Price: \$5.5 million **Buyer:** Jacor Communications Inc. (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner) **Seller:** Great Lakes Wireless Talking Machine LLC (Steve Chartrand, president)

North Carolina

WKJA-FM Belhaven and WKO-FM Jacksonville
Price: \$4 million **Buyer:** Pinnacle Broadcasting Co. (Philip D. Marella, chairman) **Seller:** Nautical Broadcasting Inc. (Roger R. Ingram, president) **Broker:** Snowden Associates

WZFX(FM) Whiteville/Fayetteville
Price: \$11.5 million **Buyer:** George G. Beasley **Seller:** Joyner Communications Inc. (David Weil, president/owner) **Broker:** Bergner & Co.

Ohio

WRQK(FM) Canton
Price: \$6.5 million **Buyer:** Connoisseur Inc. (Jeffrey D. Warsaw, 75% general partner) **Seller:** Sabre Communications Inc. (Paul H. Rothfuss, president; Axiom Venture Partners LP, 56.2% owner) **Broker:** Blackburn & Co.

WNCG-FM Clyde
Price: \$2.2 million **Buyer:** Jacor Communications Inc. (Samuel Zell, chairman; Randy Michaels, CEO; Zell/Chilmark Fund LP, 30% owner; David H. Crowl, president, Radio Division) **Seller:** S&S Communications Group (Kent D. Smith, president/owner)

WJZA(FM) Columbus
Price: \$4.5 million **Buyer:** Blue Chip Broadcasting (Ross Love, president) **Seller:** Horace Broadcasting (Horace Perkins, president) **Broker:** Crisler Co.

WGRR(FM) Hamilton/Cincinnati
Price: \$30 million **Buyer:** American Radio Systems Corp. (Steven B. Dodge, chairman) **Seller:** Dalton Group Inc. (William and Susan Dalton, owners) **Broker:** Media Venture Partners

WMMA-FM Lebanon/Cincinnati
Price: \$3 million **Buyer:** American Radio Sys-

tems Corp. (Steven B. Dodge, chairman/29.6% owner) **Seller:** McMurray Communications (Marilyn McMurray, president) **Broker:** Media Venture Partners (seller)

WXKR(FM) Port Clinton
Price: \$5 million **Buyer:** Cumulus Holdings Inc. (Richard Weening, chairman; William M. Bungeroth, president) **Seller:** Venice Broadcasting Corp. (Venice Michel, owner)

WZLR(FM) Xenia
Price: \$3.75 million **Buyer:** Xenia Broadcasting Inc. (Mr. Charles E. Giddens, president/owner) **Seller:** Clear 95 Inc. (Richard Hunt and David W. Dexter, principals)

Oklahoma

KLAW(FM) and KZCD(FM) Lawton
Price: \$2.28 million **Buyer:** GulfStar Communications Inc. (John D. Cullen, president; Thomas O. Hicks, 90.1% owner) **Seller:** KLaw Broadcasting Inc. (C. Ronald Rogers, Roy A. Butler, co-owners)

Pennsylvania

WFMZ(FM) Allentown
Value: \$26 million **Buyer:** Citadel Broadcasting Co. (Lawrence R. Wilson, president/19.1% owner; ABRY Broadcast Partners II L.P., 37.2% owner) **Seller:** Maranatha Broadcasting Co. (Richard C. Dean, president) **Broker:** Richard A. Foreman Associates Inc.

WXTA(FM) Edinboro
Price: \$3.7 million **Buyer:** Media One Group-Erie Ltd. (James T. and Thomas J. Embrescia, 51% owner) SeJarad Broadcasting Co. of Pennsylvania Inc. (Ronald J. Morey, president; Morey Organization Inc., owner)

WWDB-FM Philadelphia
Price: \$65 million **Buyer:** Beasley Broadcast Group (George G. Beasley, president/owner) **Seller:** Mercury Radio Communications (Charles W. Banta, president; Greenwish Street Capital Partners Inc., owner) **Broker:** Star Media Group Inc.

Rhode Island

WDGE(FM) and WDFG(FM) Providence
Price: \$8.5 million (merger; includes Edgenet Internet access provider) **Buyer:** Citadel Broadcasting Co. (Lawrence R. Wilson, president/19.1% owner; ABRY Broadcast Partners II L.P., 37.2% owner) **Sellers:** ■ wdge: Urso Major Broadcasting Co. (Philip J. Urso, president/owner) ■ wdfg: Bear Broadcasting Co. (Natale Urso, president/father of Philip)

South Carolina

WSUY(FM) Charleston
Price: \$8.5 million **Buyer:** Highbourne Communications Inc. (William G. Dudley III, president/owner) **Seller:** Wicks Broadcast Group LP (C.B. Kiosk, managing director of general partner WBG Management Inc.)

WSUY(FM) Charleston and WRFQ(FM) Mt. Pleasant
Price: \$4.5 for stock **Buyer:** Jacor Communications Inc. (Samuel Zell, chairman; Randy Michaels, CEO; Zell/Chilmark Fund LP, 30% owner;

David H. Crowl, president, Radio Division) **Seller:** Regent Communications Inc. (Terry S. Jacobs, chairman/80% owner)

WSUY(FM) Charleston and WRFQ(FM) Mt. Pleasant
Price: \$3.85 million **Buyer:** Regent Communications (Terry S. Jacobs, president/80% owner) **Seller:** William G. Dudley III

WWXM(FM) Georgetown/Myrtle Beach
Price: \$7 million **Buyer:** Root Communications Ltd. (James L. Devis, president; Susan S. Root Revocable Trust, owner) **Seller:** Coastline Communications of Carolina Inc. (Jerome Bresson, president) **Broker:** Stan Raymond & Associates

South Dakota

KTWB(FM) Sioux Falls
Price: \$2.75 million **Buyer:** Midcontinent Broadcasting Corp. (Nathan L. Bentson, chairman) **Seller:** Kirkwood Broadcasting Inc. (Lee Axdahl, principal)

Tennessee

WJOI(FM) Germantown/Memphis
Price: \$4.5 million **Buyer:** Flinn Broadcasting Corp. (George S. Flinn Jr., president/owner) **Seller:** Omni Broadcasting Co. (Sam C. Phillips, partner)

Texas

KBCY-FM, KCDD-FM and option to buy KHXS-FM Abilene
Price: \$2.187 million **Buyer:** Cumulus Media LLC. (Richard Weening, chairman; William M. Bungeroth, president) **Sellers:** KBCY-FM and KCDD-FM: Virginia Ann Hine, John Flahavin and Ed Harvey, Abilene; KHXS-FM: IQ Radio Inc., Abilene (Larry Hickerson, president) **Broker:** Norman Fischer & Assoc.

KDGE-FM and KZPS-FM Dallas
Price: \$83.5 million **Buyer:** Chancellor Media Corp. (Thomas O. Hicks, chairman; Scott K. Ginsburg, president) **Seller:** Bonneville International Corp. (Bruce T. Reese, president; Corporation of the President of the Church of Jesus Christ of Latter-Day Saints, owner) **Broker:** Star Media Group Inc.

KIKM-FM Flower Mound (formerly Sherman)
Price: \$14 million **Buyer:** First Broadcasting Co. LP (First Broadcasting Networks Inc., 64.6% general partner; Charles H. Strickland and Cliff Boyd, limited partners) **Seller:** Hunt Broadcasting Inc. (co-owners Janice A. and James G. Hunt) **Broker:** Norman Fischer & Assoc.

KNNC(FM) Georgetown
Price: \$2 million **Buyer:** Simmons Family Inc. (Roy W. & Elizabeth E. Simmons Charitable Unitrust, 67% owner, H.H. Simmons trustee) **Seller:** Rees-Slaymaker Radio Partnership I L.P. (Richard D. Rees, president)

KKCL-FM Lubbock
Price: \$3.15 million **Buyer:** CapStar Broadcasting Partners LP; Austin, Tex. (Thomas O. Hicks, owner); **Seller:** Anthony S. and L. Rogers Brandon **Broker:** Whitley Broadcast Media Inc. (seller)

KLTO(FM) Rosenberg, Houston
Price: \$14 million (\$3.08 million + \$10.92 million

if station is upgraded to C1 before April 1, 2004, or an amount to be determined in case of a partial upgrade) **Buyer:** Tichenor Media System Inc./Heftel Broadcasting Corp. (McHenry T. Tichenor Jr., president of Tichenor and Heftel; Clear Channel Communications Inc., 43% owner of combined Tichenor/Heftel) **Seller:** Roy E. Henderson

KKIK(FM) Temple/to be Taylor/Austin Price: \$3.65 million **Buyer:** American Radio Systems Corp. (Steven B. Dodge, chairman) **Seller:** Stellar Communications Inc. (Don R. Chaney, president) **Broker:** Whitley Broadcast Media Inc. (seller)

KLUR(FM) and KQXC(FM) Wichita Falls and KYII(FM) Burkburnett/Wichita Falls Price: \$7 million **Buyer:** Cumulus Media LLC (Richard Weening, chairman; William M. Bungeoth, president) **Seller:** Sam F. Beard **Broker:** Norman Fischer & Associates Inc.

Virginia

WVGO-FM Richmond Price: \$4.5 million **Buyer:** FM 100 Inc. (Walton Belle, president/owner) **Seller:** SFX Broadcasting Inc. (Robert F.X. Sillerman, executive chairman/53.2% owner) **Broker:** Media Service Group Inc.

WXLK(FM) Roanoke/Lynchburg and WLYK(FM) Lynchburg Price: \$7.5 million **Buyer:** Mel Wheeler Inc. (Mel Wheeler, president/68.5% owner) **Seller:** CEBE Investments Inc. c/o Crestar Bank (Albert R. Grosch Jr., VP) **Broker:** F. Gray Kiger Jr. (seller)

WJLM(FM) Salem/Roanoke/Lynchburg Price: \$3.1 million **Buyer:** Capstar Broadcasting Partners Inc. (R. Steven Hicks, CEO/3.2% owner; Thomas O. Hicks, ultimate owner/chairman, Hicks, Muse, Tate & Furst Inc.) **Seller:** WRIS Inc. (Lloyd Gochenour, president) **Brokers:** Blackburn & Co. (seller) Media Venture Partners (buyer)

Wisconsin

WFMI(FM) Brookfield/Milwaukee and WFMR(FM) Menomonee Falls/Milwaukee Price: \$5 million **Buyer:** Saga Communications Inc. (Edward K. Christian, president/CEO/58% owner) **Seller:** Harris Classical Broadcasting Co. (co-owners Richard H. and Jessie Lynne Harris) **Broker:** Blackburn & Co.

WMJB(FM) Evansville Price: \$1.5 million **Buyer:** Thomas and Barbara Kwiatkowski **Seller:** Seehafer Broadcast Corp. (Don Seehafer, president)

WZTR(FM) Milwaukee Price: \$14.5 million **Buyer:** Clear Channel Radio Inc. (L. Lowrey Mays, president) **Seller:** Shockley Communications Corp. (Terry and Sandy Shockley, principals) **Broker:** Kalil & Co.

Puerto Rico

WCFI(FM) Lajas Price: \$3,267,870 **Buyer:** RAAD Broadcasting Corp.

(Roberto Davila Rodriguez, president/owner)

Seller: Ramon Rodriguez and Associates Inc. (Ramon Radriquez Guzman, president/owner)

WKJB-FM Mayaguez Price: \$3.6 million **Buyer:** El Mundo Broadcasting Corp. (Argentina S. Hills, chairman/owner) **Seller:** WKJB AM-FM Inc., (Bechara family, owners)



(ARRANGED BY PRICE)

KIDR(AM) Phoenix; KPLS(AM) Orange/Los Angeles, Calif.; KKYD(AM) Denver; WAUR(AM) Aurora/Chicago, Ill.; WCAR(AM) Livonia/Detroit, Mich.; KYCR(AM) and WWTC(AM) Minneapolis/St. Paul, Minn.; WJDM(AM) Elizabeth, N.J./New York; KMUS(AM) Muskogee/Tulsa, Okla.; WPWA(AM) Chester/Philadelphia, Pa.; KAHZ(AM) Dallas/Fort Worth and KTEK(AM) Alvin/Houston, Texas,

and WZER(AM) Jackson/Milwaukee, Wis. KCNW(AM) Fairway, Kan. Price: \$72.5 million **Buyer:** Global Broadcasting Co. (Greg Deieso, president) **Seller:** Children's Broadcasting Corp. (Christopher T. Dahl, president/9.4% owner) **Broker:** Star Media Group Inc.

KXMG(AM) Los Angeles, WCMQ(AM) Miami, Fla., and WXLX(AM) Newark, N.J. Price: \$44 million (\$18 million for wxlx; \$18 million for kxmg; \$8 million for wcmq) **Buyer:** One-on-One Sports Inc. (Christopher J. Brennan, president) **Seller:** Spanish Broadcasting System Inc. (Raul Alarcon Jr., president/59% owner)

WZHF(AM) (formerly WMZQ) Arlington, Va./Washington and WBZS(AM) Alexandria, Va./Washington and KDFC(AM) Palo Alto/San Francisco Price: \$18 million (\$7.5 million for wzhf; \$5.5 million for wbzs; \$5 million for kdfc) **Buyer:** Douglas Broadcasting Inc./Par Holdings Inc. (N. John Douglas, chairman; Duane E. Hill and Cleveland A. Christophe, principals) **Seller:** Chancellor Media Corp. (Scott K. Ginsburg, president) **Broker:** Star Media Group Inc.

WITH(AM) Baltimore and WTSJ(AM) Cincinnati and WCCD(AM) Parma/Cleveland, Ohio Price: \$3 million **Buyer:** Salem Communications Corp. (co-owners/brothers-in-law Edward G. Atsinger III [president], Stuart W. Epperson Jr. [chairman]) **Seller:** Co-owners Great American Insurance Cos. (Carl

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H. Lindner III, president) and Mark McNeil et al. **Broker:** Force Communications & Consultants LLC

WKDL(AM) Silver Spring, Md./Washington and WKDV(AM) Manassas, Va./Washington Price: \$2.5 million **Buyer:** Mega Broadcasting Corp. (Stewart Cahn, president) **Seller:** Capital Kids' Radio Co. (Virginia S. Carson, president) **Broker:** Blackburn & Co.



California

KDIA(AM) Oakland/San Francisco Price: estimated \$6.25 million **Buyer:** Walt Disney Co./ABC Inc. (Michael D. Eisner, chairman; Robert Iger, president, ABC; Preston Padden, president, ABC Television; Robert Callahan, president, ABC Radio) **Seller:** Pacific FM Inc. (James J. Gabbert, principal) **Broker:** Kalil & Co.

KCMJ(AM) Palm Springs Price: \$4.5 million **Buyer:** Morris Communications Corp. (William S. Morris, chairman) **Seller:** Westminster Broadcasting Corp. (Martin Blackman, principal) **Broker:** Media Services Group

KNTA(AM) Santa Clara/San Jose Price: \$2.2 million **Buyer:** Inner City Broadcasting Corp. (Percy E. Sutton, 41.26% owner) **Seller:** Imperio Enterprises Inc. (Genaro V. Guizar, president)

KCBQ(AM) San Diego Price: \$6 million **Buyer:** JS Communications Inc. (Terry S. Jacobs, chairman/80% owner) **Seller:** Jacor Communications Inc. (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner)

KOFY(AM) San Mateo/San Francisco Price: \$15 million **Buyer:** Susquehanna Radio Corp. (David E. Kennedy, president/ 8.7% owner; Susquehanna Pfaltzgraff Co., ultimate owner) **Seller:** Pacific FM Inc. (James Gabbert, principal) **Broker:** Kalil & Co.

KCEO(AM) Vista/San Diego Price: \$2.6 million **Buyer:** North County Broadcasting Corp. of San Diego, (Arthur Astor, president) **Seller:** Nationwide Communications Inc. (Steve Berger, president) **Broker:** Gary Stevens & Co. Inc.

District of Columbia

WYCB(AM) Washington Price: \$3.75 million **Buyer:** Radio One Inc. (Alfred Liggins III, president) **Seller:** Broadcast Holdings Inc. (G. Cabell Williams III, president) **Broker:** Blackburn & Co.

Florida

WAMA(AM) and WQBN(AM) Tampa Price: \$3 million (\$1.9 million for WAMA; \$1.1 million for WQBN) **Buyers:** WAMA: ZGS Broadcast Holdings Inc. (Ronald Gordon, president) ■ WQBN: Genesis Communications II Inc (Bruce Maduri, president) **Seller:** Radio Tropical Inc. (joint owners Efrain Archilla-Roig, president, and Carmen E. Diez de Archilla)

Illinois

WIBV(AM) Belleville, Ill./St. Louis, Mo. Price: \$3.5 million (includes \$1 million in advertising credit) **Buyer:** CH Holdings LLC (Timothy C. Dorsey, president/21.7% owner) **Seller:** Charter Communications Entertainment I LP, St. Louis (general partner CAA Acquisitions Corp. [Barry L. Babcock, chairman])

WEJM(AM) Chicago Price: \$10 million **Buyer:** One-on-One Sports (Christopher J. Brennan, president) **Seller:** Dougals Broadcasting Inc./Par Holdings Inc. (John Douglas, chairman; Duane E. Hill and Cleveland A. Christophe, principals) **Broker:** Gary Stevens

WSBC(AM) Chicago Price: \$5.55 million **Buyer:** Newsweb Corp. (Fred Eychaner, president) **Seller:** WSBC Broadcasting LLC (Daniel R. Lee, principal) **Broker:** Bergner & Co.

KFNS(AM) Wood River Price: \$3.75 million **Buyer:** Missouri Sports Radio LLC (Greg Maracek, managing member) **Seller:** American Radio Systems Corp. (Steven B. Dodge, chairman/29.7% owner) **Broker:** Sunbelt Media Inc.

Massachusetts

WNRB(AM) Boston Price: \$8 million **Buyer:** One-on-One Sports (Christopher J. Brennan, president) **Seller:** Communicom (Rich Kylberg and Carl DiMaria, principals) **Broker:** Questcom

WPZE(AM) Boston Price: \$5 million **Buyer:** Hibernia Communications Inc. (Mike Craven, Jim Thompson, partners) **Seller:** Salem Communications Corp. (co-owners/brothers-in-law Edward G. Atsinger III [president], Stuart W. Epperson [chairman]) **Broker:** Serafin Bros.

WNFT(AM) Boston Price: \$4.5 million **Buyer:** American Radio Systems Corp. (Steven B. Dodge, chairman) **Seller:** Greater Media Inc. (Peter A. Bordes, chairman/owner) **Broker:** Serafin Bros. Inc.

Michigan

WQBH(AM) Detroit Price: \$3,888,889 **Buyer:** Queen's Broadcasting Corp. (Martha Jean Steinberg, president/13% owner; Order of the Fishermen Ministry, 87% owner [Martha Jean Steinberg, president]) **Seller:** TXZ Inc. (Martha Jean Steinberg, VP/10% owner, president)

WLLZ(AM) Monroe/Detroit Price: \$3.15 million **Buyer:** Crawford Broadcasting Co. (Donald B. Crawford, president/owner) **Seller:** Greater Media Inc. (Peter A. Bordes, chairman/owner) **Brokers:** Force Communications & Con-

sultants LLC (buyer); Serafin Bros. Inc. (seller) WEXL(AM) Royal Oak/Detroit, Mich. **Price:** \$3.5 million **Buyer:** Crawford Broadcasting Co. (Donald B. Crawford, president/owner) **Seller:** Sparks Broadcasting, Detroit (Garnet Sparks, president) **Broker:** Force Communications & Consultants LLC

Missouri

Swap of frequencies of KCMO(AM) Kansas City, Mo., for WHB(AM) Kansas City, Mo. Value: \$5 million **Swapper,** KCMO frequency: Entertainment Communications Inc. (Joseph M. Field, president/70.3% owner) **Swapper,** WHB: Mike Carter, Carrollton, Mo. **Broker:** Media Services Group Inc.

New Hampshire

WZNN(AM) Rochester and WMYF(AM) Exeter Price: \$5.5 million **Buyer:** CapStar Broadcasting Partners LP (Thomas O. Hicks, owner) **Seller:** American Radio Systems Corp. (Steven B. Dodge, chairman/ 29.7% owner) **Broker:** Media Venture Partners

New York

WZRC(AM) New York Price: \$13 million **Buyer:** Douglas Broadcasting Inc./Par Holdings Inc. (N. John Douglas, chairman; Duane E. Hill and Cleveland A. Christophe, principals) **Seller:** Westinghouse Electric Co./CBS Corp. (Mel Karmazin, CEO, CBS Station Group) **Broker:** H.B. La Rue Media Brokers (buyer)

Ohio

WKNR(AM) Cleveland Price: \$8.4 million **Buyer:** Jacor Communications Inc. (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner; Dave Crowl, president, Radio Division) **Seller:** Cablevision Systems Corp. (Charles Dolan, president) **Broker:** Star Media Group Inc.

Oregon

KOTK(AM) Portland Price: \$8.3 million **Buyer:** Jacor Communications Inc. (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner) **Seller:** EXCL Holdings Inc. (Christopher Marks, chairman; Latin Communications Group Inc. (LCG), 80% owner) **Broker:** Jorgensen Broadcast Brokerage Inc.

Pennsylvania

WKAP(AM) Allentown Price: \$2.13 million **Buyer:** CapStar Broadcasting Partners LP (Thomas O. Hicks, owner) **Seller:** East Penn Broadcasting Inc. (Harold G. Fulmer III, president)

Texas

KTNO(AM) Fort Worth/Dallas Price: \$2.3 million **Buyer:** Personal Achievement Radio Inc. (N. John Douglas, president/owner) **Seller:** Stuart Gaines Broadcasting Corp. (Mary M. Gaines, president) **Broker:** Michael McHugh (seller)

KVOZ(AM) Laredo and KUOL(AM) San Marcos/Austin Price: \$2 million (\$1.85 million for kvoz; \$150,000 for kuol) **Buyer:** Paulino Bernal **Seller:** Border Broadcasters Inc. (Willis Jay Harpole, president/owner)

Broadcasting

February 2, 1998

NBC Bowls over competition

Close game keeps NBC advertisers happy, helps give NBC 14 of top 15 prime time shows for week

By Steve McClellan

NBC scored huge but not record-breaking numbers for Super Bowl XXXII. The game (which aired Jan. 25 from 6:30 to 10 p.m.) averaged a 44.5 rating/67 share, according to Nielsen Media Research.

The game had a 3% higher rating than Fox's telecast last year, which averaged a 43.3/66. NBC estimates that 133.4 million viewers tuned in to all or part of the game, making it the third-most-watched program in TV history.

The game, combined with NBC's Thursday night juggernaut, also gave NBC nine of the top 10 shows for the week of Jan. 19-26 (14 of the top 15 when you include *Frasier*, ice skating and a couple of *Dateline* installments).

Among Super Bowls, it was the 13th-highest-rated telecast. The last half-hour of the game (the most competitive in a decade) averaged a 50.4/70, the highest rating for a single half-hour of Super Bowl action since 1986.

The Super Bowl lead-out, an hour special episode of *Third Rock from the Sun*, averaged a 20/34, its highest rating ever. Total viewership for *Third Rock* was an average 34.3 million viewers. The show's average total audience in the fourth quarter was about 13.3 million viewers.

The network also aired a Sunday edition of the *Tonight Show with Jay Leno*, which did a 6.2/20, with 8.4 million total viewers, about 30% more than its season average.

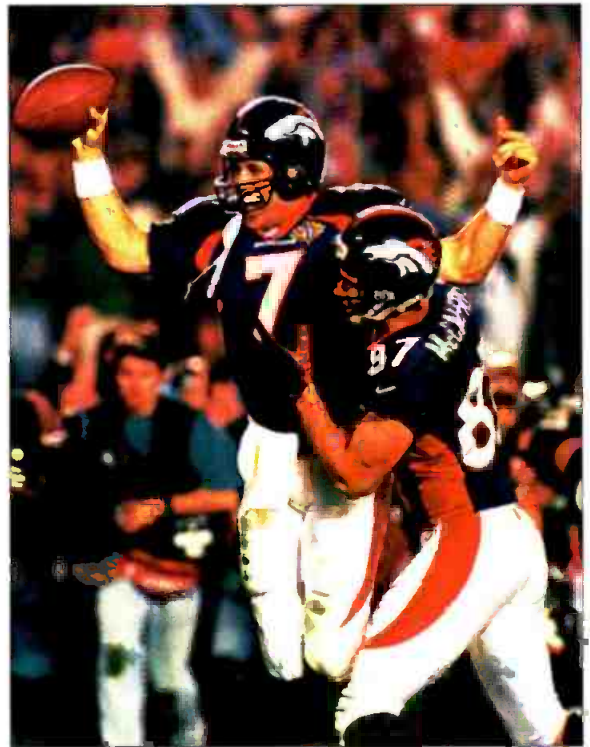
Despite the high price for commercials in the game (\$1.3 million per 30-second spot), advertisers got their money's worth, says New York-based media buyer Paul Schulman. "I definitely think so," he says. "It was competitive down to the last

seconds of the game, so it was very special."

It was also pretty special for NBC, which generated \$75 million for the 58 commercials placed in the game itself. Agency executives estimate that NBC grossed another \$20 million-\$25 million from the 67 pre- and postgame commercials.

Schulman calls the game "a great showcase for commercials. People pay more attention to the commercials in the Super Bowl than any other sporting event." Among the reasons for that, he says: few competitors program seriously against the Super Bowl, so there is less channel surfing during commercial breaks.

In addition, many advertisers launch new creative campaigns during the game. "It's the Super Bowl of creative [advertising] as well as football," he says. "The commercials are rated in a number of polls, and the agencies all get their competitive juices flowing for this one."



Game was third most watched program in TV history.

The Super Bowl assured NBC of a prime time ratings victory for the week ended Jan. 25. NBC's average prime time audience for the week surpassed 27 million viewers, more than 2.5 times greater than the average audiences for any of the other major networks. ■

Women lose news spotlight at nets

Women are dropping out of the spotlight at network news organizations, but minorities are gaining more recognition, according to a study that tracks the most-visible correspondents. Joe Foote, dean of Southern Illinois University at Carbondale's College of Mass Communications and Media Arts, reports that NBC's Lisa Myers in Washington is the most visible female news correspondent, at 12th place among correspondents. Foote gathers his information by analyzing data from the "Television News Index and Abstracts," which is compiled at Vanderbilt University. Foote does not look at appearances by anchors and reporters at news magazines and cable networks. Fewer women have placed in Foote's top category each year since 1994, when three women were in the top 10. In 1995, two women made the top 10; in 1996, one; last year, none.

