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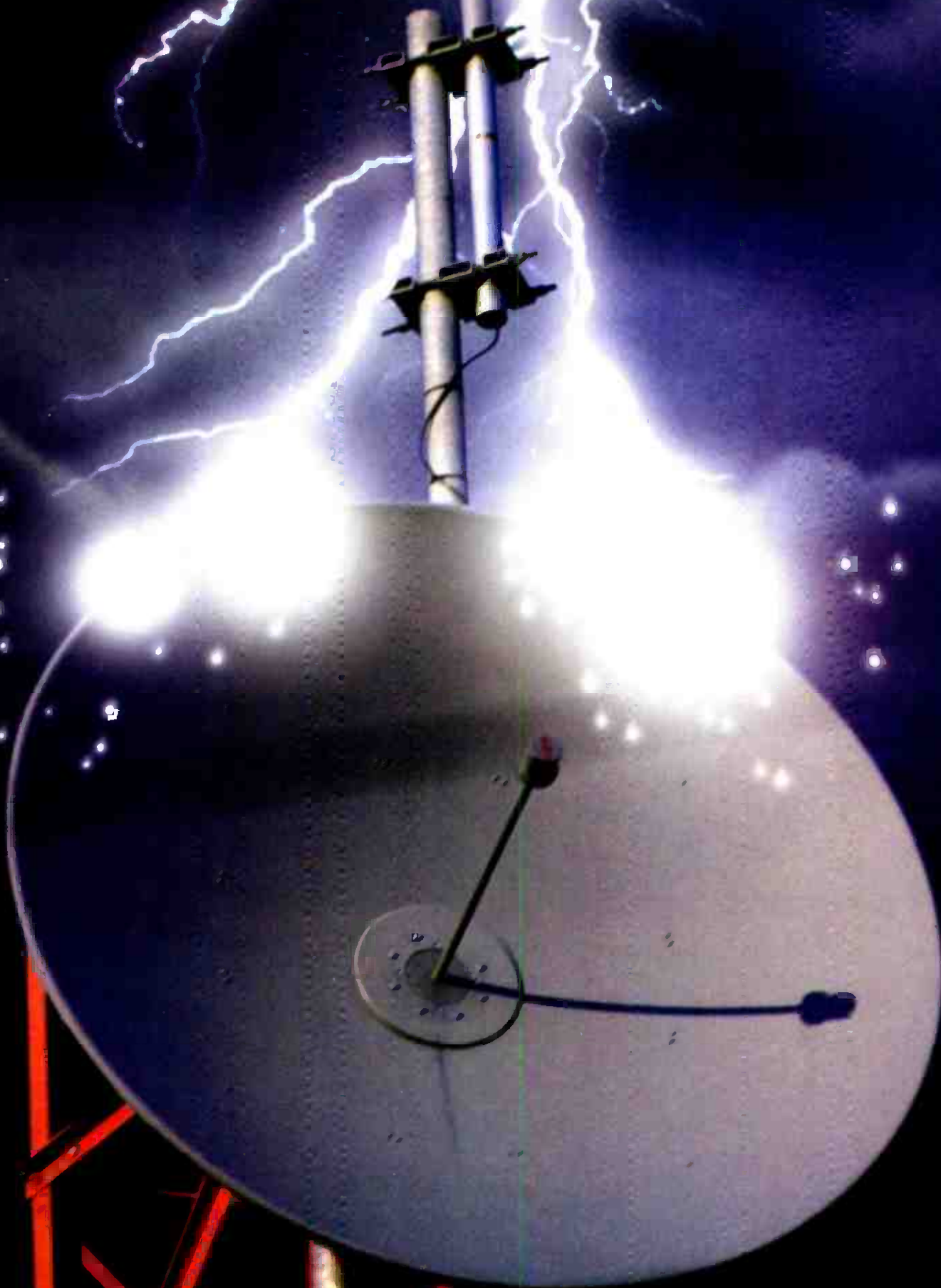


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Fast Track

Must Reading from

Broadcasting & Cable

August 25, 1997

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IFE's brass strap on golden parachutes The sale of International Family Entertainment Inc. may put 150 or so employees on the street with minimal severance pay, but some senior executives will make millions if they are fired after the takeover. / **10**

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FCC ponders preemptions for towers Federal regulators may sweep some local zoning and land use rules aside in an effort to speed digital TV implementation. / **14**

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◀ The new 'People's Court' will be in session in two weeks, with former New York Mayor Ed Koch taking the gavel from former Los Angeles Superior Court and longtime 'People's Court' judge Joseph Wapner. / **24**

Emmy battle An arbitrator will decide this week whether TV can honor commercials with prime time Emmy awards. / **25**

NAB Radio Show readies for New Orleans Attendance at the NAB Radio Show is expected to be up 38% over the 1996 show. The convention will offer engineering certification workshops for the first time. / **33**

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Cablevision sets new stage for Rainbow Financial shuffling at Cablevision Systems sets the stage for a spin-off, initial public offering or similar move for its Rainbow Media network unit. / **34**

FX scores with X The FX network led cable ratings last Tuesday night, scoring a 3.3 Nielsen rating with its first episode of *The X-Files*. An episode of *NYPD Blue* was also strong for the network. / **34**



◀ QVC is revamping its studios and on-air look with a new \$100 million facility. / **38**

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Orion earth stations in Virginia. ▶



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Audio, video boost 'Net news

Online news is evolving from a text-based service to a audio-video one, as several broadcast and cable network news pages are putting their reports on the Web. / **53**

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Fred Landman: Master of PanAmSat's universe