The 'source' heard round the world

News analysts troubled by 'echo' effect of single-source Clinton stories gaining credence through repetition

By Dan Trigoboff

Are we going to look back," CNN senior analyst Jeff Greenfield mused, "and discover an echo-chamber effect ... that all sources were getting their information from the same faulty source?"

Unless journalists eschew the practice, as Greenfield says they should, the "echo" could become the legacy left by journalists reporting on the President's current dilemma—emerging from these hundreds

of reports to become as common a term of journalism subculture as "spin doctor" or "feeding frenzy."

The echo, simply put, refers to the process of a story from a single source—regardless of reliability—passed along over continuous news broadcasts and the Internet without independent corroboration, but gaining in perceived credibility with each repetition.

Only one media organization, *Newsweek*, had heard any part of these tapes at the time the story broke, Greenfield notes, and—at best—the information released told only part of the story. "Clinton's not on these tapes," Greenfield says. "All we know is that the tapes flatly contradict [Monica Lewinsky's] affidavit."

"It seems that as a lot of information has been passed along and repeated," says Barbara Cochran, a veteran print and broadcast journalist who is now president of the Radio-Television News Directors Association, "it may start out with a lot of nuance and cautionary language" explaining the absence of independent confirmation. "But by the time it's been repeated a third or fourth time, those shades of gray disappear. The convergence of anonymous sources and second- or third-hand reports is contributing to a lot of confusion. Misinformation? Well, we don't know that yet."

As millions of Americans watched, it quickly became clear that the indepen-



CNN last week was among those examining media coverage of the current presidential crisis. From left: Walter Isaacson, *Time*; Greta Van Susteren, CNN; Jim Warren, *Chicago Tribune*; Ann McDaniel (partially shown), *Newsweek*; Dan Rather, CBS News; Kathleen Hall Jamieson, Annenberg School; Frank Sesno, CNN; Tucker Carlson, *Weekly Standard*, and David Broder, *Washington Post*. Standing is moderator Jeff Greenfield of CNN.

dent counsel's investigation of President Clinton had widened and that a sexual relationship and attempt to suborn perjury had been suggested in taped conversations between former White House intern Monica Lewinsky and her friend and former colleague Linda Tripp.

But also surfacing over several days were reports—in varying degrees of confirmation and attribution—of the President's relationships not only with Lewinsky but with numerous women, Lewinsky's relationships with another man, demoralized aides, a reversal of Clinton's denial of an affair with Jennifer Flowers, a stained garment, analysis of prospective presidential explanations, possible impeachment or resignation, and the continually disappearing and reappearing witness to a Presidential tryst.

University of Virginia Professor Larry Sabato, who first applied the term used to describe a shark attack to the news media in his 1991 book *Feeding Frenzy*, says "this is the biggest one I've seen. This is a mega-frenzy."

"What you're seeing is the journalistic fraternity in the midst of about as intense a five days as there's been," Greenfield says.

Just as the use of hidden cameras emerged as a hot topic among journalists a year ago after a jury gave Food Lion supermarkets a multimillion-dollar verdict from damages resulting from an

ABC investigative report, Cochran suggests that reporting the stories of other news organizations will emerge as a subject of debate among journalists.

"The willingness of one organization to take the report of another and put it into their own broadcast seems unique to this story," says Cochran. "It's a very different standard than the one that's been used up till now. The way reporters are rushing...as though it's no longer necessary to get independent confirmation."

"Presumably," says Kathleen Hall Jamieson, dean of the Annenberg School of Communication at the University of Pennsylvania in Philadelphia, "the people who are leaking materials are not friendly to Bill Clinton.

Reporters say that they can't tell who those sources are. But the public is entitled to know that in order to assess the material's evidentiary value.

"Perhaps it's inelegant to be constantly attributing," Jamieson suggests, "indicating by constantly citing an unnamed source just how weak the story is."

"We are trying, wherever we can, to use multiple sourcing—transparent sourcing—to show who wants what from whom," says CNN Washington Bureau Chief Frank Sesno. "But," he adds, "it doesn't always work."

"There are times when you may not be wrong, but the story changes out from under you. We're tracking a story in real time. You've got to ride the roller coaster."

One network newsman, who prefers anonymity, says the problem is not sourcing but the pressure of competition. "The real problem is that even though the number of people watching news on cable is infinitesimal," he says, "24-hour cable news networks change the rules—increase the pressure to get on the air."

Rem Rieder, editor of the *American Journalism Review*, agrees. "You really see the impact of 24-hour news channels and Internet news sites; they've contributed to a sense of urgency." Rieder compares the atmosphere to the early days of the O.J. Simpson case. "I have

no problem with the relentless pursuit of news. The problem is that when people are rushing so much to get something new, a lot of stories seem too good to hold off for checking. As a result, we see a lot of anonymous sources."

Former network news reporter Marvin Kalb, who now teaches press and politics at Harvard, was harsher in his criticism. "Most reporters are running with rumor, innuendo and gossip, not digging for facts. The few facts they have represent about 10 percent of what they are reporting. The underlying presumption of the coverage is that the President is guilty and it is just for us, the press, to find the smoking gun. We will be like [Washington Post Watergate reporters Bob] Woodward and [Carl] Bernstein and topple another president," he says. "It's hugely irresponsible."

Dean Jamieson agrees. "The presumption of guilt has transfused stories," she says. "In a moment this serious, this consequential, it's doubly important to act responsibly, and it's irresponsible to treat allegation as fact."

"The coverage has often outrun the facts," Sabato says.

News producers and reporters agree that this has been a demanding and troubling story, but they insist they have maintained their professional standards. "The problem isn't unnamed sources,"

says a network reporter, who prefers not to be named. "It's pretty obvious where leaks are coming from. They're coming from law enforcement [where officials deny the leaks]. Yes, they have their motives—but that doesn't mean the information is not valid. The press is always being used."

Perhaps the best example of a less than thoroughly substantiated story taking on a life of its own were the rumors of an eyewitness to a presidential tryst. Last Monday night, the *Dallas Morning News* said it would be reporting in its Tuesday edition that a Secret Service agent was that witness. The story was posted on the paper's Website and published in its first edition. Several hours later, however, editors at the paper determined that the story had some credibility problems, and pulled it.

But not before the problem spread. Between Monday night and Tuesday morning, countless news organizations had taken the story from wires or the Internet. ABC's *Nightline* cited the story.

The notion of a witness had been surfacing and resurfacing since the previous weekend. Reports ranged from the discovery of a witness to special counsel Kenneth Starr's search for that purported witness.

"I wish we had been a little more circumspect about the *Dallas Morning*

News story," CNN's Sesno says. Sesno said CNN had been following the potential-witness story, but it hadn't been substantiated to the network's satisfaction.

ABC News says that the accuracy of its reporting may not be proved immediately, but it will be over time. "I don't know that there's an obligation to report only what will be confirmed in a couple of days," says ABC spokesperson Eileen Murphy. "I don't know if we've ever suggested to the American public that [our reports] would be borne out quickly. There will be a public airing. If all the reporting is borne out at the end, it may turn out that the media [have] been completely responsible. Does that mean that there's been reckless, irresponsible criticism?"

In the end, Sesno says, "People will know who's been cautious, who's been careful and accurate."

"This is the first domestic crisis being broadcast in real time. It poses the same challenges the Gulf War posed, and mistakes are going to be made," says Jamieson.

But the consequences of mistakes will be greater than in the Gulf, where the outcome of the war would not have been determined by the quality of reporting, she says. "It makes a difference if people think Clinton is guilty before the evidence is there." ■

SYNDICATION MARKETPLACE

Making 'Magic'

Twentieth Television has named veteran producer Todd Yasui as supervising producer on its upcoming late-night show *The Magic Hour*. Yasui has worked as a segment producer on *The Tonight Show with Jay Leno* and most recently as the supervising producer on *The Keenen Ivory Wayans Show*.

Paramount gets Rich

Paramount Network Television has signed an overall deal with former MGM and Lorimar chairman Lee Rich to develop TV series, telefilms and theatrical releases. Rich most recently formed Eagle Point Productions with producer Gary Foster to produce motion pictures.

Rysher roundup

Rysher Entertainment's new action series *Highlander: The Raven* has been cleared in 73% of the country on 87 stations. Its court series with

boxing official Mills Lane has been cleared in 75% of the country on 74 stations, including 45 of the top 50. Rysher's rookie action hour *Soldier of Fortune* is renewed in 72% of the nation for fall 1998 on 85 stations.

Animated MGM

MGM Animation is producing two new series for fall debuts, *Robocop: Alpha Command* and *The Lionhearts*. *Robocop*, which is based on the feature film, is available in 40 half-hour episodes. *The Lionhearts* follows the exploits of MGM icon Leo the Lion and is available in 13 half-hours.

NATPE numbers

Final tally for the 35th edition of the NATPE conference in New Orleans was 17,051 attendees, including 3,466 international attendees. That was up from a total 16,700 in 1997. More than 90 countries were represented, and 700 companies had exhibitions—300 of them international booths. That was up from 670

exhibitors last year. The international attendance has more than doubled since 1994. Next NATPE: Jan. 25-28, 1999, again in New Orleans.

Puck starts here

The National Hockey League is looking for a national syndicator to carry its weekly half-hour highlight and interview show, *Cool Shots*. Now in its first season on the Fox Sports Net cable outlets and a few broadcast stations, the show was shopped at NATPE to Hollywood syndicators including Eyemark, Pearson All American and Warner Bros. NHL Productions plans to continue airing *Cool Shots* on the Fox cable channels while bringing it to stations in October.

Rose signs with Universal

Writer/Producer Lee Rose has entered into a multiyear production deal with Universal Television Entertainment to develop, direct and produce cable and network series and long-form projects for Universal.

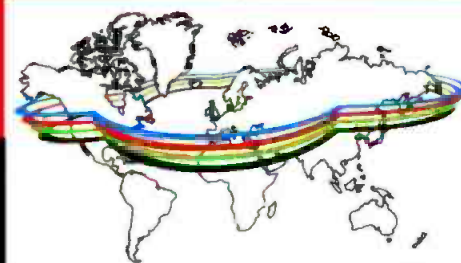
KEY: RANKING/SHOW (PROGRAM RATING/SHARE) • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 98.0 MILLION HOUSEHOLDS; ONE RATINGS POINT=980,000 TV HOMES
 YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • *PREMIERE • SOURCES: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

Week 18	abc	CBS	NBC	FOX	U/PIN	WB
	8.6/13	7.6/12	8.9/14	8.5/13	2.7/4	4.4/7
MONDAY	8:00 51. America's Funniest Home Videos 7.8/12	25. Cosby 10.0/15	44. Suddenly Susan 8.2/13	63. Melrose Place 7.4/11	107. In the House 2.7/4	92. 7th Heaven 4.5/7
	9:00 26. 20/20 9.9/15	32. Ev Loves Raymd 9.4/14	70. Fired Up 6.6/10	28. Ally McBeal 9.7/14	106. Mal & Eddie 2.9/4	94. Buffy/Vampire Slayer 4.4/6
	9:30 44. The Practice 8.2/14	57. George & Leo 7.6/11	41. Caroline in/City 8.5/13		107. Good News 2.7/4	
	10:00	70. Style & Substnc 6.6/10	64. Caroline in/City 7.3/11		109. Sparks 2.6/4	
	10:30	78. Brooklyn South 5.9/10	14. Dateline NBC 11.3/19			
TUESDAY	8:00 47. Drew Carey 8.1/13	7.2/11	11.0/18	8.1/12	2.2/3	5.0/8
	8:30 30. Soul Man 9.6/15	41. JAG 8.5/13	12. Mad About You 11.6/18	60. When Animals Attack 3 7.5/12	112. Real Vampires... Exposed 2.1/3	85. Buffy/Vampire Slayer 5.2/8
	9:00 9. Home Imprvmt 14.8/22	70. CBS Special Movie—The Perfect Mother 6.6/11	34. NewsRadio 9.0/14	37. World's Scariest Police Chases 8.7/13	110. Alien Abduction 2.3/4	88. Dawson's Creek 4.8/7
	9:30 19. Grace Undr Fire 10.6/16		11. Frasier 11.8/18	19. Just Shoot Me 10.6/16		
	10:00 22. NYPD Blue 10.1/17		12. Dateline NBC 11.6/20			
WEDNESDAY	8:00 27. Spin City 9.8/16	7.2/12	9.1/15	8.3/13	3.2/5	3.9/6
	8:30 21. Dharma & Greg 10.5/16	57. The Nanny 7.6/12	53. 3rd Rock fr/Sun 7.7/12	39. Beverly Hills, 90210 8.6/13	96. Star Trek: Voyager 4.2/6	103. Sister, Sistr 3.7/6
	9:00 28. Drew Carey 9.7/15	69. Murphy Brown 6.7/10	34. Seinfeld 9.0/14	49. Party of Five 8.0/12	110. The Sentinel 2.3/4	101. Smart Guy 3.9/6
	9:30 60. Ellen 7.5/12	73. Public Eye with Bryant Gumbel 6.5/10	22. 3rd Rock fr/Sun 10.1/16			101. Wayans Bros 3.9/6
	10:00 18. PrimeTime Live 10.7/18	49. Chicago Hope 8.0/14	39. Working 8.6/13	30. Law & Order 9.6/16		99. Steve Harvey 4.0/6
THURSDAY	8:00 74. Prey 6.2/10	9.0/14	15.7/25	4.6/7		
	8:30 82. John Stossel Special 5.7/8	43. Promised Land 8.4/13	6. Friends 16.0/25	99. Between Brothers 4.0/6		
	9:00 53. ABC News Special 7.7/13	16. Diagnosis Murder 10.9/16	10. Union Square 13.0/20	92. Ask Harriet 4.5/7		
	10:00	51. 48 Hours 7.8/13	5. Seinfeld 19.5/29	87. New York Undercover 5.0/8		
	10:30		8. Veronica's Clset 15.2/23			
FRIDAY	8:00 53. Sabrina/Witch 7.7/13	6.9/12	10.4/18	5.8/10		
	8:30 60. Boy Meets Wrld 7.5/13	33. Kids Say Darnd 9.1/16	36. Dateline NBC 8.9/15	81. Beyond Belief 5.8/10		
	9:00 37. Sabrina/Witch 8.7/14	74. Gregory Hines 6.2/11		82. Millennium 5.7/9		
	9:30 65. Teen Angel 7.1/12	78. Family Matters 5.9/10	15. World Professional Figure Skating 11.2/19			
	10:00 22. 20/20 10.1/18	76. Step by Step 6.1/10				
SATURDAY	8:00 95. Nothing Sacred 4.3/8	7.8/14	8.9/15	7.3/13		
	8:30 104. Cracker 3.5/6	58. The Magnificent Seven 7.7/14	89. National Geographic Special 4.7/8	67. Cops 7.0/13		
	9:00 84. ABC News Saturday Night 5.5/10	59. Early Edition 7.6/13	18. World Professional Figure Skating 10.9/19	44. Cops 8.2/14		
	9:30	47. Walker, Texas Ranger 8.1/14		67. AMW: America Fights Back 7.0/12		
	10:30					
SUNDAY	7:00 91. ABC Family Movie—Look Who's Talking Now 4.6/7	5.1/8	40.5/61	4.5/7		1.4/2
	7:30	76. Mike Wallace Remembers 6.1/9	1. Super Bowl XXXII—Denver Broncos vs. Green Bay Packers 44.5/67	105. World's Funniest! 3.3/5		117. Nick Freno 1.1/2
	8:00		2. Sp Bwl P'game 33.4/50	96. The Simpsons 4.2/6		118. Tom Show 0.9/1
	8:30		4. 3rd Rock fr/Sun 19.7/34	96. King of the Hill 4.2/6		115. Parent 'Hood 1.4/2
	9:00 85. ABC Sunday Night Movie—Love Affair 5.2/8	89. Gypsy 4.7/7		78. The X-Files 5.9/8		114. Jamie Foxx 1.6/2
10:00					112. Unhap Ev Af 2.1/3	
10:30					115. Alright Aldy 1.4/2	
WEEK AVG	7.5/12	7.2/11	16.1/26	6.6/10	2.7/4	3.4/5
STD AVG	8.7/15	9.2/15	10.7/18	7.1/12	3.0/5	3.0/5



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PBS takes free-time offensive

By Paige Albiniak

Broadcasters oppose the idea of giving free airtime to political candidates—unless the ones doing the giving are public broadcasters.

With pressure mounting on broadcasters to do just that, PBS plans to give congressional candidates in the

1998 midterm elections free slots in prime time to discuss their platforms. Even more time may be offered to presidential candidates in 2000, says Ellen Hume, executive director of PBS's Democracy Project.

Two weeks before the 1996 presidential election, PBS gave President Clinton and Republican nominee Bob

Dole two and a half minutes each during weeknight prime time to deliver their messages to viewers.

PBS producers and programmers met to consider "candidate airtime," as PBS calls it, and other campaign programming ideas during a meeting in Washington this past weekend.

"Our mission is to serve the public. We're not a profit-making commercial enterprise," Hume says, "so the Democracy Project is particularly interested in creating projects with the idea that the public needs to be informed and inspired."

The Democracy Project is a programming concept that former FCC commissioner Ervin Duggin brought to the network when he became president of PBS. Its broad mandate is to "inform, inspire and engage the public in their own governance."

"We're basically a creative initiative that says we can do better than tabloid news in America," Hume says.

Since 1995, when the project started, PBS has run programs such as the Congressional Leadership debate and the *Follow the Money* series, which tracked the campaign finance reform hearings for 24 weeks. The Democracy Project also has a Website at www.pbs.org/point/democracy.

Commercial broadcasters, on the other hand, are gearing back up to fight new free airtime proposals. During his State of the Union address last Monday, President Clinton said that giving candidates free airtime would stop them from spending huge amounts of money on campaigns. The next day, FCC Chairman Bill Kennard announced that the FCC would consider the issue (see story, "Top of the Week").

The Senate, meanwhile, plans to vote on campaign finance reform on March 6. Senate Commerce Committee John McCain (R-Ariz.), who co-sponsored the bill on which the Senate will vote, would like to amend it to include free airtime for presidential candidates. So far, there has not been enough support in the Senate to pass such a measure. ■

WCBS-TV adds contributors

WCBS-TV New York is bringing new personalities and new technology to its 11 p.m. newscast starting today (Feb. 2). The station will introduce seven new weekly contributors, each of whom will air a feature of two minutes or less on an assigned night each week.

A new business report, "The Street with Brian Finnerty," will air Mondays. Finnerty is managing director and co-head of the capital markets division for Utenberg-Tobin, a Wall Street investment firm. New York trends will be the focus of a Tuesday night report, "The Lowdown with Tad Low." Low has reported for MTV, Fox and ABC.

On Wednesdays, nationally syndicated radio personality and *Real TV* correspondent Lisa G. will report on "What's Happening" in the world of New York entertainment. Thursday night's segment is "Ask Marilyn," with *Parade* columnist Marilyn Vos Savant, whose claim to fame is a listing for the highest IQ in the *Guinness Book of World Records*.

Fricays, Bob Vila does a home improvement segment; on Saturdays, New Jersey Nets star Jason Williams presents a fitness segment. Vila's *Home Again* show is syndicated by co-owned Eyemark Entertainment. The Sunday feature will be entertainment-related.

The station also is adding a virtual news set that will look larger and provide more sophisticated graphics capability.

Separately, WCBS-TV said last week that it is adding Dana Adams as a correspondent who will take in-depth looks at breaking news stories. Lisa Cooley will be its correspondent in Nagano, site of the winter Olympics; CBS stars Fran Drescher, Chuck Norris and Kyle Chandler will do feature reports for the station from the games.

The moves are the latest changes in a news operation that has been in transition for the past year as executives try to raise the station's ratings. Last May the station unveiled a reformatted newscast, including new anchor teams, sets and graphics (B&C, May 12, 1997). That came after much of its first-string news talent was fired seven months before. —Steve McClellan



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USOC goes for ratings gold

Teams with syndicator on show targeted to NBC affiliates

By Joe Schlosser

Trans World International and the United States Olympic Committee are teaming up on a series of television and marketing ventures, including a new syndicated show, *U.S. Olympic Gold*.

The magazine-style half-hour is being sold in 26 yearly episodes that profile past U.S. Olympians and upcoming stars in both winter and summer events.

With NBC owning the rights to the next five Olympics after this month's Nagano, Japan, event—and with a hole to fill on many Sunday afternoons—TWI executives say they are targeting the show for NBC affiliates. *U.S. Olympic Gold* will debut in September.

"The Olympic advertisers, like Coca-Cola, Texaco and the others, have been looking to keep the Olympic story in the public's attention during the off years and off months," says Bob Horowitz, TWI senior vice president and director of domestic sales and programming. "So the Olympic Committee came to us, and we were ready and willing to create programming that would enable those advertisers to continue in the off years."

With NBC's loss of NFL games for the next eight years, TWI executives are looking to help fill the void many NBC stations now have on the weekend.

Olympic Gold was brought to the marketplace during NATPE and has already been cleared in 14 of the top 50 markets, all NBC stations, Horowitz says. Clearances include WNBC(TV)



Kim Batten of the USA hurdles toward the finish line at the Atlanta games in 1996.

New York, KNBC(TV) Los Angeles and KUSA-TV Denver.

"It'll showcase everything from weightlifting to judo to ice skating to track and field," Horowitz says. "And it won't feature any athletes from Poland or anyone from outside the U.S. It is strictly American athletes being highlighted."

The series is not the first project for the USOC and TWI. The two teamed recently on the syndicated shows *Golden Moments of the Winter Games* and *Golden Moments on Ice*.

Since TWI is the syndication arm of International Management Group, a

top sports producer and sports talent agency, it has connections to some of television's top talent. IMG represents everyone from NBC's Bob Costas to soon-to-be-CBS Sports announcer Greg Gumbel. While not directly saying who will host the series, Horowitz said he'd be happy to have Costas on board.

"We're going to be talking with NBC soon," he says. "Maybe there is a role for Costas. We haven't discussed it with him, and it obviously would need NBC's approval, but there may be some signature piece or something he could do." ■

Clarification

Our story on Dick Wolf's talk at NATPE (Jan. 26, page 30) suggested that Wolf had talked directly to Ohlmeyer about NBC's programming budget. Wolf, in speculating that the hefty financial commitment NBC made to *ER* will make higher fees for other shows less likely, had instead said that he had been told that Ohlmeyer's response to a question about ordering more episodes of the drama had been "don't have the money."

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Good 1Q boosts Disney stock

Broadcasting division revenue and income show gains

By Steve McClellan

Disney's stock rose 7% in two days after its first-quarter results (released Jan. 26) outpaced analyst expectations. The quarter was driven by a particularly strong performance by the theme park/resorts segment. Despite continuing ratings troubles at the ABC Television Network, the broadcasting segment as a whole also turned in a solid performance for the quarter.

Disney stock soared \$5.375 last Monday and was up another \$1.625 in midday trading Tuesday for a two-day gain of almost \$7, to \$104.31. The company reported a first-quarter operating income gain of 9%, to \$1.5 billion, on a 6% revenue gain, to \$6.3 billion.

Broadcasting division (ABC, ESPN and Disney Channel) operating income was up 8%, to \$505 million, on a 10% revenue gain, to \$2.1 billion. The company cited strong gains on the cable side and at the owned TV and radio sta-



tions. ABC network results were affected by higher program costs and lower ratings. But the company says that those factors were partially offset by higher advertising rates.

Despite some serious cost issues within the broadcast segment, Merrill Lynch entertainment analyst Jessica Reif issued a report last week concluding that Disney is the "best-positioned entertainment company for long-term growth."

Reif reiterated her "accumulate" rating, with a 12-month price objective of \$110-\$115. She estimates that ESPN accounted for 30%-35% of the broadcast segment's operating income for the quarter and that the cable network's operating income was up 30%.

On the broadcast side, Reif estimated that the network's operating income was

down 10%-15% on a cash basis, excluding purchase price accounting benefits. But ad demand remained strong, inventory increased and make-goods did not exceed reserves. Operating income at the owned TV stations was up an estimated 15%, with radio up 10%-15%.

As to the new NFL contracts, Reif's report says ABC is liable to gush red ink, while ESPN might break even by passing along more of the cost to cable systems. Starting in 1999, the broadcast network may go from making \$50 million to losing \$50 million on the *Monday Night Football* package, even assuming some contribution from broadcast affiliates. ESPN's carriage agreements allow for an estimated 20% markup on the NFL, or as much as \$125 million-\$150 million annually, the report states. ■

SportsFan taps Bloomberg

Companies will join forces on 'sports business' updates

Radio

By John Merli, B&C correspondent

SportsFan Radio Network (SFRN) and Bloomberg Business Radio (BBR) are joining forces to produce and syndicate a new sports-business feature, the *Bloomberg/SportsFan Business Minute*, which will have three live weekday updates. The 60-second features will be produced by BBR and fed by SportsFan Radio in the morning, midday and late-afternoon dayparts starting today.

According to SFRN, the sports-business minutes will deliver updates on "key markets and indices, a look at sports industry stocks, and an update on the day's leading sports-business story"—such as the recent NFL television deals, or a look at Olympic corporate sponsorships. SFRN, through its affiliations unit—WinStar Affiliate Sales—will be the exclusive distributor of the new venture.

SFRN Executive Vice President Jonathan Goldman says the collaboration with BBR will allow sports stations to "enrich their programming mix without breaking format and to deliver market information that financially savvy sports fans find essential to their

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professional day.”

BBR, for its part, says it hopes to extend its reach beyond its core business stations through strategic partnerships.

Andrew Ellenberg, BBR sales and marketing manager, says “sports and finance are both interests that are characterized by strong emotion and intense

competition. We expect demand to be brisk, as advertisers are anxious to frame their messages within the context of these two motivations.” ■

More motorists tuning in

Study finds drop in ‘old’ media, gains for radio on the road

By John Merli, B&C correspondent

Since new technologies have entered the American home, there has been a drop in the use of such traditional media as television, newspapers and magazines—and a noticeable jump in online activity, computer game use, videotape watching and time spent outside the home. That scenario increases the value of reaching consumers away from home, spelling good news for radio, according to Interep Research. A

radio sales and marketing firm, Interep has billings in excess of \$820 million.

The Interep report also concludes that afternoon drive time nationally claims a higher percentage of in-car listening than morning drive.

Interep’s “Hit the Road” report extrapolates from Outdoor Ad Association of America, Scarborough, Arbitron and U.S. Census statistics, among others, to conclude that most “key consumer” groups are spending more time outside the home than ever before. Since 1970:

- household vehicles have increased 49%;
- daily household car trips have climbed 82%;
- the number of on-road vehicles has jumped 128%.

According to Interep, 87% of all

adults commute by private vehicle and 54% of all adults drive more than 100 miles weekly. The Interep study finds that drivers who make heavy use of their vehicles represent key audiences for radio because they link many hours spent on the road with “upscale” lifestyles. The report also finds that the 25-54 demographic has the highest propensity for in-car listening of all major demo groups.

And how long does the average commuter spend on the road? While it can vary widely depending on the market, the median one-way commute in the top 25 radio markets is less than 23 minutes. About 25% of commuters, however, spend up to an hour a day in round-trip travel.

“Hit the Road” says that virtually all out-of-home advertising has climbed dramatically in the past decade: Billboards, public transit media and such public signage as benches and kiosks have risen 54%, to \$4 billion annually. ■

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 □ \$128,000,000 □ 1
 Combos □ \$133,312,000 □ 4
 FMs □ \$1,200,000 □ 3
 AMs □ \$750,000 □ 2
 Total □ \$263,262,000 □ 10

SO FAR IN 1998:

TVs □ \$594,500,000 □ 6
 Combos □ \$380,237,000 □ 25
 FMs □ \$56,758,950 □ 33
 AMs □ \$71,620,942 □ 19
 Total □ \$1,103,116,892 □ 83

SAME PERIOD IN 1997:

TVs □ \$614,030,000 □ 6
 Combos □ \$491,838,155 □ 34
 FMs □ \$295,169,168 □ 27
 AMs □ \$9,211,084 □ 19
 Total □ \$1,410,248,407 □ 86

Source: BROADCASTING & CABLE

TV

WCFC(TV) Chicago

Price: \$128 million (\$120 million cash plus option to buy CP for kwok(TV) Novato/San Francisco, Calif., valued at \$8 million)

Buyer: Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. “Bud” Paxson, chairman/own-

Continues on page 100

C L O S E D

PAXSON COMMUNICATIONS CORPORATION

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Lifetime of the 'Party'

Cable network gets rights to Columbia TriStar drama

By Joe Schlosser

Lifetime came out on top in a heated bidding war for off-network rights to Columbia TriStar Television Distribution's hour drama *Party of Five*.

The cable channel, which bills itself as Television for Women, dished out \$550,000-\$650,000 per episode for the Fox series, which scores well in the key female demographics. Lifetime outbid a number of rival cable channels and Paxson Communications, which stated in a NATPE press release two weeks ago that it "had passed" on *Party of Five*.

The series will appear on the cable channel this fall. It is scheduled to run in early-fringe time periods, with the possibility of a late-fringe double run, according to Lifetime President Doug McCormick. *Party of Five* joins a high-priced 1998 off-network lineup for Lifetime, one that includes reruns of *Ellen* and *Chicago Hope*.

"We've got a really good triple threat," McCormick says. "They all skew young and they all skew toward women. Even *Chicago Hope* is a very good women-18-to-49 vehicle. It's one of CBS's top five 18-to-49 shows."

Lifetime has laid out some big dollars for its new lineup, including \$450,000 for *Chicago Hope*. While not commenting on dollar amounts, McCormick said Lifetime is coming off its best ratings performance ever and "can only do better in the fall." The channel is averaging a 1.9 rating in prime time and a 1.0 in daytime, according to Nielsen Media Research.

The Lifetime arrangement for *Party of Five* is a nonexclusive deal, CTTD President Barry Thurston says. The deal leaves open a weekend syndication window for CTTD, which Thurston is currently attempting to sell for fall 1998. CTTD had a similar deal



'Party of Five' is scheduled to run in early-fringe, with a possible second run in late-fringe.

last year for off-network rights to *Walker, Texas Ranger*. The CBS series landed at USA Network for \$700,000 an episode for weekday runs and on broadcast stations during the weekend.

"We had a number of offers. We looked them all over, and we felt that Lifetime provided the best outlet for the show," Thurston says. "They have a whole new plan, a whole new strategy and some quality off-network products."

Thurston would not comment on the statement made in the Paxson Communications press release, but sources say Paxson made at least two offers to acquire *Party of Five* for its upcoming broadcast network, Pax Net.

Last week, Paxson Communications head Lowell "Bud" Paxson told BROADCASTING & CABLE that he never "seriously considered" acquiring the off-network rights to *Party of Five*. ■

TBS ups Heyer to president/COO

Move does not herald 'dramatic changes,' says McGuirk

By John M. Higgins

Saying he wants to strengthen the network group's management structure, TBS Inc. Chairman Terry McGuirk has named the cable network group's ad and affiliate sales chief to the posts of president and COO. Steven Heyer has been president of worldwide sales based in New York City, joining the company in 1994 from ad agency Young & Rubicam, where he had been COO. McGuirk says that Heyer will not take on significantly greater duties and will retain responsibility for U.S. and

international advertising sales and network distribution, a role he has played for more than a year.

"It was time to put a more long-lasting management structure in the company," McGuirk says, "one that reflected the incredible complexity and multinational character of the company." McGuirk says that the promotion will result in no dramatic changes, in part because Heyer already has had a major voice in the company's operations. Heyer will relocate to TBS's Atlanta headquarters.

"There are really no executional issues in this company. We are really

firing on all cylinders," Heyer says. "There is nothing remedial."

Heyer joined TBS (then Turner Broadcasting System Inc.) in 1994 to take over its ad sales operation. After Time Warner Inc. acquired the owner of CNN, TBS Superstation and TNT in 1996, he was one of the biggest beneficiaries of an internal fight for control between McGuirk and Turner Entertainment President Scott Sassa, who bolted when chairman Ted Turner wouldn't make him president of the entire cable operation. Heyer's post gave him responsibility for all of TBS's revenue.

Heyer's challenges include making up for the ratings lost when TNT bailed out from the bidding for NFL games. Instead of a season split between ESPN and TNT, the NFL cable package went solely to ESPN, which bid \$600 million annually for an eight-year deal. "We didn't lose football; we chose not to purchase football," Heyer says. "We regretfully walked away from buying because the price was bid up."

Heyer says that the company is three weeks away from setting a new sched-

ule for TNT without football, which has generated the highest ratings in cable—a 7.6 average last year.

TNT needs strong programming because it is also about to enter into a round of affiliation renewal negotiations with virtually every cable operator by the end of the year, when the sports and entertainment network's original 10-year deals expire. The company's last affiliate negotiations, converting TBS Superstation from a superstation to a conventional cable network, met with a mixed response from operators, who balked at an increase in operators' costs from 10-12 cents per subscriber to 25 cents. TBS Superstation has huge gaps in its deals, with Comcast, US West Media Group and Cablevision all balking.

McGuirk brags that "100%" of TBS



Heyer moves higher at TBS.

affiliates are carrying the converted network, but he neglects to say that the hold-outs aren't actually paying for it. The company also faces challenges in reinvigorating CNN's ratings, seeking steady growth instead of relying on White House interns to do the job for them. The company also needs to decide where it will play in digital cable. So far, TBS hasn't developed any services designed to survive on the small distribution that digital cable is expected to bring; MTV Networks, Disney and

Lifetime have all set plans.

"The digital network business is really a code word for networks that are going to be weak, that are going to have less economic support, that are brand extensions," McGuirk says. "It shouldn't be branded as the great hope of these companies." When the critical mass of subscribers is there, "we're all going to have entries in this area." ■

S-A to ship 1 million set-tops

Scientific-Atlanta, saying it holds an 18-month technological lead over competitor General Instrument, will ship just under 1 million of its Explorer 2000 digital set-top boxes this year.

New deals with MediaOne, Cox, Adelphia and Marcus in the U.S. and with Rogers, Videotron and Cogeco in Canada add to S-A's existing deals with Time Warner and Comcast.

"Our deliveries are a full year and a half ahead of other announcements you've seen in the press," says James McDonald, president of S-A. "We are clearly the industry leader in this area."

One piece that's missing, but which S-A is pursuing, is a substantial box order from Tele-Communications Inc. McDonald says he has had talks with TCI, although the MSO has not yet committed to a purchase. McDonald remains optimistic.

"At this stage, we believe that all major cable operators plan to buy from us," he says.

Aside from Time Warner's 550,000-box order, the deals are relatively small, at least initially.

McDonald declines to supply specifics, although he does acknowledge that the total order for 1998 includes the Time Warner chunk. He also points out that, of the nearly 1 million-box total, some are completed orders while others are preliminary letters of intent with commitments from the buyers to convert them into purchase orders.

The 1998 orders are worth about \$350 million,

McDonald says.

More important than the size of the order, he adds, is the fact that S-A "has identified 27 cities to install integrated interactive networks." He's counting on those installations to up the box orders over time, and he projects that S-A ultimately will have more than half of the market share in digital set-tops.

"Once you put in the network, the [MSO] customer keeps adding boxes to the network as the subscriber base expands," says McDonald. "The important part is the 27 cities." He did not identify the cities.

There are key differences between the Explorer 2000 and early generations of other set-tops. The Explorer includes a cable modem; with an appropriately equipped network it is capable of delivering full video on demand, a longtime goal of the cable industry.

That means the boxes, which McDonald says are fully compliant with Open Cable standards, are specifically designed to work on a two-way interactive hybrid fiber/coax network.

Although S-A is using PowerTV's operating system for the Explorer 2000, it hasn't ruled out using others. McDonald notes, though that, "no one has asked us to provide a different operating system."

S-A is also talking with a variety of companies, including Microsoft, Sun, Oracle, Network Computer Inc., Starsight, Prevue Guide, Pioneer, Toshiba, WorldGate, Wink and others about software applications to run on the Explorer box.

—Price Colman

Cablevision buys the Wiz

Dolan says it can be outlet for cable-related new-tech products, services; some analysts aren't convinced

By John M. Higgins

Amid skepticism about the wisdom of the investment, Cablevision Systems Corp. has agreed to buy bankrupt New York City market electronics retailer Nobody Beats The Wiz, calling the deal helpful in its campaign to market new cable products.

The 53-store chain filed for Chapter 11 bankruptcy protection in December, saddled with more than \$300 million in debt and suffering from fierce competition, including Circuit City.

Cablevision isn't paying a lot for the chain, just \$90 million initially. Cablevision CEO James Dolan justified the purchase of something so far from the company's core businesses to analysts by citing Cablevision's need to demonstrate and directly sell new-tech prod-

ucts and services. The company is hoping to make that pitch to the 30 million or so shoppers who have passed through the chain's stores annually.

Attempts to cut alliances with other retailers have fizzled, Dolan said, because stores have felt that the commissions they would generate from those new products were not worth the cost and energy they would expend trying to sell them.

The company told analysts that \$80 million will go to buy The Wiz's inventory (CDs, PCs, TVs, etc.), which has a market value of about \$100 million. Another \$10 million—\$15 million will be injected to restock shelves that have grown bare. The company further estimated that it will require an additional \$45 million—\$60 million to operate for the rest of the year.

Another \$240 million in debt will not be assumed, sticking unsecured creditors with recovery of just pennies on the dollar.

The chain is expected to generate a cash-flow margin of 1%-2% vs. 40% for the cable systems. Many of The Wiz's stores are located in Manhattan and nearby New York, New Jersey and Connecticut towns where Cablevision operates no systems (17 stores are being closed).

Analysts were concerned that Cablevision was straying so far afield, saying that selling TVs is different from selling TV programming. "This makes no strategic sense," said one analyst who participated in a conference call last week with Cablevision executives.

Another major Cablevision investor agreed. "It's Chuck's idea and I don't know why," the investor said, referring to Cablevision Chairman Charles Dolan.

Cablevision said that the chain will report to Madison Square Garden President David Checketts and that a new professional retail management team will be hired. ■

Hughes is bullish on DirecTV

Hopes higher subsidies will make customers feel the same

By Price Colman

DirecTV will increase subsidies for new subscribers to more than \$400 this year, compared with the high \$300s last year. While the move accelerates DirecTV's take-no-prisoners approach to gaining market share, it pushes the company's break-even point for cash flow and earnings into 1999, says Charles Noski, president of DirecTV parent Hughes Electronics Corp.

Earlier internal projections at the nation's largest DBS company had it breaking even sometime this year, possibly in the first half.

"Given the market value of a subscriber at \$2,000, we think the economics work in terms of creating shareholder value," Noski says. "With revenue per subscriber per month of \$47, it doesn't take that long to get to profitability."

In its first financial results issued as a pure-play telecommunications company, Hughes last week disclosed some specifics of DirecTV's performance and how much it contributed to Hughes's overall performance.

Hughes divested its defense-related businesses and auto-parts operations late last year; the numbers exclude those segments.

DirecTV's domestic operating loss narrowed from \$192 million in 1996 to \$137 million last year, with revenue up 78%, to \$1.1 billion. For combined domestic and international operations, DirecTV revenue more than doubled, to \$1.277 billion. Meanwhile, DirecTV cut its operating loss by roughly 20%, to \$254.6 million.

DirecTV revenue accounted for nearly 25% of Hughes's overall 1997 revenue of \$5.13 billion, which was up 27.9%. At the same time, DirecTV's operating loss was a drag on the parent. Still, Hughes reported an operating profit of \$306.4 million, up 45.8%, before adjusting for General Motors' 1985 acquisition of Hughes Aircraft Co.

Hughes reported total 1997 earnings of \$470.7 million, or \$1.18 per share, up



Hughes Electronics
President Charles Noski

157%. After factoring out one-time and extraordinary items, the company showed a \$110.2 million profit, or 28 cents per share, down slightly from \$111.9 million in 1996.

DirecTV showed solid subscriber growth in 1997, adding about 1.1 million customers to close the year with just over 3.3 million. In recent weeks, the company has

branched out from driving penetration through retail sales to developing multiple-dwelling-unit and niche markets.

DirecTV has said that it will lease transponders from PanAmSat's

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Galaxy III-R satellite to offer 20 channels of ethnic programming. It also is moving quickly into international markets. Its Galaxy Latin America (GLA) subsidiary reported 300,000 Latin American subscribers at year end, with 67,000 new customers added in the fourth quarter and a total of 250,000 new subscribers for the year.

Like DirecTV, GLA reported that its 1997 operating loss narrowed—to \$116 million, from \$131 million in 1996—on revenue of \$70 million, up a whopping 2,233% from \$3 million in 1996.

Noski clearly is bullish on the DBS component of Hughes. He expects the “new Hughes” to show “20% or better” revenue growth with even higher percentage earnings growth “as direct-to-home crosses the break-even line.”

Since DBS was launched in 1994, it has been a game of who can acquire market share the fastest. That doesn't necessarily mean that the company with the deepest pockets will win, although DirecTV clearly holds the advantage in terms of lead and funding.

While DirecTV has focused on quantity, competitor EchoStar, with its national service and newly launched local-into-local, is focusing on overcoming DBS's lack of local signals.

Previously, DirecTV officials have downplayed the local-into-local angle. But in a marked shift, Noski says the company is considering a variety of

options for beaming local broadcast signals into local markets. However, he says, “It's a little tough to see the economics of local delivery by satellite.” ■

What's in store for Discovery Networks

Company's retail aspirations take big step with new D.C. superstore

By John M. Higgins

Discovery Networks Inc. is ready to take a big step in its plunge into the retail business, opening a massive Discovery Channel Store as part of the new sports arena project in Washington.

The \$20 million four-floor store is the cornerstone of Discovery's attempt to emulate Disney and Warner Bros., which have successfully exploited elements of their media properties to generate profits in retailing while boosting their brand with mall rats.

But Greg Moyer, Discovery Communications president and “chief editorial and creative officer” says he's not modeling the stores after Disney and Warner units. “We're going to help peo-



A computer-eye view of Discovery's soon-to-open superstore.

Anstrom defends Telco Act

National Cable Television Association President Decker Anstrom defended the Telecommunications Act of 1996 last week while attacking the Bell operating companies (BOCs) for shutting out competition.

Anstrom urged cable executives not to “jettison the core of the remarkable bipartisan consensus that gave us the '96 act” and to have patience with the rapidly changing industry.

“Change, especially big change, takes time,” Anstrom said during a Washington luncheon. “*Seinfeld* wasn't a hit in the first year.”

Anstrom attributed the slow evolution of competition in the telecommunications industry, especially in local telephone markets, to the “anticompetitive behavior of the BOCs.”

He also continued to cite rising programming costs—such as ESPN's \$4.8 billion deal with the NFL—and new infrastructure investments to account for cable rates that are increasing faster than the rate of inflation.

“Reregulation of cable would be a colossal mistake—nothing less—and we will oppose reregulation with all of our energy,” Anstrom said.

“If the government freezes prices, or tries to decide

what costs are allowable or how companies can market their services—the \$6 billion the cable industry plans to invest each year in new technology and infrastructure will be put at risk—and with it the development of high-speed Internet services, digital TV and competitive telephone service.”

In an attempt to gain some lobbying leverage while policymakers field more and more complaints about rising cable rates, the NCTA last week launched a year-long advertising and marketing plan to “increase policymakers' awareness about our industry's leadership efforts in technology, education, quality TV programming and customer service.”

Anstrom also spoke out strongly against an idea the FCC is floating that would allow cable subscribers to pay for only those cable channels they wanted and not for entire tiers of channels.

“We would adamantly oppose any effort by the government to mandate how we sell our channels,” Anstrom said. The change would be “dangerous for our industry” because the tier system has allowed the cable industry to develop and support such networks as C-SPAN, Discovery Channel, Nickelodeon and BET. —Paige Albiniak

ple become explorers," he says. "There will be artifacts from the world, souvenirs from the world that would stand on their own and not depend on the media properties."

While jumping into stores and restaurants is all the rage among media companies, drawing ESPN, Black Entertainment Television and Viacom, retail is always a risky business.

Unlike its clearly successful predecessors, Discovery's science/nature/adventure orientation means it has no Mickey Mouse or Bugs Bunny to create instant familiarity. And even when it works, retail is a far less profitable business than the cable programming that has fueled Discovery's growth.

Even some executives among Discovery's owners—tele-communications Inc., Cox Communications Inc. and Newhouse Broadcasting Corp.—express reservations. "Retail is a low-margin, high-capital business," says one executive. "The return on capital is never going to be very good."

Discovery set the stage for a big push two years ago, when it acquired a 15-store edutainment chain called Discovery Stores (unrelated to the network at the time). Then the company spent \$40 million to buy the assets of The Nature Company, an ailing 110-unit chain with a nature, travel and outdoors theme.

The goal is to begin converting the Nature Company mall stores into Discovery Channel Stores, though on a much smaller scale than the Washington store. The anchor store is 30,000 square feet, more than 10 times the size of Nature Company's mall stores.

But Moyer says the new store opening March 7 will serve as a base for the conversion.

"This will be a laboratory for our chain," he says.

Moyer believes in the concept of shopping as theater—literally. The new four-story store will include an 82-seat theater aimed at drawing tourists in for a short film about Washington. But the main part of the store will be filled with museumlike exhibits to draw families in. A central feature will be a 40-foot cast of a Tyrannosaurus Rex skeleton; another, a giant live ant colony. Kids can also crawl into the cockpit of a B-25 bomber.

Oh, and hopefully they'll shop. The store will offer videos, CD-ROMs, telescopes, science project materials and products representing cultures around the world. The store will be located in the MCI Center, a sports arena that

recently opened in Washington. The arena aims to create a touristy shopping and restaurant "destination" when local teams aren't playing.

But that's only part of the equation. Discovery still has to revive The Nature Company. The company has held off on a major overhaul of the chain since taking over in April 1996, seeking primarily to trim costs and keep the operation stable until the Discovery Channel Store plan was set and the conversion could begin.

Moyer hopes to convert 15-30 stores in 1998. He wouldn't estimate the costs, but one media analyst says the company could readily spend \$40 million remodeling and restocking those stores. Nature remains unprofitable. Discovery doesn't give performance figures for the store, but Moyer acknowledges that they are only "heading in the right direction." But he also notes that Discovery hasn't tinkered with the stores much to drive sales.

The remodeling will be dramatic. Nature Company has been hailed for its sedate, almost cave-like, stores. Discovery plans to open up the entrances, make them brighter and create more excitement. About 70% of the mer-

chandise lines will be scrapped, Moyer says, with the new stores emphasizing science, high-end hiking apparel and "tools" like hiking gear, navigation gear and specialized cameras.

One goal is to target men, who Moyer contends are underserved in most malls.

Cable operators in local markets are being pitched to join the remodeled stores in co-promotions.

Discovery certainly has enough cash to make a go of it. Results for 1996—the most recent available—show the company's core domestic networks generating \$203.8 million in cash flow on \$603 million in revenue. However, international, retail and other "developing" ventures ate up most of that cash, losing \$133.6 million.

But Moyer is confident in the retail chain's prospects for success, particularly because of the importance of strengthening the Discovery brand name. "Everybody knows the difference between the rate of return on media and retail," he says. "If we were not a company in the business of building brands, this probably would not make sense. But we need to be in a position where people can touch our brand." ■

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Mr. Ergen comes to Washington

EchoStar CEO looks for help with rollout of local service

By Paige Albinak

EchoStar Communications came to Washington last week to try again to forge an alliance with broadcasters as it launches local packages in major U.S. markets.

"Americans would like an alternative to getting their cable. It's unfathomable to me that broadcasters could be against us broadcasting Washington signals to Washington residents," said EchoStar CEO Charlie Ergen. Ergen was visiting Washington to show off his company's local packages and technology as well as to talk about its policy problems with the FCC, lawmakers and the National Association of Broadcasters.

"No single company tried to work with broadcasters last year more than this company did to get them to change the law. We were politely talked to and shown the door. But the NAB was much more interested today than they were last year," Ergen said last Tuesday. NAB had no comment on the meeting, saying it was private.

Ergen hopes broadcasters' attitude will change as he begins in earnest his

fight to get the law changed so that he can legally offer some local signals in all local markets. "If broadcasters are so uninterested in this, why is it that every time I go home and answer my phone it's another broadcaster?" he said.

But broadcasters and the cable industry will adamantly oppose Ergen's proposal if lawmakers don't require EchoStar to adhere to must-carry and retransmission consent requirements.

Ergen said that his company does not have the capacity to carry all the local stations in any local market. Nor is he shy about conceding that he wants to use that capacity only to offer the highest rated local programming in each market. "We're a friend of the top four broadcasters," Ergen said.

He estimated that he has enough space to carry the Big Four networks in the top 20 markets, plus any popular local channels in that market, such as WGN-TV Chicago or WTBS(TV) Atlanta.

He also is carrying superstations affiliated with The WB and UPN and national feeds of the Home Shopping Network, Telemundo and some religious stations.

"Cable operators have to dedicate approximately one-third of their capacity to local channels under must-carry laws," Ergen said. "I am using one-third of my capacity for local signals. I don't believe I'm disenfranchising any local customers."

The company officially launched its local service package last week in Washington, Chicago, Dallas, Atlanta, Boston and New York and plans launches in Minneapolis, Miami, Cleveland, Detroit, Pittsburgh, Philadelphia, St. Louis and Houston. When EchoStar 4 launches this spring, the company plans to offer service in Denver, Phoenix, Los Angeles, San Francisco, Sacramento, San Diego, Seattle and Portland, Ore.

EchoStar faces formi-

dable regulatory hurdles as it tries to offer unserved viewers a package of local signals in the top 20 markets by this summer.

The law forbids direct broadcast satellite companies from offering local signals to "served" customers, or those who can receive local signals clearly over the air. It also keeps satellite television providers from selling service to customers who have subscribed to cable in the past 90 days.

EchoStar wants regulators to "disallow [cable-owned] Primestar in its entirety if you want to allow competition." Primestar is waiting to hear from the FCC and the Justice Department whether its transfer of satellite licenses from News Corp. will be approved. It also wants to know whether the two agencies will allow a consortium of cable companies, plus a nonvoting stake from News Corp., to own a DBS company.

"I don't believe you want Fox to guard the chicken coop in this industry," Ergen said.

EchoStar also wants the FCC to impose stiffer penalties against those who violate program access laws. EchoStar has filed petitions against FX, Fox Sports Network and Rainbow Programming alleging that the networks have not granted the DBS company fair terms and conditions for their programming.

Finally, EchoStar wants the program access law changed so that programmers who deliver their programming terrestrially via fiber must make it available to satellite carriers. The current law allows programmers to refuse to sell terrestrially delivered programming to satellite carriers.

Lawmakers have to decide whether to change the law to allow Ergen to do what he is proposing. Congress faces midterm elections this year and so will hold a much-abbreviated 70-day second session. The Clinton sex scandal also threatens to distract members. For these reasons, and because the legislation in question is complicated, many think Congress is unlikely to make the changes Ergen is asking for this year.

But he said that he can hold out "forever" while waiting to get the new law he needs. "Congress can take a look at this at any time and decide whether they are for competition," Ergen said. ■



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New NET

Host Michael Reagan broadcast live last Monday (Jan. 26) for the relaunch of conservative political talk network NET (formerly National Empowerment Television) as America's Voice. The revamped network includes more viewer participation and interactive program support. New network chairman Robert Sutton calls America's Voice "a new network with four years of experience." —Sara Brown

Technology

February 2, 1998

WNBC launches new Chopper 4

State-of-the-art twin-engine bird is faster, safer and quieter

By Glen Dickson

WNBC(TV), the NBC O&O in New York, is now flying over Manhattan with a next-generation ENG helicopter.

The new Chopper 4 represents a significant step-up in performance, safety and investment compared with the old unit, which WNBC has been using since November 1995. The new dark blue EC135 Eurocopter is the first twin-engine newsgathering helicopter in the U.S. It has a top speed of more than 200 mph, compared with 150 mph for the old single-engine Chopper 4. The enclosed tail rotor design makes it 50% quieter than the old aircraft, and the helicopter has a host of advanced safety and newsgathering features, among them a high-power searchlight that can light up a news scene.

"This is the most impressive flying news machine in the world," says Paula Walker Madison, the station's vice president/news director.

While WNBC isn't disclosing the terms of its turnkey lease with helicopter supplier and operator Aerial Films of Morristown, N.J., Walker Madison acknowledges that the chopper is a big investment. Aerial Films President Ken Sanborn says the new Chopper 4 is worth some \$3.8 million, compared with \$1.5 million for the old helicopter, which will be used as a backup for now.

Sanborn and his crew at Aerial Films have spent four months outfitting the helicopter, which has a Gyro-Cam digital camera with a 36x Fujinon lens and 900 lines of resolution; five other point-of-view cameras; full video playback, recording and switching, and many pieces of microwave receiving and transmitting equipment, including a portable flyaway package with a small camera that Chopper 4 can drop to the ground in disaster situa-

tions. WNBC also plans to add an Electrophysics night-vision camera to the chopper to aid in low-light coverage.

The new Chopper 4 also has some added safety features, including a Skywatch radar system that can identify other aircraft at a range of six miles and a FADEC flight computer management system that is traditionally used in jets. But Chopper 4's biggest safety features are its two engines, since the helicopter can keep flying if one engine fails.

"This is quite a leap in the news world, going to a twin-engine chopper," Sanborn says. "But WNBC spared no expense—usually news organizations want their helicopters to be as cheap as possible."

Walker Madison is especially proud of the new Chopper 4's reduced noise, an achievement the station plans to play up in on-air promos. She says that



The new Chopper 4 has an enclosed tail rotor design that makes it 50% quieter than WNBC's old helicopter.

WNBC, along with other New York stations, has received numerous phone calls and letters complaining about the noise that news helicopters create. Even though some of the phone calls came when Chopper 4 wasn't even flying, that didn't mean the station couldn't be proactive on the noise issue, she says: "This makes us better neighbors. Everybody has taken phone calls complaining about chopper noise. As chopper activity increases, if we don't get ahead of this, it could become a problem." ■



Unitel Mobile Video is buying 28 Sony BVP-950 digital cameras.

Unitel makes digital buy

Unitel Mobile Video, which produces such events as the Academy Awards and *Garth Brooks Live*, has purchased a large inventory of Sony equipment to outfit its two digital outdoor broadcast trucks, Unitel Gold and Unitel Silver. Unitel's order includes 28 Sony BVP-950 digital portable broadcast cameras, 20 Digital Betacam VTRs and a

full complement of broadcast monitors. The 28 BVP-50 16:9/4:3 switchable cameras will be accompanied by 28 OHB integrated imaging capsules, 28 CCU-700A camera control units, 30 RCP-7930 joystick remote-control panels and two new vertical MSU-700 master set-up units for centralized camera control.

—Glen Dickson

Sinclair gears up for DTV demo

Comark handling integration for Baltimore test

By Glen Dickson

Sinclair Broadcast Group and Comark Digital Services are working hard to prepare a DTV multicasting demonstration that Sinclair wants to hold in Baltimore early next month.

Sinclair plans to showcase the multi-channel capability of the ATSC standard, linking the experimental digital signals of its two Baltimore UHF stations to broadcast 10 channels of 480P widescreen programming, which will be received and displayed on 10 consumer monitors in the living room of a luxury condominium in Baltimore.

"We expect to put five TV programs on each channel," says Nat Ostroff, Sinclair's vice president of new technology. "We'll be showing multiple-channel operation from coordinated multiple RF channels, which is the first time it's ever been done."

Sinclair has obtained experimental

DTV licenses on ch. 46 for WBFF(TV), its Baltimore Fox affiliate on ch. 45, and on ch. 40 for WNUV(TV), its WB affiliate on ch. 54. "We'll also get to see how we do with a lower adjacent channel to an upper adjacent channel," says Ostroff, referring to WBFF's DTV channel.

In addition to the multicasting demonstration, Sinclair wants to broadcast 1080I HDTV programming for side-by-side comparison with the 480P pictures. The stations will probably transmit some 480I programming as well. "This is the first time the public will be able to make a judgment as to the quality of the different formats available on the digital system," Ostroff says.

Simultaneously, Sinclair will be sending ancillary data services within the 19.3 Mb/s DTV bitstream for reception by TV-enabled PCs. "Even with 1080I, there's plenty of headroom to send data at a couple of megabits a second," says Ostroff.

Sinclair hopes to stage the demo by

the last week of February and have it ready for screening in the first week of March. Comark Digital Services, which is performing the complete digital overhaul of Sinclair's Baltimore facilities, is designing the technical configuration and installing and integrating the equipment. Sinclair will use two Comark solid-state digital transmitters with 8-VSB modulators to broadcast the signals and will rely on CDS's TransMux ATSC-compliant multiplexing product to package the different MPEG-2 streams together.

Other major contributors on the broadcast hardware side are Divicom, which is lending 480I encoders and statistical multiplexers, and Panasonic, which is supplying 480P encoders and a progressive switcher. Mark Richer, CDS vice president/GM, says he still isn't sure if a 1080I encoder from any manufacturer will be available for the Sinclair demo. So to demonstrate HDTV, CDS is planning to play back

DG Systems interfaces with Louth

In a move that should speed broadcasters' willingness to receive commercial spots via digital satellite, DG Systems and Louth Automation have formed a joint development and marketing alliance. The purpose is to develop an interface between DG System's MPEG-2 spot receiver and Louth's popular automation software.

More than 450 stations in the U.S. are using DG Systems' ADvantage digital video playback system (DVPS) to receive MPEG-2 compressed spots via a Hughes DirecPC mini satellite dish, says Jim Higgins, DG Systems product manager. But stations have had to make manual dubs to tape or disk so far.

Now, DG Systems and Louth have developed an interface that allows stations to use the Sony RS-4222 VTR protocol to facilitate the automated dubbing of spots directly to tape or disk via Louth's TurboMedia prep station. An interface to allow NTSC baseband analog transfers is available immediately, Higgins says, and an optional serial component digital 601 output is currently in beta testing and should be ready by the NAB convention in April.

But the Sony RS-422 interface is only phase one of



DG Systems' DVPS spot receiver will now work with Louth's automation software.

DG's and Louth's development. Phase two will allow DVPS users to use the Louth video disk communications protocol (VDCCP) to send a serial digital output to a video server in a store-and-forward configuration, using the DVPS to cache the material initially. The final step, which DG Systems is testing in the lab, will use the VDCCP protocol to perform direct MPEG-2 file transfers from the DVPS unit to an MPEG-2 server, such as a Hewlett-Packard MediaStream broadcast server.

DG Systems is testing MPEG-2 file transfers over an Ethernet LAN connection in its San Francisco laboratories and plans to demonstrate the capability with Louth at NAB '98. "We've done it successfully in the lab, so it works," Higgins says.

Ira Goldstone, vice president of engineering for Tribune Broadcasting, says the DG Systems/Louth codevelopment should help cut down the man-hours required to handle commercials in the future. "We have stations that have DG and stations that have Louth now, but they're not tied together yet," he says. "This is the strategic direction we intend to go to."

—Glen Dickson

pre-encoded HDTV material off a CDS high-definition MPEG-2 server, a product it will be introducing at NAB '98.

On the receiving side, Sinclair has leased a condominium five miles from the transmitter site and placed a \$19 consumer antenna on its roof to receive the DTV signals. After that, the details are less clear, as neither Ostroff nor Richer will divulge which consumer set manufacturers will be providing the widescreen displays and DTV receivers. Ostroff says, however, that Microsoft

will "play a role" with the datacasting demonstration. Sinclair will need at least 10 consumer DTV displays to pull off the demonstration, and Ostroff's message to set manufacturers is "We welcome your participation."

Because DTV receivers are in the prototype stage, Sinclair plans to perform remote switching between the DTV channels for the multicasting demo. "The images will be moving from one monitor onto the main display unit and so forth, and all of that

will be done by switching here at the station," says Ostroff. "Each set will be tuned to one of the 10 data streams: each RF channel will contain five data streams, and each data stream will have its own packet address that will be identified by the receiver equipment."

Since Sinclair's experimental licenses run until late June, Sinclair plans to keep the DTV demonstration running for about six weeks, allowing Sinclair to make signal reception measurements at the same time. ■

Digital TV comes to computers

WETA-TV Washington testing Intel card that turns processors into TV sets

By Harry A. Jessell

A computer with rabbit ears? That's right, and executives at WETA-TV Washington are using one to watch digital TV.

Technicians at the noncommercial station's offices in suburban Arlington, Va., flipped the switch on the unusual TV last week. Making it possible is a computer card slipped into the back of the off-the-shelf computer alongside other more conventional computer components.

The card is a prototype DTV receiver built by Intel Corp., the Santa Clara, Calif., maker of computer processors. Equipped with the card and either a rooftop or a set-top TV antenna, the computer picks up the signal from WETA-TV's experimental DTV transmitter four miles away and displays it on the computer monitor.

Intel also had a hand in the programming. It digitized a 15-minute segment of WETA-TV's children's reading series *Cover to Cover* for broadcast by WETA-TV in a standard-definition television (SDTV) format (480 interlaced scanning lines, or 480i). Because computers have progressive-scan monitors, the computer converts the interlaced signal to progressive for display.

WETA-TV, public television's third-largest producer of programming, has been on the cutting edge of HDTV and DTV experimentation, having received FCC permission to air DTV signals on ch. 34 in July 1996.

The station expects its permanent DTV frequency to be ch. 27 but will not know for certain until the FCC releases its final channel assignments next month.

The station plans to use the DTV



WETA-TV's DTV broadcast antenna shares a tower with WETA-FM in suburban Washington

channel to broadcast HDTV during prime time and several channels of SDTV during the day, according to Joseph Widoff, WETA-TV's senior vice president, operations and administration.

HDTV, with its high-resolution pictures, greatly enhances arts and science programming, Widoff says. "It's a qualitative difference."

The lower-resolution SDTV is adequate for some documentaries and educational programming, he adds. And because SDTV requires less spectrum, several SDTV signals can be broadcast at once.

Serge Rutman, a DTV expert at Intel, says the chip maker is developing the DTV receiver card and related software to help create the market for DTV services, which it believes goes beyond moving pictures. Intel expects that

broadcasters will also broadcast program-related data, Web pages and other multimedia services, he says.

Intel has not decided whether it will manufacture DTV receiver cards or leave that to other companies, says Rutman. But Intel would benefit from the introduction of DTV services tailored to computers, since it would encourage the sale of high-end computers with Intel chips, he says. "We see a big opportunity here, and we would like to see it sooner rather than later."

Although the WETA-TV experiment involved 480i SDTV, the Intel technology is capable of accommodating all DTV formats, including HDTV formats like 780P and 1080i, Rutman says. The only thing that stands in the way of receiving HDTV on computers is the high cost of the monitors.

Anticipating HDTV, WETA-TV has produced several programs in the format, including *Impressionists on the Seine*, *Legacy of Generations*, *Woven by the Grandmothers* and *The Kennedy Center Presents: A Tribute to Muddy Waters*.

"We have some of the best HD shows out there," says Phyllis Geller, WETA-TV's senior vice president, cultural programming and new media. "The train is moving and we are going to be on it. We are going to be on one of the first cars." HDTV creates a completely different viewing experience, Geller says. "It's not the same old same old."

It also is an ideal medium for archiving, since the digital HDTV programs do not degrade with editing and copying. Copies of HDTV programming are called 'clones,' Geller says. "They are no longer called 'dubs.'" ■

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Online News

White House crisis draws to the 'Net

News sites react quickly to accommodate the scandal-hungry

By Richard Tedesco

The White House sex scandal sent usage numbers zooming for Internet news sites last week, with TV network sites drawing much of the action.

What began with the Drudge Report dredging up a story spiked by *Newsweek*—and later released on the Internet by the magazine before it was published—became an online obsession to Web surfers eager for the latest update about Bill Clinton and Monica Lewinsky. CNN Interactive created a “channel” of content on the scandal, including live streaming video, and Fox News was sent scrambling for servers to accommodate the increased demand for access to its site.

CNN's site capacity was challenged as it hit 12.5 million page views on Monday, when President Clinton categorically denied allegations about a sexual liaison with Lewinsky. That challenged CNN's previous peak numbers, achieved when the stock market plummeted last fall. ABCNews.com recorded 2 million page views on Monday, exceeding its previous top numbers, reached just after the scandal broke. Fox News hit 2 million page views on Monday after pulling a million each day over the weekend. And MSNBC drew 830,000 unique visitors on Monday after grabbing 716,000 the previous Friday.

“This time, the Internet is shaping up

as a news leader for the elite,” says Peter Krasilovsky, vice president and Internet analyst for Arlen Communications. “People might think it's fun and interesting to read Drudge. But when it comes to something important, they want it confirmed by the name brands.



President Clinton's crisis sent millions of curious Web surfers to news pages.

That's why it's important for networks to have an Internet presence.”

“There's certainly a tabloid quality to it,” says Scott Woelfel, CNN Interactive editor-in-chief. “But it's probably the biggest presidential crisis we've had since Watergate, and a lot of people are tuning in for just that reason.”

CNN decided that the story's importance called for the creation of what Woelfel calls a “Clinton channel.” That comprised an archive of video clips streamed in VXTreme and NetShow—including live streams—as well as print

features and a menu of scheduled TV features.

The other big stories on the 'Net were not ignored. CNN users also were viewing clips on Monday of the post-Super Bowl riot in Denver, and the online network drew those interested in Pope John Paul II's visit to Cuba last week. The recently launched Spanish-language CNNenEspañol site drew 50,000 page views during one day at the end of the Pope's appearances there.

ABC News provided heavy online coverage of the Pope in Cuba, streaming live his public masses. The story would have been a bigger one online, but Clinton's sexual predicament gained precedence and the Pope pulled less than 1% of all traffic to the site during his Cuba

visitation. "We would have played the Pope up higher on the front page," says Jeff Gralnick, ABC News senior vice president, who directs ABC-News.com.

All of the online TV network outlets streamed Clinton's State of the Union message live and braced for what they anticipated would be a sustained barrage of activity. And they played to it by archiving content that included the Clinton/Lewinsky clinches caught on videotape.

Fox News was tested to the limits of its online capacity before Clinton's denial reignited interest early last week. Fox



had added servers to accommodate users accessing scandal content, which included an archive of a dozen video clips in RealVideo and NetShow. And Scott Ehrlich, executive producer of Fox News online, was contemplating what could be in the offing: "If we wound up with a situation where we had a scandal in Washington and a war in the Gulf, the online

services will be tested as never before." It could happen. Regardless, hordes of PC users are trolling for updates on major news developments with each new breaking story. **TM**

Netscape knocked for loss

Netscape Communications took a beating in its browser war with Microsoft, according to fourth-quarter results.

Netscape sustained a quarterly loss of \$88.3 million, compared with a gain of \$8.2 million in the same quarter last year. Revenue improved 9%, to \$125.3 million, compared with revenue of \$115.2 million in fourth quarter 1996.

The company's overall loss for the year was \$115.5 million, including a research and development charge of \$108.9 million. Revenue for the year grew by 54%, to \$533.9 million.

"No one factor contributed to the...shortfall we experienced in the fourth quarter of 1997," says Netscape President Jim Barksdale.

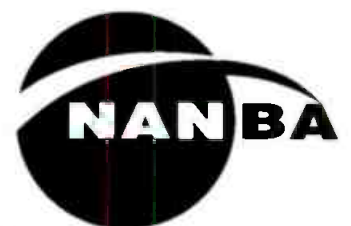
Continuing erosion of its market share in the brutal Internet browser war with Microsoft didn't help. Anticipating the loss, Netscape took a \$24 million charge in the fourth quarter to restructure its business, including a reduction in its work force.

And now Netscape is making its browser software available free, matching the strategy that has catapulted Microsoft to a nearly 40% market share for its Internet Explorer. —Richard Tedesco

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Data Delivery

Data delivery delayed

DirecTV/Microsoft Internet satellite project in limbo

By Richard Tedesco

One year after it was trumpeted as the next great combination of data and TV service, the future of DirecTV's PCTV project with Microsoft is uncertain, and DirecTV is working with another software maker and shifting emphasis to data delivered to TV.

The project's high-profile partners—including NBC, USA Network, Sci-Fi Channel, IBM Corp., Sony Corp., Gateway 2000 and Starsight Telecast—are still interested in playing, according to DirecTV. But the project is in transition, largely prompted by delays in the release of Microsoft's Windows 98 operating system, which will support the PCTV platform to be developed for the data delivery scheme.

DirecTV is now working with Doctor Design Inc. (DDI), a small Orange County, Calif., firm, which will develop a platform for a late-

1998 launch. "We're not necessarily waiting for Microsoft," says Gina Scalise, DirecTV spokeswoman, who says a suite of interactive services is being prepared for a fourth-quarter rollout.

That would be a year behind the original timetable. Microsoft's delays in developing its next generation of Windows were not unexpected, but an apparent lack of movement on other aspects of the project has pushed DirecTV to proceed with DDI on platform development in the meantime. DirecTV started seeking other software partners when Microsoft suspended work on "Memphis," the Windows 98 product, late last year, according to Scalise.

Mike Conte, group manager for Microsoft's DTV group, says for the project is still on course. Conte says the delay is due solely to the later shipping date for Windows 98. "As far as we're concerned, there's been no change in the

[DirecTV] relationship," he says, adding, "I couldn't speculate on relationships they may have in the future."

In addition to engaging another software partner, DirecTV plans to put the emphasis on transmitting content from the service to TV screens—rather than to PCs, as originally planned. Scalise says DirecTV has learned in focus groups over the past year that "a lot of people want this product for their television."

Whatever the timetable for the project becomes, DirecTV won't be far behind on starting satellite delivery of Internet content.

Another Hughes Network unit, DirecPC, has been pushing its Internet access dish and service since early this year. But it won't say how many of the \$299 21-by-35-inch saucers it has shipped or sold this year. In July, Hughes also started selling DirecDuo, a dish to accommodate both TV and

Internet access. The street price is \$399 with the PC card and \$599-\$699 with both a PC card and a set-top receiver. The Internet service alone costs \$19.95 monthly for unlimited evening and weekend access.

DirecPC spokesman Fritz Stolzenbach claims DirecPC had a "wonderful" Christmas season but concedes that DirecPC's market is "small" in comparison with DirecTV's 3 million subscribers.

In other developments, San Diego-based ComStream licensed a 10,000-unit production run for its PC receiver cards during the first quarter of 1998. It's aiming at developing an international market among Pentium users who will need an 18-inch receiving dish for datastreams at 45 Mb/s that will carry MPEG-2 video signals.

And waiting in the wings is Teledesic and its "Internet in the Sky" project funded largely by Bill Gates and Craig McCaw, who each own one-third of the venture. Teledesic plans to downlink Web content to users at 64 Mb/s via a \$9 billion system of 288 low-earth-orbit satellites, beginning in 2002. **TM**

NBA to stream live All-Star audio

The National Basketball Association will stream live audio of the NBA All-Star game online on Sunday (Feb. 8), along with near-real-time video highlights.

The NBA is cranking up the multimedia on NBA.com, co-produced with the league by Starwave and ESPN Internet Ventures for the NBA's All-Star Weekend festivities. The site uses RealNetworks streaming technologies. Along with audio of the game and the All-Star contests that precede it on Saturday, digital snapshots of the events will appear online.

Games will be seen from a Jam Session section, and fans can access background as well as NBA merchandise. Live 30-minute chat sessions with NBA All-Stars precede the big weekend event coverage online.

MSNBC Sports to cover Nagano games online

MSNBC Sports on the Internet is set to cover the winter Olympics with audio interviews, animation and a daily slide show.

The MSNBC Sports site (www.msnbc.com) has made preview content available. Starting Friday (Feb. 6), daily reports, commentary and analysis of events at the 1998 winter Olympics in Nagano, Japan, will be posted online. Interactive features will be offered, including animated details of figure skating maneuvers and analysis of various teams competing in the games.

Washington Post premieres political site

With uncanny timing, the *Washington Post* has debuted a politics site combining reportage from its print and online newsrooms.

The new site (www.washingtonpost.com/wp-srv/politics) features five original online columns along with continually updated bulletins from the

Post, its legi-slate news service and other wire services. It also features an archive of *Washington Post* polls, where users can compare responses from Democrats and Republicans.

There's also a campaign-button puzzle game, dubbed ScuttleButton, and interactive quizzes for political news junkies to test their acumen. Live chats with *Post* writers will also be part of the scene.

CBS New Media allies with IntelliHealth

CBS New Media last week gained a content partner for CBS.com in IntelliHealth, an online health information service. IntelliHealth (www.intelihealth.com), a joint venture of Aetna U.S. Healthcare and Johns Hopkins University, becomes the official health source for CBS.com. IntelliHealth features breaking medical news, a health library and medical journal abstracts, as well as drug databases and data from the National Institutes of Health. It offers health condition zones, such as the Cardiovascular Zone and the Nutrition Zone, with information on those respective subject areas.

ABC News slots InfoSpace into Local Net

ABC News Internet Ventures and InfoSpace struck a deal last week making InfoSpace the classified listings service for ABC Local Net.

The plan? To drive traffic from the classifieds to the affiliate sites participating in the Local Net project and to the ABCNews.com site. PC users gain access to InfoSpace and other utility services on Local Net through "bridge pages" between ABCNews.com and the respective affiliate links. It's the latest deal since ABC News Internet Ventures launched ABC Local Net last month. InfoSpace also has strategic partnerships with Microsoft Corp., Oracle Corp. and Intel Corp. —Richard Tedesco

Classifieds

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Director of Radio Engineering, investigate upgrades, improve audio processing, inspect radio properties. Provide technical leadership to radio station management. BSEE preferred. Five years experience in RF maintenance and/or consulting. Fax or send resume: Randy Price, Vice President of Engineering, Journal Broadcast Group, Inc., 720 E. Capitol Drive, Milwaukee, Wisconsin 53212. Fax 414-967-5540. Journal Broadcast Group, Inc. is an employee owned EOE.

SITUATIONS WANTED MANAGEMENT

Current Vice President/General Manager of six station group located in the Midwest. We started five years ago with a stand alone AM. Stations are almost sold. 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. Looking for something in the Orlando area. TV considered. Please respond to
Box 01056

Former GM of #1 radio station in Las Vegas, KJUL, now seeking new position. I have been in broadcasting and advertising management for 29 years with a proven track record. I will improve your bottom line. Call Bill DiMeolo 702-658-6161.

HELP WANTED PROGRAMMING

Creative Music Director and On-Air Music Host. KCRW-FM, the leading National Public Radio station in Southern California, is seeking a gifted music programmer to host station's signature 3-hour daily music program, *Morning Becomes Eclectic*. Format includes eclectic music mix (pop, world-beat, alternative), interviews and regular live performances with cutting-edge, as well as name artists and bands. Also to develop new air talent and provide artistic and promotional leadership. Experience with on-air fundraising or commercial announcing required. Great opportunity in the music and entertainment capitol. Deadline: March 1, 1998. Send letter and resume now to: Ruth Seymour, General Manager, KCRW, 1900 Pico Blvd., Santa Monica, CA 90405. KCRW is an Equal Opportunity Employer.

TELEVISION

HELP WANTED MANAGEMENT

How many times in your career do you get to
Launch a Network?

THIS summer, **The Family Channel** becomes the **Fox Family Channel** and we're looking for a few special on-air promotion experts to help us make a little TV history. We currently have the following openings:

- Director of Operations
- Director of Design
- Writer/Producers
- Avid Editors
- Production Assistants

Yes, I want to launch a network!

I'm enclosing my reel (if applicable) and **résumé with salary history** and sending them in confidence to:

Family Promo Staffing
Fox Kids Worldwide
10960 Wilshire Boulevard
Los Angeles, California 90024

No phone calls, please. Fox Kids Worldwide is an equal opportunity employer.

Studio Chief. TV studio needs experienced President/General Manager. 55K square feet facility. Growth potential for motivated individual who can build business. Salary, benefits & share profits. Strictly confidential. Fax or mail resume to: 8033 Sunset Boulevard, Suite 100, LA, CA 90046. 213-650-2493.

Immediate opening for Operations Manager, Northeast Corridor. Looking for an experienced manager, with proven leadership skills in an aggressive news operation, to direct and coordinate operation and maintenance activities of the company. Qualified candidates should possess 8 years broadcast management experience, be a strong team builder, and possess strong interpersonal skills. Send salary history and resume to Box 01321 EOE.

HELP WANTED SALES

**SALES
MANAGER**

ABC7 Los Angeles has an immediate opportunity available for an experienced Sales Manager. In this key role, you will be responsible for both local and national sales for the station.

To qualify, you must have at least 5 years sales or sales management experience in a major or local television market. Comprehensive knowledge of client promotions is essential and strong leadership abilities are necessary. Knowledge of inventory control and traffic systems is required.

We offer competitive benefits and lots of opportunity in the nation's #2 market. If you have a positive attitude and are ready to go to work in a challenging and exciting environment, please mail your resume to: ABC7, Attn: A. Reyes, Dept. SM/BC, 4151 Prospect Ave., Los Angeles, CA 90027. Equal Opportunity Employer. No phone calls, please.



Norfolk - WTVZ-TV - FOX - Sinclair Communications, Inc. - General Sales Manager/Local Sales Manager. Seeking strong individual to lead our aggressive sales effort. Candidates must have a track record of outperforming the competition and developing quality sales executives. Experience should include the management of revenue/expense budgets, forecasting, inventory management and thinking outside the box. Knowledge of Columbine, TV Scan, CMR and Excel a plus. Reply to Box BC#54.

**Broadcasting
& Cable
SALES REPRESENTATIVE**

Broadcasting & Cable, a leading television trade publication, is seeking a junior-level Sales Representative to sell international and domestic advertising on the West Coast. Ideal candidate should have some experience or knowledge of the television industry. Please send your resume with salary requirements to:

**Human Resources Department BC
Cahners Publishing Company
245 West 17th Street
New York, NY 10011
Fax: 212-727-2425**

Equal Opportunity Employer
M/F/O/V

Television Advertising Sales Executive. WATE-TV6 is seeking an experienced Television Advertising Sales Executive. Candidate must have a minimum of three (3) years television sales experience. Along with your resume, send a letter detailing your successes in developing new business. We're looking for applicants with a demonstrated customer-focused selling attitude. Interested parties send resume to WATE-TV6, Attn: Personnel, PO Box 2349, Knoxville, TN 37901. No phone calls and no beginners, please. WATE-TV6/Young Broadcasting of Knoxville, Inc. is an Equal Opportunity Employer. Women and minorities are encouraged to apply. Final date to submit a resume is 2/28/98.

Sell the Peacock. NBC4, WCMH, NBC O&O seeks an experienced television sales professional. Minimum of two years assisting clients through the use of television. Are you a marketing professional (not a spot jockey) ready to move to the rapidly growing 34th ranked market? You must demonstrate: a thorough knowledge of Nielsen ratings, selling and negotiating skills and new business development. We have the tools including Stowell Data, Eckstein, Summers and Company, TVScan, outstanding support staff along with vendor and marketing experts to facilitate your success. Forward your cover letter and resume to Richard A. Groat, Local Sales Manager, NBC4 WCMH, PO Box 4, Columbus, OH 43216. No calls. Drug screening. EOE.

National/Regional Sales Manager: WGAL 8, a Pulitzer Broadcasting station, is seeking a National/Regional Sales Manager to service current advertisers as well as motivate and communicate to the National Representative. Local contact development with national clients a must. Candidates should be self-starting, creative and proficient in research, presenting and closing. Prior media sales experience required. Proficiency with TV Scan, Scarborough and Enterprise a plus. A valid driver's license, reliable transportation and excellent verbal and written communication skills are necessary. Send resumes by February 6, 1998 to General Sales Manager, WGAL 8, PO Box 7127, Lancaster, PA 17604-7127. EOE. M/F/H.

General Sales Manager: WEAU-TV, NBC affiliate in Eau Claire, WI is seeking a GSM with great motivational and organizational skills. Responsible for leading the local sales staff and monitoring pricing of both local and national. Should possess creative sales skills. Prior broadcast management experience required. Send cover letter and resume to Executive Secretary, WEAU-TV, PO Box 47, Eau Claire, WI 54702. EOE.

National Sales Manager: Looking for a National Sales Manager to coordinate national sales efforts in accordance with company goals and objectives, including budgetary responsibility and market-related research and analysis. Provide support, data, and recommendations on specific national business as well as overall direction of national sales effort. Please send resume, no later than February 16, to Amy Carney, General Sales Manager, WTVR-TV, 3301 West Broad St., Richmond, VA, 23230. Pre-employment drug screening required. EOE.

Local Sales Manager: Looking for a Local Sales Manager to direct local sales staff and departmental functions: hiring, training, and evaluations. Plan and execute sales, strategies pricing, packaging, and incentive programs. Prepare and submit revenue budgets for local sales and maintain monthly and quarterly pacing. Maintain visibility in the community. Please send resume, no later than February 16, to Amy Carney, General Sales Manager, WTVR-TV, 3301 West Broad St., Richmond, VA, 23230. Pre-employment drug screening required. EOE.

Local Account Executive. WDZL, the WB affiliate in Miami, is looking for an experienced Account Executive who has it all; a high energy individual who has the desire to win and perform in a highly competitive marketplace. The ideal candidate should possess excellent communication skills, a creative outlook on selling, be service oriented and have exceptional organizational skills. Knowledge of computer based television research tools a plus. Minimum 1 year experience TV sales or related field. College degree preferred. If you are that person don't tell us why, show us! Reply to Local Sales Manager, 39WDZL, 2055 Lee Street, Hollywood, FL 33020. Fax: 954-921-6186. No phone calls please. EOE.

General Sales Manager sought for the NBC affiliate in Green Bay, WI. An LMA with the area's UPN affiliate, WACY-TV, makes this an excellent opportunity for the right person to lead a team that sells and markets two strong television stations in the Green Bay/Appleton (70th) market. Television sales management experience preferred. Send resumes with detailed cover letter, describing individual strengths to: GSM Search, WGBA NBC 26, PO Box 19099, Green Bay, WI 54307-9099. EOE.

Television Startups! Make big money! Seeking proven General Sales Managers, National Sales Managers, Local Sales Managers and Account Executives. Come join a company where you count. Grow with us and have fun doing it. Champions please send resumes to Box 01319 EOE.

GSM to 50K-Upstate NY. If you love skiing and TV this job is for you. Upstate NY/Vermont border. GSM for growing UPN group owned station. Great opportunity for an LSM or very Hot local AE. You can build your own Team and create an upward career path for yourself. Contact Lee Rudnick, DBI Media. Fax: 212-338-0632 Ph: 212-338-0808 Ext 5.

Account Executive. WPVI-TV, the ABC, Inc. owned station in Philadelphia, seeks an Account Executive to join our local sales staff. Applicants should have media sales experience, preferably in TV. Position requires the ability to work with advertising agency media departments, as well as an innovative and successful track record in marketing/new business development. Mail or fax resume to Lisa Hipp, Sales Manager, WPVI-TV, Suite 400, 4100 City Avenue, Philadelphia, PA 19131. Fax 215-581-4515 EOE

TV Sales Account Executive for Rocky Mountain area. Computer literate with 2 years broadcast sales experience. College degree and knowledge of TV Scan preferred. Send resumes to KRDO-TV, Attn: EEO Officer, PO Box 1457, Colorado Springs, CO 80901. EEO

Account Executive: WYFF-TV (NBC) is looking for a highly motivated Account Executive that has agency experience as well as new business development skills. Minimum of two years television sales experience and knowledge of TV Scan and Scarborough is preferred. Send your resume to Human Resources Manager, WYFF-TV, PO Box 788, Greenville, SC 29602. EOE.

HELP WANTED TECHNICAL

ENGINEERING PROJECT SUPERVISOR

Digital Television is here - and that means ABC7 Los Angeles has an excellent opportunity for an Engineering Project Supervisor.

To qualify for this cutting-edge position, you must be a seasoned engineering professional with a demonstrated proficiency in Television Broadcast Systems including: layout, design, equipment operations and systems integration. Superior AutoCad and PC skills are essential and the ability to troubleshoot at the systems level is required. Additionally, you must be able to direct the maintenance and alignment of system devices. Excellent organization skills and the ability to effectively prioritize and manage multiple tasks in a fast-paced, union environment will round out your qualifications.

We offer competitive benefits and lots of opportunity in the nation's #2 market. If you're ready to go to work in a challenging and exciting environment, please mail your resume to: ABC7, Attn. A. Reyes, Dept. EPS/BC, 4151 Prospect Ave., Los Angeles, CA, 90027. Equal Opportunity Employer. No phone calls, please. **KABC LOS ANGELES**



WE PLACE TV ENGINEERS, GENERAL AND SALES MANAGERS



KEYSTONE INT'L., INC.
16 Laflin Road, Suite 900
Pittston, PA 18640, USA

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

1/98

Television

Growing Burbank TV station has great opportunities for:

ASST. CHIEF ENGINEER

Engineering dept. needs individual with supervisory exp. Requires studio, transmitter and microwave exp

RF ENGINEER

Must have UHF transmitter and microwave exp. Studio exp. a plus.

MAINTENANCE ENGINEER

Must have Sony Beta Cam SP/Sony LMS and BTS camera exp. Transmitter, microwave exp. a plus.

Excellent pay and benefits.

Send resume to Chris Buchanan
KRCB
1813 Victory Place
Burbank, CA 91504
Fax 818-558-4268

Technical Operations Supervisor. NBC6 (WCNC-TV), a subsidiary of A.H. Belo located in Charlotte, NC, is recruiting for a highly qualified Technical Operations Supervisor. 6 years of television experience required. Must have thorough knowledge of technical operations and equipment including Master control, studio control and studio personnel. The position requires strong trouble shooting skills, strong communications skills and the ability to work in an environment that is highly time sensitive. Must have excellent people skills and prior management experience. Applicants should possess at least 4 years of university or vocational schooling. Qualified applicants need to send your resume and salary history to (No phone calls, please) NBC 6, Human Resources Department, Re: 98-01, 1001 Wood Ridge Center Drive, Charlotte, NC 28217. EOE/M/F/V/H.

Technical Director - WFTS-TV ABC 28 has an immediate opening for an experienced, small to medium market TD, to switch fast paced, complex, multi-effect newscasts. Minimum 2 years experience as full-time TD required. Skill with Abekas DVE and DDR, Philips production switchers and Leitch Still File is desirable. Send your resume, salary requirements and a non-returnable VHS tape of last night's newscast to: TD Search, Human Resources, WFTS TV, 4045 N. Himes Avenue, Tampa, FL 33607. No phone calls, please! EOE

TV Chief Engineer. Network affiliate in mid-sized Southeast market looking for hands-on leader for its engineering staff. The successful candidate will have extensive satellite, transmitter, microwave, ENG and computer experience. Good communications and people skills a must. Previous experience as Chief or Assistant Chief necessary. Send resume and salary requirements to Box 01306 EOE.

TV Chief Engineer. KOED-TV, Tulsa, is seeking a hands on Chief Engineer with a strong transmitter background along with studio maintenance experience to be responsible for the transmitter maintenance and supervision of 2 Maintenance Engineers. Need supervisory and organizational skills. 3 years RF broadcast experience required. Great opportunity for someone in an Assistant Chief Engineer position. Send resume and salary history to Personnel, Oklahoma Educational Television Authority, PO Box 14190, Oklahoma City, OK 73113. AA/EEO.

TV Broadcast Operations Supervisor Rochester, New York. Supervise, coordinate, and assign operating personnel for air, audio, videotape editing, remotes and production. Successful applicant will exhibit strong leadership skills, minimum five years television broadcast engineering experience, direct supervisory experience, working knowledge of broadcast rules and regulations, degree preferred. Cover letter and resume to: WXXI, Human Resources Dept., PO Box 21, Rochester, New York. WXXI is an Equal Opportunity Employer.

Maintenance Engineer- Don't miss this ground floor opportunity to join our cutting edge team as we change the future of television. In this role, you will provide set-up and maintenance of television and web broadcasts, assisting with facility planning, procedures and technical training. The successful candidate must possess 6+ years of major market broadcast transmission and computer broadcast experience. Strong PC, Mac and SGI background, to include compression, networking and streaming of video/audio, required, as well as excellent troubleshooting and written/verbal communication skills. Knowledge of high-end broadcast, editing and graphics work stations a must. We offer an exciting career with a competitive salary and excellent benefits package. Please forward resume to: ZDTV: Your Computer Channel, Attn: A. Maginn, 650 Townsend, San Francisco, CA 94103. Fax: 415-551-4501. For more information, check out our website at: www.zdtv.com. No phone calls, please. An Equal Opportunity Employer. ZDTV: Your Computer Channel.

Maintenance Engineers. KDFW FOX 4, the Dallas/Ft. Worth FOX O&O, currently has openings for Maintenance Engineers with 2 - 4 years experience. Position #1 requires experience in the repair of studio broadcast equipment to the component level, including Sony Betacam Equipment. Position #2 requires background in RF, full power transmitters and studio maintenance. Rush resume and letter of interest to Human Resources, 400 N. Griffin Street, Dallas, TX 75202. EOE/M/F/D/V.

Engineering Manager. WPXI (TV), the NBC affiliate in Pittsburgh, is currently recruiting for a seasoned pro to fill the position of Engineering Manager. The candidate for this second-in-command position should have three to five years experience as a manager in a large television market. This position requires excellent leadership skills, a complete understanding of computers, extensive background in news operations and a strong knowledge of automation concepts. Experience in design and implementation of serial component systems a plus. Excellent growth potential for the successful candidate. Send resume to Glenn Romsos, Director of Engineering, WPXI-TV, 11 TV Hill, Pittsburgh, PA 15214. EOE.

E.I.C. (Engineer in Charge) TV Remote Truck/Engineer Operator. WXXI Rochester, New York. Supervise and coordinate all technical aspects of remote operations including camera and audio placement and set-up. Requires Associates degree or equivalent experience; minimum five years in remote production with thorough knowledge of production techniques. Maintenance engineering background a plus; valid driver's license and good driving record, CDL Class A Tractor Trailer Driver's License desirable; excellent communications skills and high energy level, ability to work unusual hours and at various locations; ability to work on ladders and other forms of production rigging. Send resume and cover letter to WXXI Human Resources Dept., PO Box 21, Rochester, New York 14601. WXXI is an Equal Opportunity Employer.

Director/Technical Director. WTVD-TV has an immediate opening for an experienced director/technical director to direct and switch fast paced, graphic intensive newscasts. Minimum of two years experience required. GVG 300, Kaleidoscope and Chyron INFINITI! experience a plus. Send resume and non-returnable Beta or VHS copy of recent newscast with director cues audio track to: Jeffrey Hester, Production Manager, WTVD-TV, PO Box 2009, Durham, NC 27702. No telephone calls. Equal Opportunity Employer.

Director/Technical Director: Looking for a Director/Technical Director responsible for the direction and technical direction of newscasts and public affairs programs. Candidate must possess excellent communication and leadership skills. 1-2 years experience directing live newscasts and public affairs programs required. Experience with GVG300, DPM700, and Chyron desired. Solid knowledge of lighting, audio, and general studio operations preferred. Please send resume and VHS tape to Matt Heffernan, Director of Operations and Technology, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. Pre-employment drug screening required. EOE.

Chief Transmission Engineer: Arkansas Educational Television Network is seeking an experienced engineer to direct the operations and maintenance of a 5 transmitter state wide network. Candidates will have a formal education equivalent to a high school diploma; plus two years vocational or related training in radio or television; plus four years of high power RF experience, and a valid drivers license. In-state travel will be required. Submit a State Application; current resume with cover letter; three professional references and salary history to AETN-Human Resources Supervisor, PO Box 1250, Conway, AR 72033. Application review will begin February 9, 1998. AETN is an AA/EO/ADA Employer. Minorities and women are encouraged to apply.

Assistant Chief Engineer. WTVM-TV is seeking a highly motivated, multi-skilled, hands-on individual with management ability to become our Assistant Chief Engineer. Minimum of 5 years experience in Broadcast or related field. Must possess systems planning, maintenance, and installation experience. Strong computer skills and experience with networks is desired. FCC General Class license and/or SBE Certified is preferred. Pre-employment drug test required. Send resume to Martha Smith, WTVM-TV, PO Box 1848, Columbus, GA 31902. EOE.

Assistant Chief Engineer. WRSP/WCCU FOX 55/27 Television in Central Illinois seeks Assistant Chief Engineer. Must be familiar with hi-power UHF, MicroWave, Computer experience necessary. Will supervise small staff. Must be a self-starter. This is an excellent 1st management position. We offer an excellent benefits package. Send resume to Chief Engineer, WRSP-TV, 3003 Old Rochester Road, Springfield, IL 62703 or fax to 217-523-4410. WRSP/WCCU Television is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

HELP WANTED NEWS

NEWSCAST PRODUCER

Do you have what it takes to make your newscast stand out in a crowded market?

ABC7 Los Angeles is looking for an experienced Newscast Producer.

Qualified candidates will have at least 3-5 years' newscast producing experience in a major or local television market.

Outstanding communication, organization and "people" skills are essential.

We offer competitive benefits and lots of opportunity in the nation's #2 market. Please mail your resume, and a non-returnable videotape to: ABC7, Attn.

M. Van Housen, Dept. NP/BC, 4151 Prospect Ave., Los Angeles, CA 90027.

Equal Opportunity Employer.

No phone calls, please.



We are part of a large TV group looking for Chief Meteorologist. Can your leadership turn a good weather operation into a dominant one? We are expanding and making significant investments in weather technology, and looking for a personable meteorologist who tells a story when presenting the weather and makes all content decisions with the viewer in mind. Commitment to community and ability to lead a team of meteorologists a must. Pre-employment drug screening required. Reply to Box 01305 EOE.

GENERAL ASSIGNMENT REPORTER

ABC7 Eyewitness News Los Angeles has an immediate opportunity for a dynamic General Assignment Reporter to join our top-rated news team.

To qualify, candidates must have excellent writing abilities and outstanding live presentation skills. A minimum of five years' television broadcast news experience in a medium to large market is preferred. This reporter could be based in Los Angeles or Orange County.

We offer competitive benefits and lots of opportunity in the nation's #2 market. If you're ready to apply your reporting skills in a challenging and exciting news market, please send your resume and a non-returnable videotape to: ABC7, Attn: C. Fair, Dept. GAR/BC, 4151 Prospect Ave., Los Angeles, CA 90027. Equal Opportunity Employer. No phone calls, please.



Special Projects Producer-Photographer. Requires research and interviewing ability in addition to highly developed photography/editing/post production skills as well as writing, graphic and video coordination. Send resume and tapes to Special Projects Director, WCPX-TV, 4466 John Young Parkway, Orlando, FL 32804. EEO.

WDEF-TV has an opening for a *Weekend Director*. This is a full-time position and requires successful applicant to direct live dual-anchored news shows, be able to supervise studio crew of 6 and possess the technical knowledge necessary for the position. Applicant must have at least 2 years directing experience or college degree involving directing in live environment. Send resume to: Barry Cammon, Production Director, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408. EOE, minority applicants encouraged to apply. Pre-employment drug test required. M/F.

Television Services Coordinator: Full-time supervisory position for progressive Government Access Channel. Significant video/news/editing experience required. \$30k, excellent benefits. Upper Merion, PA: 610-265-2600. Deadline: 2/23/98. EOE/ADA.

Titelton's NBC affiliate is looking for a: *Weekend Sports Anchor* who can run, gun, shoot and score. Work with a wedge shot from Lambeau Field. Send resume and a VHS tape to: WSA-Research. *Producer/Director* to direct fast-paced, graphic intensive newscasts. Minimum 2 years directing experience required. Technical directing background also necessary. Experience with Grass Valley Switcher and Chyron Infront! a plus. Send resume and non-returnable VHS copy of recent newscast with directors track to: P/D Search, WGBA NBC 26, PO Box 19099, Green Bay, WI 54307-9099. EOE.

TV News Reporter. WYTV, an ABC affiliate, is looking for a news reporter/anchor with at least one-year professional journalism experience to report for TV news operation. Send resume to: News Director, WYTV, 3800 Shady Run Road, Youngstown, OH 44502. No phone calls please.

Sports Anchor: WYFF-TV, the NBC Pulitzer station in Greenville, SC is searching for a Weekend Sports Anchor. This #2 person in our Sports Department should also possess excellent reporting and sports photography skills. College degree and at least one year of anchor experience in a commercial television newsroom. Tapes/resumes to Human Resources Manager, WYFF-TV, 505 Rutherford St., Greenville, SC 29609. EOE

WHOI-TV In Peoria, Illinois is looking for a General Assignment Reporter for its 10pm newscast. Must have strong on-camera presence, active writing style, and the ability to produce a strong lead story every night. Applicants should have one year experience. Send resume and tape to Pat Livingston, News Director, WHOI-TV, 500 N Stewart Street, Creve Coeur, IL 61610. EOE

Reporter: WYFF-TV, the NBC Pulitzer station in Greenville, SC is searching for a digger and storyteller with exceptional writing and *Live* skills. College degree and at least one year of experience. Tapes/Resumes to Human Resources Manager, WYFF-TV, 505 Rutherford St., Greenville, SC, 29609. EOE

Reporter/Photographer. News leader in East Central Mississippi is looking for a reporter who knows how to dig and do serious reporting. The ability to tell a story is critically important and the ability to shoot well is also important. Send resume, references and non-returnable tape to: John Johnson, Director of News, WTOK-TV, 815 23rd Avenue, Meridian, MS 39301. EOE.

Reporter. KMSP-TV, UPN-9 Mpls./St. Paul, has an opening for a reporter. Applicants must demonstrate strong writing and live skills, creative storytelling, and a track record of enterprising exclusive stories. Tapes and resumes to Dana Benson, News Director, KMSP-TV, 11358 Viking Drive, Eden Prairie, MN 55344. No phone calls. KMSP-TV is an Equal Opportunity Employer.

Weather/Reporter. Prepare and present weather forecasts; some reporting, shooting, editing. Weather and/or reporting experience a plus. Relative four year degree necessary. Resume, tape, writing samples by 2/13, to: News Director, WTAP-TV, One TV Plaza, Parkersburg, WV 26101. Benedek Broadcasting Corp. is an EOE. Women and minorities are encouraged to apply.

Reporter. General Assignment Reporter opening in medium-size market in the Northeast. Excellent writing skills, people-oriented stories and understanding viewer-benefit a must. One year reporting experience required. Send tape and resume to Box 01322 EOE.

Reporter (Job #400F): ONN is looking for a Reporter to produce, report, write and present news stories, segments, and programs for broadcast, both taped and live. Anchor segments and newscasts. Other duties as assigned. College degree plus at least 4 years daily reporting experience as a television news reporter and/or anchor. Tape editing skills helpful. Must be a self-motivated individual, willing to work hard and take charge. Must be willing to work overnights, nights, and weekends. Previous computer experience helpful. Equivalent combinations of education and experience will be considered. Qualified candidates should send resume to: ONN, Human Resources Job #400F, 770 Twin Rivers Drive, Columbus, Ohio 43215. Qualified minorities and women are encouraged to apply. EEO. We are a smoke and drug free workplace.

Producer: We are adding to our staff. If you have solid news judgement and love creative control, join our team. TV News producing experience required. Send resume and tape to Holly Stewart, News Director, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. Calls okay: 716-288-0075.

Producer: The #1 news station seeking experienced, talented producer/writer for local newscasts. Candidate must be energetic with a flair for creative writing, graphic production and good strong news judgement. Full-time position with variable hours. No phone calls! Send resumes to WFTV-Ch9, PO Box 999, Orlando, FL 32802, Attn: L. Jakubowski.

Producer: KJRH 2 NBC in Tulsa seeking producer with strong news judgement and communication skills for morning show. Responsibilities include overseeing newscast and working with other news managers to develop long-range news coverage plans. Send resume to: KJRH 2 NBC, Lori Doudican, 3701 S. Peoria, Tulsa, OK 74105. No phone calls please. EOE

Photojournalist: CBS/UPN LMA in top 50 market seeks motivated photojournalist with a positive attitude to work in an NPPA-style shop. If you love natural sound in your pieces and consider the tripod your friend, we want to see your tape. Two years experience and live truck ability a must. We emphasize strong storytelling through well-crafted packages and photo essays. No calls. Send tape, cover letter and resume to Human Resources, WHP-TV 21/UPN 15 WLYH, 3300 North Sixth Street, Harrisburg, PA 17110. EOE/MF.

News Professionals- Bay News 9 is Tampa Bay's 24-hour newschannel. If you're interested in working in the most technologically advanced newsroom in the country and love news then please contact us! The following positions are available: Assignment Editor, Live Truck Photographer, Sports Reporter/Producer, and Non Linear Editor/Promotions Writer. All positions require a minimum of one year's experience and a college degree is preferable. As part of Time Warner Communications, Bay News 9 offers a competitive salary and benefits package. Applicants must mail resumes and demo tapes to the following address to be considered for these openings. Walk-ins and telephone calls will not be accommodated. Prior applicants need not apply. Bay News 9, Human Resources, 7901 66th Street North, Pinellas Park, FL 33791.

Opportunities: News Anchors, Weather Anchors, Sports Anchors, Reporters, Producers and Videographers wanted to contribute to a northeast station on the move. *We are serious about finding and rewarding the best.* Reply to Box 01308 EOE.

News Producer- Consumer Reports Television is looking for an experienced News Producer in the New York tri-state area. Applicants should have at least 5-10 years experience covering consumer stories in news/features/documentaries for major TV news markets. Strong script editing, supervisory skills and script writing required. Four day a week staff position with excellent benefits. Send resume and cover letter detailing experience to: Sheila Coughlan, Consumer Reports Television, 101 Truman Avenue, Yonkers, NY, 10703 or Fax 914-378-2901.

News Photographer. WTVD-TV, an ABC owned station has an immediate opening for an experienced News Photographer. The position requires the ability to handle a high story count and to work well under pressure. No clock watchers. Excellent lighting and composition skills a must. Send non-returnable tape to: Ted Holtzclaw, News Operations Manager, WTVD-TV, 411 Liberty Street, Durham, NC 27701. EOE.

News Photographer. If working at the beach for a top 40 East Coast market is your idea of a great job, then send us a tape right now! WTKR in Norfolk, VA is looking for a videographer with at least a years experience in broadcast news photography. Must be able to handle multiple tasks and work under pressure deadlines. Must have knowledge of operating live ENG equipment. If this is what you've been looking for, send a tape and resume to Kyle Brinkman, Asst. News Director, WTKR-TV, 720 Boush Street, Norfolk, VA 23510.

News Director with a vision to create excellence is sought to lead our small market team to a new level. Ability to coach, motivate and deliver exciting relevant newscasts a must. Resumes to Kathleen McLain, GM, WMDT-TV, PO Box 4009, Salisbury, MD 21803-4009. Equal Opportunity Employer.

News Anchor/Reporter. The dominant market leader in East Central Mississippi seeks polished intelligent journalist with a strong on-camera presence and solid writing skills to anchor daily newscasts. Candidate must have strong work ethic, and a team attitude. Send resume, references and non-returnable VHS tape to John Johnson, Director of News, WTOK-TV, 815 23rd Avenue, Meridian, MS 39301. EOE.

Anchor/Reporter (Weekend Newscast). The Granite Broadcasting Corporation in Peoria, WEEK-TV, is seeking an Anchor/Reporter in the News Department to anchor weekend newscasts and research, report, write and edit news and videotape for all daily newscasts. Job Requirements: College graduate in journalism, broadcasting or related field. Some anchor experience and a desire to learn and grow in a fast-paced news environment. EOE. Please send cover letter and resume to: Jim Garrott, News Director, WEEK-TV, 2907 Springfield Road, East Peoria, IL 61611. No phone calls, please.

TV News Producer. WYTV is seeking a news producer capable of producing regularly scheduled newscasts, has good news writing and news story telling and selection skills. At least two years broadcast news gathering experience a must. Send resume to News Director, WYTV, 3800 Shady Run Road, Youngstown, OH 44502. No phone calls please.

News Anchor. We're looking for an experienced, 6 and 11 anchor to compliment our male anchor. The candidate we'll select will show the impact of the story while anchoring daily on set, live in field or on tape. If you can achieve excellence, we want to hear from you. Send a non-returnable VHS tape and resume to Bob Yuna, WCHS-TV News Director, 1301 Piedmont, Charleston, WV 25301-1498. No phone calls, EOE.

Need a Job? Looking to Hire? Expand your options. It's easy when you call Mediacasting.com...920-926-9620. See/hear talent available to fill your open positions. Explore tons of opportunities for that new & exciting job you've been waiting for!

F.T. Reporter/Videographer/Anchor. Must shoot, write and edit. Knowledge of Betacam camera/editing equip. Must know broadcast style writing and have on-air delivery techniques. Spanish/English speaking a +, will work as a one-person-band. To apply, send resume and VHS tape to: KOBR-TV, News Director, 124 East 4th Street, Roswell, NM 88201. No Phone Calls Please! An EOE/M-F.

Creative Services Writer/Producers. Big market...beautiful city...your chance to shine! Cox Broadcasting's KIRO 7 is looking for two talented, experienced and outgoing news promotion producers. We've got the toys if you've got the talent. You will write and produce research based news topicals, series promos and image spots. 2-3 years news promotion experience preferred. If it's good, rush a non-returnable reel and resume to KIRO 7, Director of Human Resources, 2807 Third Avenue, Seattle, WA 98121. No calls please. Equal Opportunity Employer.

Assistant News Director. KTRK-TV is looking for an aggressive, dynamic Assistant News Director. This position requires excellent management, organizational and people skills. You will trouble-shoot, advise, teach, counsel, and criticize constructively. You must have great ideas, and be able to convey them effectively to others. You will also recognize great ideas from other people, and encourage them to develop those ideas fully. Previous News management experience is required. Send letter, resume, references and brief management philosophy to: Bill Bouyer, News Director, KTRK-TV, 3310 Bissonnet, Houston, Texas 77005. No phone calls please. Equal Opportunity Employer. M/F/V/D.

Assignment Editor: Looking for take-charge person to run our dayside desk on weekends and help develop weekday news coverage. Must have good news judgement, knowledge of microwave and satellite technology, a keen understanding of logistics, and the ability to find the stories needed to produce winning newscasts. Send resume and news philosophy to Dana Whalen, Assignment Manager, WTNH-TV, 8 Elm Street, New Haven, CT 06510. No phone calls, please. EOE.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to:

Box _____,

245 West 17th St.,

New York, New York 10011

Assignment Editor (Job #400H): ONN is looking for an Assignment Editor to be responsible for making personnel assignments to carry out specific tasks as needed to implement the overall news philosophy. He/she will also be responsible for the entire news gathering process, including the generation of story ideas, cultivation of sources, handling the logistics of crews and locations, setting up stories, fact gathering, maintaining contacts and story files, making assignments, managing resources to accomplish goals and monitoring police and fire transmissions. College degree, 2 years experience as a Television News Producer, Reporter, Photographer, or Assignment Editor. Equivalent combinations of education and experience will be considered. Qualified candidates should send resume to: ONN, Human Resources Job #400H, 770 Twin Rivers Drive, Columbus, Ohio 43215. Qualified minorities and women are encouraged to apply. EEO. We are a smoke and drug free workplace.

Assignment Editor: CLTV News, Tribune Company's 24-hour regional cable newschannel located in suburban Chicago, has an immediate opening for an assignment editor. Basic duties include supervising and assigning crews to cover stories; occasional writing, setting up and enterprising of news stories; working closely with producers and executive producers on show lineups; heavy interface with outside news sources; assisting in updates of CLTV web site. The ideal candidate will preferably have at least three years experience in broadcast news as a reporter, producer or other management function; must work well under pressure; excellent telephone skills; must be able to work nights, weekends and varying hours per week. We offer excellent employee benefits at our state-of-the-art location. Send resumes to CLTV News, attn: Personnel, 2000 York, Suite 114, Oak Brook IL 60523; or fax to 630-571-0849.

Anchor/Reporter. If you love East Coast beaches, want to be a part of a news team in a top 40 market, and want to be part of a solid broadcasting company, then look no further than WTKR. We are looking for an experienced professional who can go live in an instant, anchor a weekend show, and fill-in as needed. Candidates must have at least 2 years of reporting and anchoring experience. WTKR is a CBS affiliate, owned by the New York Times Co. Send tapes and resume to Kyle Brinkman, Asst. News Director, WTKR-TV, 720 Boush Street, Norfolk, VA 23510.

HELP WANTED PROMOTION

TV Promotions Writer/Producer. Disney/ABC owned TV station in Central California seeks creative, aggressive team member with editing experience. Produce topicals, P-O-P's, image spots for #1 station. Send resume and tape to: KFSN-TV, Personnel Dept., 1777 G Street, Dept. BC, Fresno, CA 93706. KFSN-TV is an Equal Opportunity Employer. Women and minorities are urged to apply.

Promotion Writer/Producer. Top 50 market station, owned by a major broadcast group, is seeking a writer/producer for news promotion. Must have strong writing skills, possess a high energy level and a passion for the job. If you can create compelling news topicals, series, teases, POP's and image spots that can grab attention, send your resume and tape to Box 01320 EOE.

Creative, experienced Promotion Director needed in the fastest growing market in America. If you're energetic, dedicated, motivated and want to join a young and expanding station group, send resume and tape to Jack Paris, TV33, 3840 S. Jones Blvd., Las Vegas, NV 89103.

HELP WANTED RESEARCH

ENTERTAIN A NEW CHALLENGE

If you've ever worked in Television, you know how exciting it is to analyze the performance of television programs. At Columbia TriStar Television, we would like you to participate in this exhilarating venture. We currently have the following opportunity available for a motivated professional:

SENIOR ANALYST, NETWORK AND CABLE RESEARCH

We're looking for an experienced TV researcher with 2-3 years of research experience at a studio, broadcast or cable network and a solid grasp of the television marketplace to add to our team. You will help supervise two interns in the daily distribution and written analysis of the overnight and national ratings as well as coordinate analyses and renewal pitches of our network and cable programs. You will be involved in the decision-making process for time period recommendations and program testing, in addition to working on special projects.

A total compensation package accompanies the opportunity to join an innovative entertainment leader. For immediate consideration, please send resume and salary history to: **Sony Pictures Entertainment, Human Resources, Dept. RC/SA, 10202 W. Washington Blvd., SPP/3900, Culver City, CA 90232-3195.** An Equal Opportunity Employer. M/F/D/V.



HELP WANTED PRODUCTION

Wanted: Editor for both videotape and digital systems. Tired of the daily grind? Looking for a kinder, gentler existence in broadcast journalism? Then send your resume to: Kerry Brock, Director of Broacasting/Programming, Media Studies Center, 580 Madison Avenue, 42nd floor, New York, NY 10022.

Producer. Cristina Show, a Univision Network Production, is searching for a *Producer* to be based in Miami. Must have experience, be creative, speak and write Spanish. If you want to be part of a hard-working and enthusiastic production team, in the #1 talk show in Spanish Television, we want to hear from you. Reply to: Osvaldo Onoz, Cristina Show, Univision Network, 9405 NW 41 St., Miami, FL 33178. EOE.

Broadcast Personnel Needed. ENG Field Operations with Camera and Microwave experience. Videotape Editors, Studio Operators, and Maintenance. For the Midwest. Would commence fall/winter 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.

Broadcast Personnel. Technical Directors (GVG 300 Switcher with Kaleidoscope), Audio (mixing for live studio and news broadcasts), Studio Camerapersons (studio productions and news broadcasts), Chyron Operators (Infinite), Still Store Operators, Tape Operators (Beta), Maintenance (plantsystemsexperience-distributionandpatching), Lighting Director Engineer. Employment would commence fall/winter 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.

Assistant Producer/Writer(Television) International Christian Relief Organization located in western North Carolina is looking for an assistant television producer with strong broadcast quality writing and creative skills to write and produce programs, promos, PSAs, direct response, features, and corporate videos. Minimum of 3-5 years experience required. Must be able/willing to travel any time. If interested send resume to: Box 01312 EOE.

Editor/Producer: DC based syndicated business magazine program looking for off-line editor/producer. Job requires flexibility with hours, and with attitude. We'll avoid train for backup- on line editor. Fax resume:202-371-6418.

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 fall/winter 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.

HELP WANTED PROGRAMMING

Vice President Program Services. WTVI, Charlotte, NC. WTVI, a community-owned station in one of the fastest growing southeastern markets, seeks an outstanding public television professional with a Bachelor's Degree in Communications or related field and 5-10 years senior programming experience. This VP will manage programming, outreach and promotion; develop and maintain a strong, unique, viewable program schedule addressing community needs while adhering to required standards and promote the image and awareness of WTVI on and off-air. Send resume, salary requirement and three professional references to Personnel, WTVI, 3242 Commonwealth Avenue, Charlotte, NC 28205 or FAX 704-371-8807. Closing date 2/13/98. EOE.

HELP WANTED MISCELLANEOUS

PAX NET EMPLOYMENT OPPORTUNITIES
LOOKING FOR A FEW GOOD MEN & WOMEN

- Vice President Affiliate Relations
- Vice President Research (Palm Beach)
- Regional National Sales Managers (NY, Chicago, LA, Dallas, Atlanta)
- Regional Vice Presidents: Stations, Sales & Operations
- TV Station General Managers: New York area, Texas, Great Lakes Region, Southeast Region

ALL POSITIONS REQUIRE: Experienced, creative leadership, motivational and organizational abilities, excellent interpersonal, written/verbal and communication skills.



Please send/fax resume to:

Paxson Communications Corporation
 601 Clearwater Park Road
 West Palm Beach, FL 33401
 Attn: Director of Human Resources
 Fax: 561-655-7343 (No phone calls please)
 E-mail: employment@pax.net

AN EQUAL OPPORTUNITY EMPLOYER

HELP WANTED CREATIVE SERVICES

As one of the fastest growing, most progressive broadcast groups in the nation, SINCLAIR COMMUNICATIONS, INC. owns and/or provides programming services or has agreements to acquire 45 stations in 31 separate markets, and owns, provides sales and programming services to, or has agreements or options to acquire 65 radio stations in 13 separate markets. Sinclair's television group will include ABC, CBS, FOX, NBC, WB and UPN affiliates. As our phenomenal growth continues, we seek the one element which gives us the edge on the competition and the power to stay on top: the best people in the business. If you are a motivated team player with a successful track record, an opportunity may await you at Sinclair.



Indianapolis WTTV-TV WB Chief Engineer

WTTV is looking for a Chief Engineer who is a self-starter and a team player. Successful

candidate will oversee all technical operations of the station and transmitter sites and lead WTTV-4 into the next century of digital TV. Chief Engineer reports directly to the General Manager and will oversee all engineering and master control functions. Responsibilities include supervision of a technical staff, operation and maintenance of plant, broadcast technical equipment, RF and microwave equipment, computers and telephone systems, and the planning and implementation of capital improvements. BC#47

Baltimore - WBFF/WNUV FOX/WB News Producer

Baltimore's newest newscast needs a hot new producer. Looking for a "take charge" person with strong writing and slick production skills. 2 years experience line producing news. Send tape, resume and newscast philosophy. BC#51

San Antonio - KABB-TV/KRRT-TV - FOX/WB Weekend Anchor/Reporter

Must be detail oriented, excellent writer and able to handle live shots. Minimum 3 years experience. Send non-returnable tape and resume. BC#55

San Antonio - KABB-TV/KRRT-TV - FOX/WB Account Executive

Immediate openings for individuals who are detail oriented and highly motivated. Minimum 2 years of TV sales experience a must. Send resume. BC#56

San Antonio - KABB-TV/KRRT-TV - FOX/WB Art Director

Experienced Art Director to provide creative support for news, promotion, commercial production and station events. Experience with Chantel, Paintbox, Infnit, Character Generator, Mac-based programs for video and print design crucial. Rush reel and resume. BC#57

Norfolk - WTVZ-TV - FOX

General Sales Manager/Local Sales Manager
Seeking strong individual to lead our aggressive sales effort. Candidates must have a track record of outperforming the competition and developing quality sales executives. Experience should include the management of revenue/expense budgets, forecasting, inventory management and thinking outside the box. Knowledge of Columbine, TV Scan, CMR and Excel a plus. BC#58

Pittsburgh - WPGH-TV - FOX 53 Meteorologist

Top 20 market television station seeks weekday Meteorologist with strong personality, creative presentation and exceptional forecasting skills. Prefer AMS Seal. Send tape/resume. BC#59

Raleigh - WLFL/WRDC - FOX/UPN General Sales Manager

Looking for seasoned General Sales Manager with the ability to maximize national and local sales through strategic planning with various departments to achieve stations' budgets. Must have previous TV sales and/or management experience. Send resume. BC#60

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



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VISION & DIRECTION

This Could Be The **Best Art Director's Job** In The Country.

We want it all. A great designer with vision and the ability to lead others. Someone with at least 5 years experience as a designer with Quantel graphic systems and at least 2 years as an Art Director. College degree preferred.

We have it all. A creative department with the resources to do anything. 5 staff designers. Hal, Paintbox, Editbox. Film. No creative limits. Great career potential with a premiere broadcast company. *This is a rare opportunity for an unique individual.*

Resumes and non-returnable tapes should be sent to:
Personnel Director, KHOU-TV, PO Box 11,
Houston, Texas 77001-0011. No phone calls please.
KHOU is an equal opportunity employer.
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ART DEPARTMENT OPERATIONS MANAGER

FASTEST GROWING BROADCAST NETWORK IN THE US HAS AN IMMEDIATE OPENING FOR AN EXPERIENCED AND SKILLED TROUBLESHOOTER TO ASSIST THE CREATIVE DIRECTOR IN MANAGING A LARGE CREATIVE TEAM OF DESIGNERS.

YOU MUST HAVE:

- 5 YEARS MINIMUM EXPERIENCE IN TV, POST PRODUCTION OR AD AGENCY
- SOME KNOWLEDGE OF GRAPHIC/ PRODUCTION EQUIPMENT
- ACCOUNTING BACKGROUND
- EXCELLENT PEOPLE AND ORGANIZATIONAL SKILLS
- BILINGUAL A PLUS (SPANISH)

SEND RESUME TO:

UNIVISION NETWORK
ART DEPARTMENT
9405 NW 41 ST.
MIAMI, FL 33178

Graphic Artist: The ABC owned station in Flint, MI, is seeking a cutting-edge designer to join our creative team. Ideal candidate will have at least one year of experience in a broadcast environment and demonstrate a strong creative sense, excellent communication skills, and experience with Liberty and Mac based paint programs. This position emphasizes news graphics and news promotion with opportunities to work on special projects including print. Please send your creative, non-returnable demo reel and resume to: Keith Stironek, Promotion Manager, WJRT-TV, 2302 Lapeer Road, Flint, MI 48503. EOE

Creative Services Post Editor. WPBF, ABC affiliate in West Palm Beach, new to Hearst Corporation seeks a post-production editor. Candidate must be a creative editor who can team up with promotion producers on spot production. Beta edit facility. Excellent opportunity to get in on the ground floor with a station that is on the move. Please send your ten best spots, resume and salary history to: Creative Services Director, 3970 RCA Blvd., Suite 7007, Palm Beach Gardens, FL 33410. EOE. A Hearst-Argyle managed television station.

Broadcast Designer: Orlando's WB affiliate is seeking a talented and highly motivated Broadcast Designer to create Newspaper ads, Billboard designs, Sales materials and On-Air graphics. 3-5 years of design experience including knowledge of Newspaper and Outdoor production required. Mac with Photoshop, Quark and Illustrator. Lightwave 3-D experience a plus. Please send resumes to: WBTV18, 602 Courtland Street, Suite 200, Orlando, FL 32804.

HELP WANTED FINANCIAL & ACCOUNTING

Supervisor of Accounting Services. Individual will be responsible for daily work flow of Payroll, AP and Billing functions. Works in p/r, a/p and billing as necessary to keep the work flowing. Responsible for W-2 and 1099 process. Responsible for auto usage tax updates and relocation tax updates. Ensures proper cross training between payroll and payables and payables and billing. Proficiency in Enterprise Broadcast system and JD Edwards Accounting. Advance knowledge of Lotus 1-2-3. Prior Supervising experience helpful 2-3 years accounting experience. *Send resume/cover letter to WNYW-TV, HRD-Acct., 205 East 67th Street, NY, NY 10021. EOE.*

FAX CLASSIFIED ADS TO 212-206-8327

Business Manager. WUPL. New Orleans's UPN affiliate has an immediate opening for a Business Manager. The position requires a strong financial background with a minimum of 5 years of broadcast experience. The candidate should have a Bachelor's degree in accounting, CPA preferred. Must be proficient in Excel and have a working knowledge of BIAS. Interested candidates should fax resume to Kathy Sparks, GM, WUPL at 504-828-5455 and Susan French, Controller, Paramount Stations Group at 213-862-0121.

TV RESUME TAPES

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

NEWS COACHING SERVICES

Tape critiques, coaching, consultation and career guidance for news professionals. We'll give it to you straight. Media Mentors (334) 665-5553.

PROGRAMMING SERVICES

NWN Weatherwork
 Local TV Weathercasts via satellite from 100%
 Edward St. President
START TODAY!
800-353-9177

Your own local TV Meteorologist
Million color localized graphics
3 satellite feeds daily/7 days
Highly saleable
No equipment to buy
No personnel to hire
No market conflicts
Not a news co-op
Serving 90+ stations
Low cash and Barter deal
The pioneers and reigning champs!
National Weather Network

RESEARCH SERVICES

Fast research. Any subject. Experienced TV researcher will search the Internet efficiently; identify relevant material; fax the results promptly; write a concise summary on request. 415-332-3954 voice/fax. fastresearch@prodigy.net.

SERVICES WANTED

Crews in Britain: Decent Exposure T.V. Quality one and two man video shoot crews throughout the UK. Specialists in documentaries, news and sports coverage. PAL or NTSC clients BBC, ITV and SKY. Ian O'Donoghue Phone: 011-44-1494-862667 Fax: 011-44-1494-864583.

CABLE

HELP WANTED RESEARCH

**RESEARCH ANALYST-
 SCI-FI CHANNEL**

Join USA Networks, a leading broadcast entertainment conglomerate, successfully operating the nation's fastest growing cable network-the Sci Fi Channel.

The successful candidate will create charts and reports on SCI-FI and competitor's ratings; maintain Nielsen Program Names System and assist Director with ad sales and marketing support as well as research on acquisition and scheduling of programming.

A college degree and at least 1 year exp with Nielsen system from a television programmer, supplier or agency is required; cable exp preferred. Strong math and writing skills as well as computer proficiency in Excel spreadsheet and database retrieval are most important. Familiarity with Nielsen collection & national reporting systems MRI or Simmons is necessary.

We offer a competitive salary, commensurate with experience and an outstanding benefits package, including a 401(k) and profit sharing plan. Please send/fax your resume with salary requirements (only resumes with salary requirements will be considered) to: HR Dept RA, USA NETWORKS, 1230 Avenue of the Americas, NY, NY 10020. FAX# 212-262-5343. (NO PHONE CALLS PLEASE). AN EOE, M/F.



HELP WANTED NEWS

International Assignment Editor: (Balkan Region/Eastern Europe) Work with Network Bureaus, Correspondents/Crews in the field, Agencies & New Exchanges. Handle daily, int'l newsgathering needs of multi cable news network entities (TV & radio). Oversee Bureau & field assignments; handle live & tape feeds. Gather facts & info. for air; Arrange live phone Interviews during breaking news events. Requires: Bach. degree in Journalism, English, Int'l Affairs or related field plus 1 yr. exp. in job duties or 1 yr. exp. as a producer or Journalist (1 yr exp. must include editorial exp in news production, satellite operations & field exp.) Must be fluent in Serbo-Croatian & English languages. Salary: \$38, 478/ Yr(40 hr/wk). Submit 2 resumes or apply in person to GA Dept. of Labor. Job Order #GA 6174385. 2636-14 M.L. King Jr. Dr., Atlanta. GA 30311 or the nearest Dept. of Labor Field Service Ofc.

HELP WANTED PRODUCTION

Assistant Production Supervisor for small marketgovernment and education cable access channel. Experience in all aspects of video production required. Ability to train and supervise volunteers preferred. Must have a valid driver's license. Starting salary is \$15,000 plus excellent benefit package. To apply send letter, resume, references and tape to: John Rocco C-NET, 123 South Burrowes Street, Suite 304, University Park, PA 16801. Deadline for application is February 13, 1998. EOE.

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 (212) 337-7073**

or

**Francesca Mazzucca
 (212) 337-6962**

HELP WANTED TECHNICAL



Vice President of Broadcast Engineering

Cox Broadcasting, Inc., is accepting applications for the position of Vice President of Engineering. Candidates must have previous broadcast group engineering management experience or at least 10 years in an engineering management position at a major market television station. College undergraduate degree with electrical engineering emphasis required; post graduate degree preferred. P.E. license and SBE certification are a plus.

This is a divisional staff position in Atlanta that requires an individual with the ability to advise broadcast senior management on all phases of the television and radio technical operations. Emphasis will be on guiding the development of a digital implementation plan for all Cox television and radio stations. This requires thorough experience in video compression technologies, video file servers, digital archiving and networking interconnection schemes.

The ability to clearly and effectively communicate both verbally and in writing is critical. The successful candidate must be able to advise and consult with station managers and engineering personnel on all phases of their technical operations. This will include such duties as helping stations with their annual capital budget preparations, negotiating and securing group purchase agreements, and representing Cox Broadcasting on national technical committees, trade organizations and industry panels. Moderate travel is required.

Cox Broadcasting, Inc., owns or operates 11 television stations and is majority owner of publicly traded Cox Radio, Inc. (NYSE: CXR), one of the 10 largest radio companies in the nation. The company provides competitive benefits.

Please send resume to: John Swanson
VP of Engineering
Cox Broadcasting, Inc.
P.O. Box 105357
Atlanta, GA 30348 FAX: (404) 843-5960

EOE

BROADCAST ENGINEER

Global sports entertainment company, headquartered in Stamford, CT, seeks individual with 3 to 5 years experience with BETACAM (including Digital); 1" VTR maintenance skills...GVG switcher and DVE skills a plus. Please forward your resume to: Human Resources Department/TV-B



1241 E. MAIN STREET
STAMFORD, CT 06902
FAX (203) 359-5151

The Weather Channel, Atlanta, GA is looking for two motivated and reliable individuals to join our team. This is an excellent opportunity for someone who wants to expand their knowledge. The selected candidates for maintenance Engineer must have two years experience repairing and maintaining Broadcast related equipment. You will be part of the Engineering team dedicated to maintaining a brand new, state-of-the-art digital facility. Computer proficiency preferred. Please fax resumes to The Weather Channel, Director of Engineering (770)226-2943 or send them:300 Interstate North Parkway, Atlanta, GA 30339 EOE/M/F.

Master Control Operator/Technical Director.

Applicant must have a minimum of 2 years experience in master control and live switching. Will oversee all on-air operations. Automation experience preferred. Shift will include overnights and weekends. Must be a team player and have the ability to work under pressure. Send resume to: The Weather Channel, 300 Interstate North Parkway, Atlanta, GA 30339. Att: Technical Operations Manager.

HELP WANTED MANAGEMENT

General Manager \$40-55K. Small cable system operator in the midwest seeks an experienced cable television manager. System management experience required. Background in accounting and/or marketing helpful. Send resume in confidence to PO Box 201496 Denver, CO 80220-1496.

Group cable operator seeking an experienced cable manager to head a cluster of systems. Must have strong leadership qualities and have proven marketing and people skills. Must understand all phases of the cable laws and requirements, including technical. Must have a vision for cable growth being active in the industry desirable. An equal opportunity employer. Please send resumes to: Box 01307 EOE.

**Your classified ad can be in COLOR just call:
Antoinette Pellegrino (212) 337-7073
or Francesca Mazzucca (212) 337-6962**

ALLIED FIELDS**HELP WANTED INSTRUCTION**

TAPSCAN, Inc., industry leader in media ad sales software seeks Software Trainer with 1+ years in cable or television industry. Knowledge of TAPSCAN products strongly preferred. 60-75% travel, training program, advancement opportunities, great benefits. Fax resume to Phyllis Neill, 205-733-6268 or call 205-987-7456.

Faculty, Department of Communication. Teaching and advising students and other normal faculty duties; primarily related to radio-announcing, production, broadcast writing; advising student radio station. Must support the College's mission of Christian higher education. Full description at <http://waynesburg.edu>. Write Richard Stanislaw, VPAA, Waynesburg College, Waynesburg, PA 15370; include qualifications, philosophy, references, tape and CV; or, e-mail rstanisl@waynesburg.edu; or, call Richard Krause, Department Chair, 412-852-3240.

HELP WANTED NEWS

Internships: Spend six months interning with crack professional journalists in Illinois Statehouse pressroom in University of Illinois/Springfield's one-year MA Public Affairs Reporting program. Tuition waivers, \$3,000 stipends during internship. Applications due April 1. Contact Charles Wheeler, PAC 418, UIS, PO Box 19243, Springfield IL 62794-9243. (217)786-7494. E-mail: wheeler.charles@uis.edu. PAR Home Page: <http://www.uis.edu/~wheeler>. EOE.

HELP WANTED ADMINISTRATION

Columbia College Chicago is accepting applications for a Television Dept. Chairperson. The position is available August 1, 1998. Screening will begin February 15 and continue until position is filled. The Television department has 400+ majors, 12 full-time faculty and 50 part-time faculty drawn from the Chicago television industry. It offers concentrations in news and documentary, entertainment, post-production, corporate, interactive television and production specialist and features broadcast quality studios and computer and digital suites. The Chair provides educational vision as well as administrative and artistic leadership. Experience with budgets, managing diverse groups of people and an understanding of the current uses as well as the future impact of technology should be combined with a minimum of 10 years industry experience, a B.S./B.A. and a graduate degree or equivalent experience. Familiarity with the Chicago market, some teaching experience and the ability to develop and maintain industry contacts is essential. Columbia College is a diverse, open admissions, urban institution of 8,600 undergraduate and graduate students and emphasizing arts and communications in a liberal education setting. We offer a competitive salary and excellent benefits package. Minority and women applicants are especially encouraged to apply. Submit resume and letter of application (No phone calls please) to: Television Search, Human Resources Department, Columbia College Chicago, 600 S. Michigan Avenue, Chicago, IL 60605-1996. EOE M/F/D/V.

HELP WANTED SALES

Sales Associate- Satellite Broadcasting & Services Individual should have prior sales experience in Satellite industry. Must be self motivated, assertive and results oriented. Compensation includes base salary, commission & benefits. Please fax resume to Sandra at (203)531-6903.

HELP WANTED VIDEO

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. Salary Mid \$40K. Send resume and reel to Winston Shepard Jr., Director of Operations, Metro Video Productions, 8 South Plum Street, Richmond, VA 23220.

HELP WANTED PRODUCTION

Videographer Championship Auto Racing Teams (CART) is seeking an experienced full time videographer to capture the excitement of America's premier open wheel racing series. Must have a minimum of 3 years sports experience, be creative and willing to travel extensively. Knowledge of Motorsports, broadcast equipment and field producing/editing ability a plus. Send tape and resume to CART, Human Resources-Television, 755 W. Big Beaver Rd., Ste 800, Troy, MI 48084. Fax# 248-362-8810. EOE.

TV Production Mgr/Director University of New Mexico, KNME-TV (UNM Public Television Station) is actively recruiting for a TV Production Mgr./ Director. Req #980136*A. \$2,612.25 to \$3,455.83/ mo. (DOE). For complete information about this vacancy and method of application, contact (505)277-2454 or website: <http://www.unm.edu/~hrnet/jobs> or call Sue Kurman, (505)277-1225, e-mail Sue@KNME1.unm.edu. No tapes accepted. Applications must be received by closing date 5pm, February 20, 1998. UNM is an AA EEO Employer/Educator.

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PUBLIC NOTICE

ATTN: KID'S TV PRODUCERS

The Annenberg Public Policy Center of the University of Pennsylvania (APPC) requests your cooperation in a project to evaluate the implementation of the new FCC guidelines for children's educational programming in the 1997-1998 season. We are seeking FCC-qualifying programs to include in a study of the amount and quality of children's television programming on commercial broadcast stations.

Please, send a VHS tape of three (3) episodes for each FCC-qualifying program currently airing on a commercial broadcast station. The programs must currently air between 7 am and 10 p.m. and be specifically designed as educational for children. We leave it to your discretion to decide which episodes you feel represent the best examples of your educational fare. In addition to the videotapes, please also submit complete information about the shows, including the target age, educational objectives, and contact information for at least one station airing each program. Videotapes and program information must be received by March 1, 1998.

Our research agenda reflects a continuing interest in measuring the availability of high-quality children's programs, identifying the obstacles confronting producers and broadcasters in the airing of these programs, and assessing the impact of public policy on children's access to educational fare. The evaluation of the educational programs will be included in a series of reports that will be released at APPC's Third Annual Conference on Children and Television at the National Press Club in Washington, D.C. on June 22, 1998.

If you would like further information about our current project on children's educational programming, we have a series of publications available upon your request. For any questions, please contact Any Jordan, Ph.D., Project Director at 215-898-1553.

Submit videotapes and program information by March 1, 1998 to:

Jessica Fishman, c/o Children's Television Programming Project, The Annenberg Public Policy Center of the University of Pennsylvania, 3620 Walnut Street, Philadelphia, PA 19104-6220.

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 *italics*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m—meters; mhz—megahertz; mi—miles; TL—transmitter location; TOC—transfer of control; w—watts. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Dismissed

Twentynine Palms, Calif. (BAPCT-971003IA)—Desert 31 Television Inc. for KVMD(TV): voluntary AOL, CP from Desert 31 Television Inc. to Peoria Broadcasting Services Inc. *Jan. 23*

Crystal River, Fla. (BAPED-970908GE)—Marion Community Radio Inc. for WAQV(FM): voluntary AOL, CP from Marion Community Radio Inc. to Ocala Word of Faith Church Inc. *Jan. 26*

Ocala, Fla. (BALED-970908GF)—Marion Community Radio Inc. for WHU(FM): voluntary AOL from Marion Community Radio Inc. to Ocala Word of Faith Church Inc. *Jan. 26*

Granted

Augusta, Ga. (BTC-971201GF)—Savannah Valley Broadcasting Co. for WBBO(AM): involuntary TOC from George G. Weiss to Richard L. Rhoden, trustee. *Jan. 26*

Augusta, Ga. (BALH-971201GE)—George G. Weiss for WZNY(FM): involuntary AOL from George G. Weiss to Richard L. Rhoden, trustee. *Jan. 26*

Augusta, Ga. (BTCH-971201GG)—Savannah Valley Broadcasting Co. for WBBO-FM: involuntary TOC from George G. Weiss to Richard L. Rhoden, executor. *Jan. 26*

NEW STATIONS

Dismissed

Natchitoches, La. (BPED-970807MH)—Positive Programming Foundation for noncommercial FM at 89.3 mhz. *Jan. 23*

Bude, Miss. (BPH-9511MP)—San-Dow Broadcasting Inc. for FM at 104.3 mhz, 25 kw, ant. 100 m. *Jan. 22*

Liberty, Miss. (BPH-960625ME)—Donald W. "Rip" Miller for FM at 107.7 mhz. *Jan. 22*

Liberty, Miss. (BPH-960709MA)—Ole Brook Broadcasting Inc. for FM at 107.7 mhz. *Jan. 22*

Chickasha, Okla. (BPED-970807MJ)—Positive Programming Foundation for noncommercial FM at 90.5 mhz. *Jan. 26*

Hebronville, Tex. (BPH-970319MG)—Gerald Benavides for FM at 101.7 mhz. *Jan. 16*

Levelland, Tex. (BPED-970919MA)—Denison Educational Foundation for noncommercial FM at 91.9 mhz. *Jan. 23*

Filed

Monroeville, Ala. (980108MG)—Okaloosa Public Radio Inc. for noncommercial FM at 88.9 mhz. *Jan. 22*

San Francisco (BPCDT-980106KE)—Group W Broadcasting Inc. for KP1X-TV: new digital television facility at ch. 28. *Jan. 27*

Almont, Colo. (980107ME)—Educational Communications of Colorado Springs for noncommercial FM at 89.5 mhz. *Jan. 22*

Placerville, Colo. (980107MF)—Educational Communications of Colorado Springs for noncommercial FM at 90.7 mhz. *Jan. 22*

New London, Iowa (971229MH)—New London Broadcasting for FM at 97.3 mhz. *Jan. 22*

Sulphur, La. (980108MJ)—Broadcasting for the Challenged Inc. for noncommercial FM at 89.1 mhz. *Jan. 22*

Newaygo, Mich. (971218MH)—Cross Talk Inc. for noncommercial FM at 92.5 mhz. *Jan. 28*

Kalispell, Mont. (980108MF)—Broadcasting for the Challenged Inc. for noncommercial FM at 88.7 mhz. *Jan. 22*

Missoula, Mont. (980108MH)—Broadcasting for the Challenged Inc. for noncommercial FM at 88.3 mhz. *Jan. 22*

Lumberton, N.C. (980108ML)—Billy Ray Locklear Evangelistic Assn. for noncommercial FM at 89.5 mhz. *Jan. 22*

Cincinnati (BPCDT-980109KG)—Argyle Television Inc. for WLWT-TV: new digital television facility at ch. 35, 65 kw, ant. 288 m., 2222 Chickasaw Street, Cincinnati. *Jan. 27*

Lorain, Ohio (BPCDT-980120KE)—Cannell Cleveland LP for WUAB-TV: new digital television facility at ch. 28, 120.3 kw, ant. 329 m., 4800 Bruening Drive, .6 km W of State Road 94 in Parma, Ohio. *Jan. 27*

Wrightsville, Pa. (980108MM)—Mary V. Harris Foundation for noncommercial FM at 88.7 mhz. *Jan. 22*

Sioux Falls, S.D. (980108MK)—Broadcasting for the Challenged Inc. for noncommercial FM at 90.1 mhz. *Jan. 22*

Wessington Springs, S.D. (971229MG)—Crow Creek Broadcasting for FM at 93.3 mhz. *Jan. 22*

Wessington Springs, S.D. (971226MA)—Dakota Communications Ltd. for FM at 93.3 mhz. *Jan. 22*

Wessington Springs, S.D. (971229MI)—Mitchell Broadcasting Ltd. for FM at 93.3 mhz. *Jan. 22*

Wessington Springs, S.D. (971224MB)—Sorenson Broadcasting Corp. for FM at 93.3 mhz. *Jan. 22*

Brownsville, Tenn. (980108MI)—Broadcasting for the Challenged Inc. for noncommercial FM at 88.3 mhz. *Jan. 22*

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,786
Commercial FM	5,527
Educational FM	1,914
Total Radio	12,227
VHF LPTV	557
UHF LPTV	1,474
Total LPTV	2,031
FM translators & boosters	2,867
VHF translators	2,256
UHF translators	2,721
Total Translators	7,844

Service	Total
Commercial VHF TV	558
Commercial UHF TV	639
Educational VHF TV	124
Educational UHF TV	242
Total TV	1,563

CABLE

Total systems	11,600
Basic subscribers	64,800,000
Homes passed	93,790,000
Basic penetration*	66.1%

*Based on TV household universe of 98 million
Sources: FCC, Nielsen, Paul Kagan Associates

GRAPHIC BY BROADCASTING & CABLE

FACILITIES CHANGES

Filed/Accepted for filing

Fayetteville, Ark. (BPCT-980109KE)—Argyle Television Inc. for KHOG-TV: change ant. *Jan. 27*

Pine Bluff, Ark. (BMPED-980120IB)—American Family Assn. for KANX(FM): change ant. *Jan. 27*

Johannesburg, Calif. (BPH=971231IH)—Adelman Communications Inc. for KRAJ(FM): change TL, ERP, ant. *Jan. 28*

Ridgecrest, Calif. (BPH-971231IG)—Adelman Communications Inc. for KLOA-FM: change TL, ERP, ant. *Jan. 28*

Avon, Colo. (BPH-980109IB)—Rocky Mountain Radio Co. LLC for KZYR(FM): change TL, ant. *Jan. 28*

Vail, Colo. (BPH-980115IA)—KSKE LLC for KSKE-FM: change TL, ant. *Jan. 28*

—Compiled by Sara Brown

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Wants apology from Hundt

EDITOR: As a former chairman of the National Association of Broadcasters Radio Board (1993-94), I feel compelled to respond to remarks attributed to former FCC chairman Reed Hundt in the Dec. 22, 1997, edition of *BROADCASTING & CABLE*. He was quoted as follows: "Only the broadcast lobby uses the public property of the airwaves to threaten representatives in Congress with significant alterations of the public's perceptions in order to retain their private benefits."

I believe that Mr. Hundt's statement is irresponsible, demagogic and based on myth rather than fact. In effect, Mr. Hundt has accused the industry of extortion. In my 40 years as a broadcaster (and many years involved with the NAB) I spent no little time meeting with members of Congress. I also met with other broadcasters in many of those meetings [in which] we offered information based on facts in order to present our views on specific issues. There never existed a situation in which a threat or implied threat was utilized to add emphasis to our discussions. I have never heard of any broadcaster or broadcast lobbyist who would even think of using an approach based on positioning a member of Congress either positively or negatively. I believe Mr. Hundt owes the industry an apology.

Mr. Hundt also refers to "the public property of the airwaves." Legal groups and others have concluded that the notion of public ownership of the "ether" or airwaves does not make any sense. The original Radio Act and the Communications Acts do not refer to ownership of the airwaves by any entity. Further, Congress has never passed a law that states the public or anyone

else owns the airwaves. The government has the right to regulate only to avoid interference and confusion in the licensing of frequencies.

The air has always been there. It was technology that created the signals, and without those signals (supplied by broadcasters) the spectrum is just so much empty space. The term "public airwaves" is simply a cliché and an error. Everyone uses air. To speak of owning the air, ether or airwaves is a mistake.—*Robert L. Fox, Malibu, Calif. (former owner of KVEN[AM]-KHAY[FM] Ventura, Calif.)*

A lowering of standards

EDITOR: Jerry Springer and Jenny Jones were the topic of two recent *BROADCASTING & CABLE* stories. It's a shame to see how low our business has [fallen]. It seemed just yesterday that Geraldo represented the bottom rung, by having a show that resulted in just one fight. I didn't even bother to count how many assaults occurred in just one segment of one episode of *Springer*. It is odd to see how their producers encourage behavior on the show that, if it occurred off-air, would send those involved to jail, the hospital or the morgue. "Just entertainment" is the phrase that spins. Of course, the fans of pit-bull fights and kiddie porn consider theirs to be "just entertainment" too.

I was wondering who is the most to blame for this crap?

Springer and Jones themselves? Not really. They are more deserving of pity than blame. Obviously intelligent and personable, they have repeatedly debased themselves for the center spotlight. One would think they would have chosen better in life if another path paid as well. Apparently neither can find that elusive higher cost.

Are the guests to blame? Again, no. Some sad folk will do anything for attention. Why should people capable of immoral, self-centered behavior be bothered by national attention? It seems a national forum is a reward in itself. Of course, if the producers sought better-educated and more morally restrained guests, the show wouldn't be as much fun, now would it? I'll get to the producers in a minute.

How about the bloodthirsty audience? I am surprised that at first glance they appear to be those who should know better. Grandparents, college kids, moms, girls and boys next door, all encourage the humiliation and domestic assaults displayed before them. The studio and home audiences best illustrate that some of us have not yet evolved out of the trees. From the dawn of time, a segment of society—voyeuristic, cruel, non-empathetic—has reveled in the pain, hardship, humiliation and injury of others. It is now validated via syndication.

So if the brunt of the blame does not lie with the hosts, the guests or the audience, then where does it squat? I suggest it [is shared] equally by the stations that air the shows, the producers that make them and the companies that own and market them. They all remind me of the old joke about an attractive lady who is outraged by an inappropriate overture. She exclaims, "Do I look like a whore to you?" "Madam," is the reply, "we have already established that. We are just dickering over the price."

Some will do anything for financial and professional gain. Some will sell anything that others are willing to buy. I, for one, see no entertainment value in watching others in physical or emotional distress. I don't consider the humiliation, embarrassment, assault and debasement of others to be fun to watch.

I'm sure the defenders are waxing up the old retort—"If you don't like it, don't watch it." I don't. I'm not afraid of the effect these shows will have on me. I am afraid, however, of the effect that these shows will have on the quality of life in this world. I'm afraid of what effect these shows will have on those I have to encounter.

I wonder how many ruined relationships, lives or even deaths it will take for this trend to end.—*Robert Gordon Jr., independent television producer*

Call for authors

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The books will be sponsored by *BROADCASTING & CABLE* and will be published internationally by Focal Press, a leading publisher of books and videos about media topics. Areas of interest include, but are not limited to: telco entry, new distribution technologies, high-definition television, ratings, interactive programming and management issues. Books that cover innovative ideas and practical solutions are encouraged.

For more information or to submit a proposal, please contact Marie Lee, Acquisitions Editor, Focal Press, 313 Washington St., Newton, Mass. 02158-1626.

Datebook

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THIS WEEK

Through Feb. 3—55th annual *National Religious Broadcasters* convention and exposition. Sheraton Washington, Washington. Contact: (703) 330-7000.

Feb. 2-4—"Profiting from Research Today," 15th annual *CTAM* research conference. San Antonio Marriott Rivercenter, San Antonio, Tex. Contact: (703) 549-4200.

Feb. 3—"Stuff Happens: The Journey to Flexibility," breakfast discussion presented by the Rocky Mountain chapter of *Women in Cable & Telecommunications*. TCI Building, Englewood, Colo. Contact: (303) 267-4349.

Feb. 3—Reporter Rap Session, presented by *CTAM of the Rocky Mountains*. Loew's Giorgio Hotel, Denver. Contact: (303) 795-5943.

Feb. 3-4—"The Five Burning Questions," DBS conference presented by *The Carmel Group*. Sheraton Gateway Hotel, Los Angeles. Contact: Françoise McAvinchey, (408) 626-6222.

Feb. 3-4—52nd annual Georgia Radio-TV Institute, presented by the *Georgia Association of Broadcasters*. University of Georgia, Athens, Ga. Contact: (770) 395-7200.

Feb. 3-4—*Arizona Cable Telecommunications Association* annual meeting. Airport Hilton Hotel, Phoenix. Contact: (602) 955-4122.

Feb. 5-7—32nd annual *Society of Motion Picture and Television Engineers* Advanced Motion Imaging Conference. Sheraton Centre Hotel, Toronto. Contact: John Izzo, (914) 761-1100.

Feb. 5-8—18th annual *Radio Advertising Bureau* Marketing Leadership Conference. Wyndham Anatole Hotel, Dallas. Contact: Dana Honor, (800) 722-7355.

FEBRUARY

Feb. 8-10—*North American National Broadcasters Association* annual general meeting. Wyndham Bel Age Hotel, Los Angeles. Contact: (416) 205-8533.

Feb. 9-10—IP Multicast Summit, conference presented by *Stardust Forums*. Doubletree Hotel, San Jose, Calif. Contact: (408) 879-8080.

Feb. 11-13—"Issues and Arguments in the World of Media," fifth annual *American Association of Advertising Agencies* Media Conference and Trace Show. Disneyland Hotel, Anaheim, Calif. Contact: (212) 682-2500.

Feb. 13-14—*Dan O'Day's PD Grad School*. Summit Hotel Bel-Air, Los Angeles. Contact: Dan O'Day, (310) 476-8111.

Feb. 17-18—*South Carolina Cable Television Association* annual winter meeting. Embassy Suites Hotel, Columbia, S.C. Contact: Patti Hall, (404) 252-2454.

Feb. 18-20—"Winning at Credit," 33rd annual *Broadcast Cable Credit Association* seminar. Tropicana, Las Vegas. Contact: Mary Teister, (847) 296-0200.

Feb. 20—*International Radio & Television Society Foundation* newsmaker luncheon and industry conference. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

Feb. 24-25—Great Lakes Broadcasting Conference and Expo, presented by the *Michigan Association of Broadcasters*. Lansing Center, Lansing, Mich. Contact: (800) 968-7622.

Feb. 25-27—Texas Show '98, conference and exhibition presented by the *Texas Cable & Telecommunications Association*. San Antonio Convention Center, San Antonio. Contact: (512) 474-2082.

Feb. 25-28—29th Country Radio Seminar, presented by the *Country Radio Broadcasters*. Nashville Convention Center, Nashville. Contact: (615) 327-4487.

Feb. 26—*Federal Communications Bar Association* luncheon featuring Bell Atlantic Chairman Raymond Smith. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Feb. 27—Deadline for entries for the 1998 *Radio-Mercury Awards*. Contact: (212) 681-7207.

Feb. 28-March 3—*Small Cable Business Association* annual National Cable Conference. Washington Court Hotel, Washington. Contact: (510) 462-2473.

MARCH

March 4—Deadline for entries for the *Unda-USA (National Catholic Association for Communicators and Broadcasters)* Gabriel Awards. Contact: (937) 229-2303.

March 5—*Cabletelevision Advertising Bureau*. Cable Advertising Conference. Marriott Marquis Hotel, New York. Contact: Nancy Lagos, (212) 508-1229.

March 5—"The Year of Digital Television," *International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

March 5—*Federal Communications Bar Association* reception in honor of the FCC commissioners. Grand Hyatt Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

March 6-8—57th annual *Intercollegiate Broadcasting System* conference. Hotel Pennsylvania, New York City. Contact: Fritz Kass, (914) 565-0003.

March 9-13—*Second World Summit on Television for Children*. Queen Elizabeth II Centre, London. Contact: +44 (0)181 576 4444.

March 10—*Cable Television Association of Georgia* 30th annual convention. Peachtree Plaza Hotel, Atlanta. Contact: Patti Hall, (404) 252-4371.

March 10-12—*NIMA International* spring conference. Hyatt Regency Capitol Hill, Washington. Contact: (202) 289-6462.

March 11—*Radio & Television News Directors Foundation* Annual Banquet & Celebration of the First Amendment, featuring presentation of the Len Zeidenberg Award to Mike Wallace. Renaissance Mayflower Hotel, Washington. Contact: Eric Swanson, (202) 467-5211.

March 11-12—*North Carolina Cable Telecommunication Association* winter meeting. Washington Duke Inn, Durham, N.C. Contact: (919) 834-7113.

March 12—14th annual *National Association of Black Owned Broadcasters* Communications Awards Dinner. Sheraton Washington Hotel, Washington. Contact: (212) 897-3501.

March 17-21—*National Broadcasting Society-Alpha Epsilon Rho* annual convention. Sheraton Music City, Nashville. Contact: Richard Gainey, (419) 772-2469.

March 18-20—*CTAM* Digital & Pay Per View Conference. Century Plaza, Los Angeles. Contact: (703) 549-4200.

March 20-22—*Associated Press Television-Radio Association of California-Nevada* 51st annual convention. Disneyland Hotel, Anaheim, Calif. Contact: Rachel Ambrose, (213) 626-1200.

March 26—*Federal Communications Bar Association* luncheon featuring Tribune Broadcasting President Dennis FitzSimons. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

March 26-27—Wireless Cable '98, conference and exhibition presented by the *Wireless Cable Association*. Marina Mandarin Hotel, Singapore. Contact: Susan Bishop, (202) 452-7823.

March 31—"The Business of Entertainment: The Big Picture," eighth annual *Variety Schroeders* media conference. Pierre Hotel, New York City. Contact: Margaret Finnegan, (212) 492-6082.

April 1—*Association of National Advertisers* Television Advertising Forum. The Plaza Hotel, New York City. Contact: (212) 697-5950.

April 3-6—*Broadcast Education Association* 43rd annual convention and exhibition. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5354.

April 4—*Broadcasters Foundation* charity golf

APRIL

tournament. Las Vegas National Country Club, Las Vegas. Contact: G. Hastings, (203) 862-8577.

April 6-7—*Television Bureau of Advertising* annual marketing conference. Las Vegas Hilton, Las Vegas. Contact: (212) 486-1111.

April 6-9—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

April 8—*Broadcasters Foundation* American Broadcast Pioneers Breakfast. Las Vegas Hilton, Las Vegas. Contact: G. Hastings, (203) 862-8577.

April 10-11—20th annual *Black College Radio* convention. Renaissance Hotel, Atlanta. Contact: Lo Jelks, (404) 523-6136.

April 14—5th annual T. Howard Foundation fund-raising dinner, presented by the *Satellite Broadcasting and Communications Association*. Tavern on the Green, New York City. Contact: Jennifer Snyder, (703) 549-6990.

April 15—SkyFORUM IX, direct-to-home satellite TV business symposium presented by the *Satellite Broadcasting and Communications Association*. Marriott Marquis Hotel, New York City. Contact: Jennifer Snyder, (703) 549-6990.

April 16-19—*New Mexico Broadcasters Association* 52nd annual convention. Sheraton Uptown, Albuquerque. Contact: Paula Maes, (505) 881-4444.

April 16-19—SkiTAM '98, program of events to benefit the U.S. Disabled Ski Team, presented by *CTAM of the Rocky Mountains*. Vail, Colo. Contact: Deborah Kenly, (303) 267-5821.

April 17-18—*Texas Associated Press Broadcasters* annual convention and awards banquet. Marriott Quorum, Dallas. Contact: Diana Heidgerd, (972) 991-2100.

April 21—*Broadcasters Foundation* Golden Mike Award. Plaza Hotel, New York City. Contact: G. Hastings, (203) 862-8577.

April 28—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

April 29—*Federal Communications Bar Association* luncheon featuring AT&T President John Ziegler. Capital Hilton Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

MAY

May 3-6—Cable '98, 47th annual *National Cable Television Association* convention and exposition. Georgia World Congress Center, Atlanta. Contact: Bobbie Boyd, (202) 775-3669.

May 17-20—38th annual *Broadcast Cable Financial Management Association* conference. Hyatt Regency Hotel, New Orleans. Contact: Mary Teister, (847) 296-0200.

SEPTEMBER

Sept. 17—*BROADCASTING & CABLE* Interface XII conference. New York Grand Hyatt, New York City. Contact: Circles Special Events, (212) 213-5266.

Sept. 23-26—*Radio-Television News Directors Association* international conference and exhibition. San Antonio Convention Center, San Antonio, Tex. Contact: Rick Osmanski, (202) 467-5200.

OCTOBER

Oct. 26-28—*Southern Cable Telecommunications Association* Eastern Show. Orange County Convention Center, Orlando, Fla. Contact: Patti Hall, (404) 255-1608.

Oct. 28-31—*Society of Motion Picture and Television Engineers* 140th technical conference and exhibition. Pasadena Convention Center, Pasadena, Calif. Contact: (914) 761-1100.

NOVEMBER

Nov. 9—*BROADCASTING & CABLE* 1998 Hall of Fame Dinner. Marriott Marquis Hotel, New York City. Contact: Circle Special Events, (212) 213-5266.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@cahners.com)

RAB unveils 1,000 'success stories'

On the eve of its annual convention, the Radio Advertising Bureau (RAB) has finished compiling 1,000 "sales success stories" in what it calls the first major initiative to document radio's "far-reaching benefits ... in such a massive, industrywide effort." RAB's Radio Gets Results campaign was launched a year ago at RAB President Gary Fries's request to provide advertisers with "proof of radio's strengths."

While radio has enjoyed record monthly revenue increases over the past few years, its share of the overall media advertising pie has remained somewhat constant at about 7%. RAB says the 1,000 sales ideas come from stations in markets of all sizes and more than 100 advertising categories.

The sales resources will be unveiled at RAB '98 in Dallas Thursday through Sunday (Feb. 5-8), when the association will conduct its yearly conference of sales, marketing and management sessions. The success stories also will be available at RadioLink on RAB's Website at www.rab.com. RAB says it also will release the data in a CD-ROM version this spring.

Also new at the RAB show this year will be "workshop tracks" geared to specific job titles, such as general manager, sales manager, promotion and new-business director, and owner.

—John Merli

Changing Hands

Continued from page 69

er); owns/is buying 55 TVs

Seller: Christian Communications of Chicagoland Inc., Chicago (Jerry Rose, president); compensation includes option to buy KWOK(TV) Novato/San Francisco, Calif.

Facilities: ch. 38, 1,260 kw visual, 25.1 kw aural, ant. 1,210 ft.

Affiliation: Ind.

Broker: Media Venture Partners

COMBOS

KKSN-AM-FM and KKRH(FM) Portland, Ore. and Rochester, N.Y. stations
WBBF(AM)-WBEE-FM, WKLY(FM) and WQRV(FM)

Price: \$126.5 million

Buyer: Entertainment Communications Inc., Bala Cynwyd, Pa. (Joseph M. Field, president/70.3% owner); owns/is acquiring 24 FMs and 10 AMs

Seller: Sinclair Broadcast Group Inc., Baltimore (David D. Smith, president/28.1% owner); owns/is buying 32 TVs (plus 10 LMAs and 1 TBA), 37 FMs and 24 AMs

Facilities: KKSN(AM): 910 khz, 5 kw; KKSN-FM: 97.1 mhz, 100 kw, ant. 1,266 ft.; KKRH: 105.1 mhz, 100 kw, ant. 1,840 ft.; WBBF: 950 khz, 1 kw; WBEE-FM: 92.5 mhz, 50 kw, ant. 500 ft.; WKLY: 98.9 mhz, 50 kw, ant. 560 ft.; WQRV: 93.9 mhz, 4 kw, ant. 390 ft.

Formats: KKSN(AM): nostalgia; KKSN-FM: oldies; KKRH: top 40; WBBF: MOR; WBEE-FM: country; WKLY: oldies; WQRV: classic rock

WQBB-AM-FM Knoxville, Tenn.

Price: \$5.745 million

Buyer: Journal Broadcast Group Inc., Milwaukee, Wis. (Robert Kahlor, chairman); owns three TVs, nine FMs and four AMs

Sellers: Elizabeth S. Richards and James R. Staley, Knoxville; no other broadcast interests

Facilities: AM: 1040 khz, 10 kw; FM: 104.5 mhz, 6 kw, ant. 394 ft.

Formats: AM: talk; FM: adult standards

WFVL(AM)-WRJB(FM) Camden, Tenn.

Price: \$767,000 exercise of option

Buyer: Community Broadcasting Services Inc., Camden (Ron Lane, secretary/treasurer/28% owner); Lane owns 25% of WBIP-AM-FM Booneville, Miss.

Seller: AM: Benton Co. Broadcasting Co. Inc., Camden (John Latham, principal); FM: Valley Wide Broadcasting Inc., Huntingdon, Tenn. (Ray Smith, principal); Latham and Smith each own 5% of WWGM-FM Alamo, Tenn. and will retain 4.1% interest in transferred stations

Facilities: AM: 1220 khz, 250 w day, 140 w night; FM: 98.3 mhz, 3 kw, ant. 300 ft.

Formats: AM: C&W; FM: AC

WACQ-AM-FM Tallahassee, Ala.

Price: \$300,000

Buyer: Hughey Communications Inc., Tallahassee (Fred Randall and Debra T. Hughey, owners); no other broadcast interests

Seller: Tiger Communications Inc., Tallahassee (Thomas Hayley and Fred Randall Hughey, principals/92.5% owners); owns WTGZ(FM) Tuskegee and WAUD(AM) Auburn, Ala. (Hughey will not retain interest in these stations.)

Facilities: AM: 1130 khz, 1 kw; FM: 99.9 mhz, 2.95 kw, ant. 466 ft.

Formats: AM: news, talk, sports;

FM: oldies

RADIO: FM

WGII(FM) Benton, Pa.

Price: \$850,000

Buyer: Sinclair Broadcast Group Inc., Baltimore (David D. Smith, president/28.1% owner); owns/is buying 32 TVs (plus 10 LMAs and 1 TBA), 37 FMs and 24 AMs

Seller: Emro Communications Inc., Bloomsburg, Pa. (Fred Deiter, principal); no other broadcast interests

Facilities: 95.9 mhz, 6 kw, ant. 328 ft.

Format: Country

WEWM(FM) Pentwater, Mich.

Price: \$250,000

Buyer: Quest Communications Inc., Scottsville, Mich. (Todd A. Mohr, president/owner); Mohr owns WAVC(FM) Mio, Mich.

Seller: C&S Broadcasting Inc., Kalamazoo, Mich. (Sidney B. Williams Jr., president); no other broadcast interests

Facilities: 94.1 mhz, 13 kw, ant. 462 ft.

Format: AC, jazz

WAQC(FM) Brunswick, Ga.

Price: \$100,000

Buyer: Good Tidings Trust Inc., Green Cove Springs, Fla. (Jerry N. King, president); owns WAYR(AM) Orange Park, Fla.

Seller: High I.Q. Inc., Brunswick (Larry Hickerson, principal)

Facilities: 90.7 mhz, 1.5 kw, ant. 279 ft.

Format: Religion

RADIO: AM

WWWE(AM) Carrollton, Ga.

Price: \$475,000

Buyer: Forus Communications of Atlanta Inc., St. Petersburg, Fla. (Simon Rosen, president/50% owner); no other broadcast interests

Seller: West Georgia Broadcasting Inc., Bremen, Ga. (Leonard "Kip" Carter, president); no other broadcast interests

Facilities: 1100 khz, 1 kw

Format: Contemporary country

WMPS(AM) Millington, Tenn.

Price: \$275,000

Buyer: World Overcomers Outreach Ministries Inc., Memphis, Tenn. (Alton R. Williams, pastor); no other broadcast interests

Seller: David Grayson Life Changing Ministries Inc., Brooklyn, N.Y. (David W. Grayson, president); no other broadcast interests

Facilities: 1380 khz, 2.5 kw day, 2 kw night

Format: Religion

—Compiled by Sara Brown

From diodes to digital

Ron Whittier's career at Intel loosely describes the arc of the computer industry, from the days of diodes and transistors to the dawn of digital TV.

Whittier, senior vice president of Intel Corp.'s content group, has a strong hand in casting the company's DTV strategies, including the InterCast data broadcast project with NBC. That's a long way from his introduction to Intel as its first supervising engineer in manufacturing. "I was a technologist," he recalls.

He was a technologist in the very different world of computing before the advent of the semiconductor, when applications consisted of a relatively modest set of basic tasks. "In the very original days, the applications were solid-state memory, a fairly well-defined set of tasks," Whittier says.

After earning a Ph.D. in chemical engineering at Stanford University, Whittier did semiconductor research for Fairfield Semiconductor, which essentially spawned Intel. Intel co-founders Gordon Moore and the late Bob Noyce were senior Fairchild executives who brought Andrew Grove along with them to the new company. Grove and Noyce quickly recruited Whittier.

After overseeing memory product development for seven years, Whittier was named general manager of Intel's memory products division in 1977. He made a quantum career shift six years later, becoming director of corporate marketing. Then in 1991 he went back to the technology side to direct the creation of the Intel Architecture Labs.

In 1995, he took his present position at the head of the content group; ensuing developments will be a part of broadcast history, to one degree or another. Whittier has spearheaded development of the nascent InterCast technology, which delivers data via the vertical blanking interval to PC screens—data that complement the TV content displayed on them.

The first blush of InterCast debuted during the 1996 summer Olympics; NBC provided supplemental content, such as athlete bios and event background, to viewers who tuned in via PC. The necessary \$100 tuner cards for PCs are becoming more common as InterCast moves toward transmitting all its content digitally, says Whittier, who reports heightened interest among broadcasters.

Intel, which expects to add several



"Hopefully, the one-way broadcast will start to show some legitimately compelling content by the middle of this year."

Ronald Jean Whittier

Senior vice president/GM, content group, Intel Corp, Santa Clara, Calif.; b. May 21, 1936, San Francisco, Calif.; BS, chemical engineering, University of California at Berkeley, 1960; PhD, chemical engineering, Stanford University, 1965; semiconductor device researcher, Fairchild Semiconductor, Mountain View, Calif.; manager, device physics group, 1969-70; Intel Corp.: supervising engineer, memory product development, 1970-77; general manager, memory products division, 1977-83; director of corporate marketing, 1984-91; senior vice president and director, Intel Architecture Labs, 1991-95; present position since 1995; three adult children.

broadcast partners during the first quarter, hopes to spark more serious consumer interest via marketing trials later this year. "Hopefully, the one-way broadcast stuff will start to show some legitimately compelling content by the middle of this year," Whittier says.

On the broader digital TV front, Whittier reports that Intel hopes to be involved in digital broadcasting to PCs via two major broadcast networks by mid-1999—a far more conservative assessment than Intel, Microsoft Corp. and Compaq Computer offered when they made their pitch for a progressive scan picture at NAB last year.

But much has changed since then—most notably, Intel's position on the progressive scan vs. interlace debate. "We are using all-format decoding to use all of those [progressive scan and interlace] formats," Whittier says, adding: "We do continue to believe that the best economics are provided by progressive scan. We feel that if we can build on progressive scan, we can build faster."

But now Intel will build on whatever formats broadcasters support. And Whittier predicts that PC boards with the requisite tuner card and capture hardware will be available in the \$200-\$250 range by midyear. Intel is working on its own design with Hitachi.

Intel's overall digital strategy focuses on three elements—the Internet, emerging consumer devices such as DVD and the broadcasting space. At this stage, Whittier says Intel sees the Internet as the fast track, with multimedia content spurred by the spread of cable modems and Asymmetric Digital Subscriber Line (ADSL) technology. Intel's announced participation last week in the ADSL working group's efforts to establish standards is a sign of its faith in the Internet future (see "Telemedia").

Over the next two years Intel will invest some \$100 million in research and development for all these activities, according to Whittier, who says the growth of content and technology remains the proverbial chicken-and-egg situation. It's all part of the latest challenge Whittier faces.

Intel has survived and prospered as it sets its perspective on the digital TV future. Each era has simply brought with it a new set of problems to solve, as Whittier sees it. "I have never had a boring day in this company." —Richard Tedesco

Fates & Fortunes

BROADCAST TV

Appointments at WUPL(TV) New Orleans/Slidell, La.: **Shannon Murphy**, local sales manager, KTXH(TV) Houston, joins as general sales manager; **Phyllis Moore**, traffic coordinator, KTXA(TV) Houston/Arlington, Tex., joins as traffic manager; **John Cummings**, assistant chief engineer, KTXA, joins as chief engineer; **Joanna Bellanger**, program manager, WBRC-TV Birmingham, Ala., joins as program director; **Dan Walding**, general sales manager, WROC-TV Rochester, N.Y., joins as local sales manager.

Appointments at KOSA-TV Odessa/Midland, Tex.: **Andy Lee**, GM, KFDX-TV Wichita Falls, Tex., joins in same capacity; **Tesa Jones Whitley** joins as general sales manager.

Randall Broman, director, European sales, 20th Century Fox International Television, London, named VP.

Edward Piette, GM, WDAF-TV Kansas City, Mo., joins KSTP-TV Minneapolis/St. Paul as VP/GM.



George

Ridge

Joe George, senior VP, sales and marketing, and **Steve Ridge**, senior VP, business operations, Frank N. Magid, Marion, Iowa, named executive VPs.

Stu Siegel, senior writer/producer, *The*

Geraldo Rivera Show, Tribune Entertainment/Creative Services, joins WPIX(TV) New York as promotion manager.

Mike Szabo, chief engineer, WOIO(TV)/WUAB(TV) Shaker Heights/Lorain, Ohio, joins WKYC-TV Cleveland as assistant chief engineer.

Regina Moon, station manager, KTUL(TV) Tulsa, Okla., joins KMIZ(TV) Columbia, Mo., as VP/GM.

Mike Fuhrman, regional account executive, KSDK(TV) St. Louis, named local sales manager.

PROGRAMMING



Nalle

Ned Nalle, executive VP, Universal Television Enterprises Productions, named president, worldwide television production, Universal Networks and Worldwide Television Distribution Group,

Universal City, Calif.

Mindy Ott, production coordinator, broadcast partnerships, Walt Disney Attractions, joins AtlanticPacific Music, New York, as senior production coordinator, *The Big Bang* concert series, which is syndicated nationally.

Lee Rose, writer/producer, has entered into a multiyear production deal with Universal Television Entertainment, Universal City, Calif. Under the terms, Lee will develop, write, direct and produce cable and network series and long-form projects for UTE.

Niki Vettel, senior VP, program development, American Program Service, named senior project consultant.

Appointments at Paramount International Television, Hollywood: **James Dowaliby**, U.S. producer, Griffin Produc-



Ottinger

Dowaliby

tions, Yorkshire Television Group, joins as VP, production; **Christopher Ottinger**, executive director, business affairs, MGM Telecommunications Group, joins as VP, business development.

JOURNALISM

David Sawyer, chemistry instructor, joins WNCT-TV Greenville, N.C., as

A.H. Belo appointments

Appointments at A.H. Belo Broadcast Division, Dallas: **Lee Salzberger**, senior VP, administration, named senior VP, television group; **Bill**



Salzberger

Mosley



Fry

Mosley, controller, television group, named VP/controller; **R. Paul Fry**, executive assistant to the CEO of A.H. Belo during the transition following Belo's acquisition of the Providence Journal Co., named VP/GM, KING-TV, an LMA in Seattle/Tacoma, Wash.

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morning meteorologist.

Appointments at WCVB-TV Boston: **Neil Ungerleider**, managing editor, news, named assistant news director; **Linda Polach**, director, special projects, adds executive editor to her responsibilities; **John Davidow**, executive producer, *News-Center 5 Tonight*, named executive producer of all station newscasts.

Denis O'Hayer, producer/host, *Atlanta This Week*, WPBS-TV Atlanta joins WXIA-TV there as field producer and reporter.



Denise Valdez, co-anchor, *KSAT 12 News at Six*, KSAT-TV San Antonio, Tex., adds *KSAT 12 News at Noon* to her anchor responsibilities.

Mike Hegedus, executive producer, news programming, and **Bob Sellers**, anchor/reporter, KING-TV Seattle, join CNBC Business News, New York, as general assignment reporters.

Appointments at KOLR-TV Springfield, Mo.: **Paul Morrison** joins as anchor, morning and midday newscasts; **Randy Stokes**, videographer, named morning and midday producer.

Harvey Bennett, assistant news director, WAWS(TV) Jacksonville, Fla., joins Florida's News Channel, Tallahassee, Fla., as news director.

RADIO

Kevin Gossett, morning show host, WMXQ(FM) Birmingham, Ala., joins WNND-FM Chicago as morning personality.

Appointments at WMBD(AM) and WPBG(FM) Peoria, Ill.: **Brian Rowell**, former account executive, named general sales manager, WMBD; **Kevin Cassulo**, national sales manager for both stations, named general sales manager, WPBG.

Roxy Myzal, creator and producer, *hard-Drive*, SW Networks, New York, joins MediaAmerica Inc. there as producer/writer/talent director for its newly acquired long-form rock program *hard-Drive*.

Emily Senay, health and medical correspondent, *This Morning*, CES Television, New York, named host, *HealthTalk* program, CBS Radio Net-

work, New York.

Liz Janik, founder/president, Liz Janik Assoc., joins Big City Radio Inc., New York, as program director of Big City's Chicago properties.

Robert Ferrante, executive producer, *Morning Edition*, National Public Radio, joins Public Radio International, Minneapolis, as executive producer, *The World*.

CABLE



Bressler

Richard Bressler, chief financial officer, Time Warner Inc., New York, adds the title of executive VP.

Appointments at World Championship Wrestling (subsidiary of Turner Broadcasting and Time

Warner), Atlanta: **Eric Bischoff**, executive VP, named president; **Nick Lambros**, VP, named executive VP.



Lucas



Gragg

Appointments at Turner Network Television, Atlanta: **Wonya Lucas**, director, marketing, named VP; **Randy Gragg**, director, print production, named VP.

Appointments at International Channel, Englewood, Colo.: **Kathy Mayeda**, affiliate representative, Encore Media Group, joins as affiliate marketing manager, Central region, Rosemont, Ill., office. Appointments at new facilities of ICN Productions, Los Angeles:

Ruth Flores named production sales and marketing manager; **Todd Thayer** named production manager.

Keith Thompson, director, accounting, Jones International, Englewood, Colo., named controller.

Tracy McGraw and **Stacey Sanner**, publicity managers, VH1 Communications, New York, named publicity directors.

Paul Debenedittis, director, program

acquisitions and planning, USA Networks, New York, joins MTV: Music Television there as director, planning and scheduling.

DEATHS

Carole Kent Kneeland, 49, VP, news, KVUE-TV Austin, Tex., died of breast cancer Jan. 26 at her home in Austin. Kneeland was one of the first news directors to de-emphasize sensational crime and introduce "truth tests" (reports that analyze candidates' claims) in political advertising. The "community standards" guidelines (criteria used to decide when to broadcast local crime stories) were instituted two years ago, and the Gannett-owned station has maintained its top ratings position. Kneeland, a strong supporter and defender of the guidelines, is survived by her husband, Dave McNeely; her parents; two stepdaughters, and a brother.

John Paul Monahan III, 42, legal analyst, NBC News, died of cancer Jan. 24 in New York. Before joining NBC, Monahan had been with Williams & Connolly law firm. He had previously worked for Hunton & Williams in New York. While at NBC Monahan covered trials for all news shows. He is survived by his wife, *Today* show host Katie Couric; their two daughters, Elinor and Caroline; his parents, and six brothers and sisters.

William B. Sprague, 83, retired newscaster, died of cardiac arrest Jan. 22 at Suburban Hospital, Bethesda, Md. During the 1950s Sprague worked for NBC radio network in New York as a writer/editor. He coordinated and narrated NBC's *World News Roundup* from 1952 to 1955. Sprague also anchored on WRC-TV Washington from 1955 to 1960. Sprague was White House correspondent for the Voice of America during the Nixon administration. He is survived by his wife, Aileen, and three children.

Dave Monsees, 53, reporter, WTVT(TV) Tampa, Fla., died Jan. 27 from complications of pneumonia. Monsees had worked for KPPIX-TV San Francisco (1968-73); WCBS-TV New York (1973-84); CNN (1984-91), and WNYW(TV) New York (1992-93). He joined WTVT in 1994.

—Compiled by Denise Smith
e-mail: d.smith@cahners.com

The FCC may challenge Primestar's proposed merger with News Corp.

After reviewing the commission's recent report on cable competition, officials are convinced that competition must be introduced to the video distribution marketplace. Direct broadcast satellite is the most likely suspect, but Primestar competitors and consumer groups have noted that giving one entire full continental U.S. slot and part of another to the cable-owned DBS provider would be anticompetitive. "We're looking very closely at assertions ... made by commenters that the [Primestar application] raises competitive concerns," says International Bureau Chief Regina Keeney.

UPN chief Dean Valentine is going on the offensive against rival The WB.

Valentine, who says he doesn't like to negotiate in the press, is growing tired of bad press that his network has

received in recent weeks. "I've tried to stay away from having conversations about distribution, because I don't know how the Sinclair thing is going to turn out," Valentine says. "But I guess I'm sort of at the point where I feel there has been so much ridiculousness that has been put out there that we are going to have to start saying a few words." Valentine made the comments last week as UPN announced new affiliate agreements in Pittsburgh, Buffalo and Baltimore. UPN's new stations are WNPA-TV Pittsburgh; WNGS(TV) Buffalo, N.Y., and WUTB-TV Baltimore.

The Justice Department has OK'd CapStar Broadcasting Partners LP's \$215 million purchase of Patterson Broadcasting Inc. As a condition of the deal, CapStar is selling Patterson's AM-FM combo in Allentown, Pa., Justice says. That sale, of WEEEX(AM)-WODE-FM, was filed with the FCC in

December; the buyer is Clear Channel Communications Inc. which is paying \$29 million. Before acquiring Patterson's 36 radio stations last April, CapStar already owned three of Allentown's 19 radio stations, Justice says. That raised questions of increased concentration and lessened competition for radio advertising.

Twentieth Television's upcoming talk show *Forgive or Forget* is facing a lawsuit.

Dutch-based Endemol Entertainment has filed a complaint in Los Angeles charging that Twentieth Television, Jonathan Goodson and Goodson's production company stole the idea for *Forgive or Forget* from Endemol's *Forgive Me*. Endemol also alleges that Goodson had previously attempted to acquire the U.S. rights to five-year-old *Forgive Me*. Twentieth executives released a statement last Tuesday: "We are aware of Endemol's position and

believe it to be without merit. We have no specific comment on pending or threatened litigation." Twentieth's *Forgive or Forget*, with radio personality Mother Love as host, is set to debut in national syndication on June 8.

Summit Media has cleared four new children's series in more than 80% of the country for fall 1998.

Animated series *Pokemon*, which is based on a Nintendo video game, is cleared as a strip on 111 stations covering 85% of the country. *Robocop: Alpha Command*, based on the Robocop feature films, is on 105 stations (83% coverage). Weekly series *War Planets* is on 111 stations (86%). *The New Adventures of Voltron*, returning for season two, is on 108 stations (86%).

Buena Vista Television has renewed its weekly series *Honey I Shrank the Kids* in 95 markets, representing 73% of the

EchoStar ads turned down in local-into-local dispute

Fox affiliates in Atlanta and Washington are refusing to run EchoStar advertisements for the DBS provider's fledgling local-into-local service.

The move is the first warning shot fired by a broadcaster in the escalating debate about local-into-local, a DBS strategy that EchoStar is spearheading.

In Atlanta, the CBS affiliate is running the ads, the ABC affiliate has agreed to run them when space becomes available and the Gannett-owned NBC affiliate has requested more information before making a decision, says EchoStar spokeswoman Judianne Atencio.

In Washington, the ABC and NBC stations are running the ads, and the CBS affiliate has requested more information, Atencio says.

EchoStar plans to roll out the ads next in New York and Boston but isn't optimistic about how Fox's stations in those markets will respond.

"From what we understand, it was a [Fox] corporate edict to refuse these ads," Atencio says.

EchoStar last month began rebroadcasting local signals into six TV markets: New York, Chicago, Boston, Washington, Atlanta and Dallas. The DBS provider

plans to add four other markets—Detroit, Philadelphia, Baltimore and Miami—this month.

EchoStar Chairman Charlie Ergen has promised to provide the \$4.99-per-month local rebroadcast only to unserved homes—those unable to receive an acceptable off-air signal. According to various estimates, that's only about 1% of TV homes in the various markets.

Ergen is pinning at least part of his strategy on obtaining a U.S. Copyright Office ruling that an unserved home is one that receives only those signals defined as local in a specific DMA—in other words, a home that gets no overlapping signals. A favorable ruling would vastly expand the potential market for EchoStar's local-into-local service.

Sources familiar with the situation say Fox's decision to decline the ads is unrelated to the conflict between the companies stemming from the failed Sky venture.

"It's not clear that they have anything legal they can be selling," says one source. Moreover, the source says, Fox is concerned that EchoStar's plan to give broadcasters final say on which TV homes are eligible to receive their broadcast will make broadcasters appear to be the bad guys.

—Price Colman and Paige Albinak

country. The show has been cleared by stations in 19 of the top 20 markets, including WPIX(TV) New York, KCAL(TV) Los Angeles and WPWR-TV Chicago.

Rep. Ed Markey (D-Mass.), ranking member on the House Telecommunications Subcommittee, **sent his colleagues a letter last week urging them to support legislation to extend cable regulation** past its March 1999 expiration date. "Sound public policy should compel us to repeal consumer price protections only when competition provides an alternative choice for consumers, making regulatory protections unnecessary." Markey also cited FCC Chairman William Kennard's comments on the FCC's report on cable competition. Policymakers "should no longer have high hopes that a vigorous and widespread competitive environment will magically emerge in the next several months," Kennard said.

Tele-Communications Inc. is selling four cable systems in northern Ohio (about 21,000 subs) **to fast-growing FrontierVision** for an undisclosed price. At the industry benchmark of \$2,000 per sub, the deal would be worth about \$42 million. However, because three of the four systems are below 450 mhz capacity, FrontierVision more likely is paying \$1,500-\$1,800 per sub, making the deal worth \$31.5 million-\$38 million. The agreement may effectively halt efforts by Celina, Ohio—where one of the systems is located—to ini-

ate a municipal overbuild that would compete with the incumbent operator.

ABC Inc. President Robert Iger has chosen not to exercise an option to leave the company, a spokesperson confirmed last week. The ABC Inc. president signed a five-year contract in July 1995—when Disney agreed to buy ABC—with an option to leave two and a half years out.

Entertainment Communications Inc.'s purchase of seven radio stations from Sinclair Broadcast Group Inc. for \$126.5 million releases Sinclair from a brief legal battle. Apparently both Entercom and Jacor Communications Inc. thought they had deals with Sinclair for the stations. Entercom filed suit against Sinclair in October, and Jacor did so in December. The stations went to Entercom after Jacor finally walked away from the deal this week.

Global Broadcasting Co. Inc. has defaulted on its deal to buy Children's Broadcasting Corp.'s 14 AM radio stations. CBC will continue to try to close the deal with Global, according to CEO Christopher Dahl. Other options, Dahl says, include entering into local marketing agreements for all the stations or selling the entire group or parts to other buyers. Broker Peter Handy, who handled the original \$72.5 million deal, has been employed by CBC to help find a solution.

New Line Television has signed Emmy Award-winning producer Ilene Kahn Power to an exclusive production deal.

Power is the executive producer of the HBO film *Gia* and was co-executive producer on TNT's *Buffalo Soldiers*.

Los Angeles radio stations continued to break revenue records for the fifth consecutive year in 1997, the Southern California Broadcasters Association reports. Twenty-six stations had revenue of nearly \$529 million for the year, 7.4% more than in 1996. The increase in national money was 20.7%, with local up 3%. The estimated revenue total for all 48 of the market's stations was \$575.5 million. Most of the increased business—more than 47%—came from public utilities and communications companies, the association says.

A broad alliance of computer companies and telcos established last week promises to accelerate development of asymmetric digital subscriber line (ADSL) services. Compaq Computer, Intel Corp. and Microsoft Corp. have linked with Ameritech, Bell Atlantic, BellSouth, GTE SBC Communications, Sprint and US West to form the ADSL Working Group. The goal is to standardize ADSL modems, aiming at field trials later this year. The initiative is intended to make ADSL more competitive with cable modem service. The effort could result in ADSL modems moving toward the \$100 price range soon, according to Kevin Kahn, an Intel fellow who co-chairs the group. He says that the technology consists of a "handful of chips." Kahn reports that Compaq plans to incorporate the ADSL technology in some of its PCs in 1999.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"The good news is we're heavy into compression this year—the bad news is that it's in the salary scale!"

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Incorporating The Fifth Estate TELEVISION Broadcasting

The truth is out there

Perhaps it's the speed of electronic newsgathering and the increased pressure to be first when first means almost instantaneously. Perhaps the sources in this case are strong enough to carry most of the journalistic world on their unnamed backs. Whatever the reason, the Monica Lewinsky story has raised the issue of "the echo," the single-source story from one news outlet that becomes the "it has been reported" story for another and another, gaining weight and impact as it snowballs. The problem with that technique is that, with each repetition, the story is in danger of losing "nuance and cautionary language," as RTNDA's Barbara Cochran puts it—those important caveats that point out the lack of independent confirmation. It's like a copy of a copy of a copy. The details start to get lost even if the general shape remains the same. "The convergence of anonymous sources and second- or third-hand reports is contributing to a lot of confusion," says Cochran. "Misinformation? Well, we don't know that yet."

And knowing, after all, is what this story is all about. It may have started as a series of echoes, but the signal they have sent is that there is *something* out there. With the two primary sources still not talking, it is up to the media to clear up the confusion with solid reporting. This is by nature a gossipy story, with talk of trysts and furtive phone calls and, of course, a President. But because of the involvement of the President, its implications are huge. Initial reporting may have been loose for the sake of being fast, but the media should not now second-guess itself into submission when faced with the White House strategy: Deny the reports and blame the press and right-wing conspirators.

We concede that the story sounds more like fare for the checkout line than *Nightline*, but it is now the province of both.

Where's the fire?

In the State of the Union address, President Clinton traced the out-of-control price of campaigning to "the high cost of media advertising." He followed that characterization with a directive to the FCC to mandate free or discounted broadcast time for political candidates, saying that the airwaves are a public trust and that "broadcasters also have to help us in this effort to strengthen our democracy." Lo and behold, the next day FCC Chairman Bill Kennard announced that he was working on just such a proposal, declaring that "the campaign finance system is broken in this country." Meanwhile, Senate Commerce Committee Chairman John McCain was saying that "mandating free broadcast time cannot and should not be done by a regulatory agency." Sounds good, except of course he thinks it should be done by a legislative body instead.

We interrupt this political rhetoric for a couple of news bulletins: First, by statute, broadcasters already provide discounted spots to candidates. And, it is estimated, those discounts amount to a substantial 30%. Second, there already is a voluntary free-airtime proposal on the table from a group of broadcasters uniquely qualified to provide it.

PBS last week said it plans to give congressional candidates in the 1998 midterm elections and presidential candidates in 2000 free time in prime time to outline their platforms. "Our mission is to serve the public. We're not a profit-making commercial enterprise," says PBS's Ellen Hume. (Commercial broadcasters are able to do both, but that's another editorial.)

Seems like the ideal solution to us. The public can be served to the satisfaction of politicians and bureaucrats by broadcasters whose channels were specifically reserved by the government for just such an occasion. At the same time, "profit-making commercial enterprises" can continue to serve the public to the satisfaction of that public with their balance of entertainment, ads and candidate news coverage. Sounds like a win-win situation.

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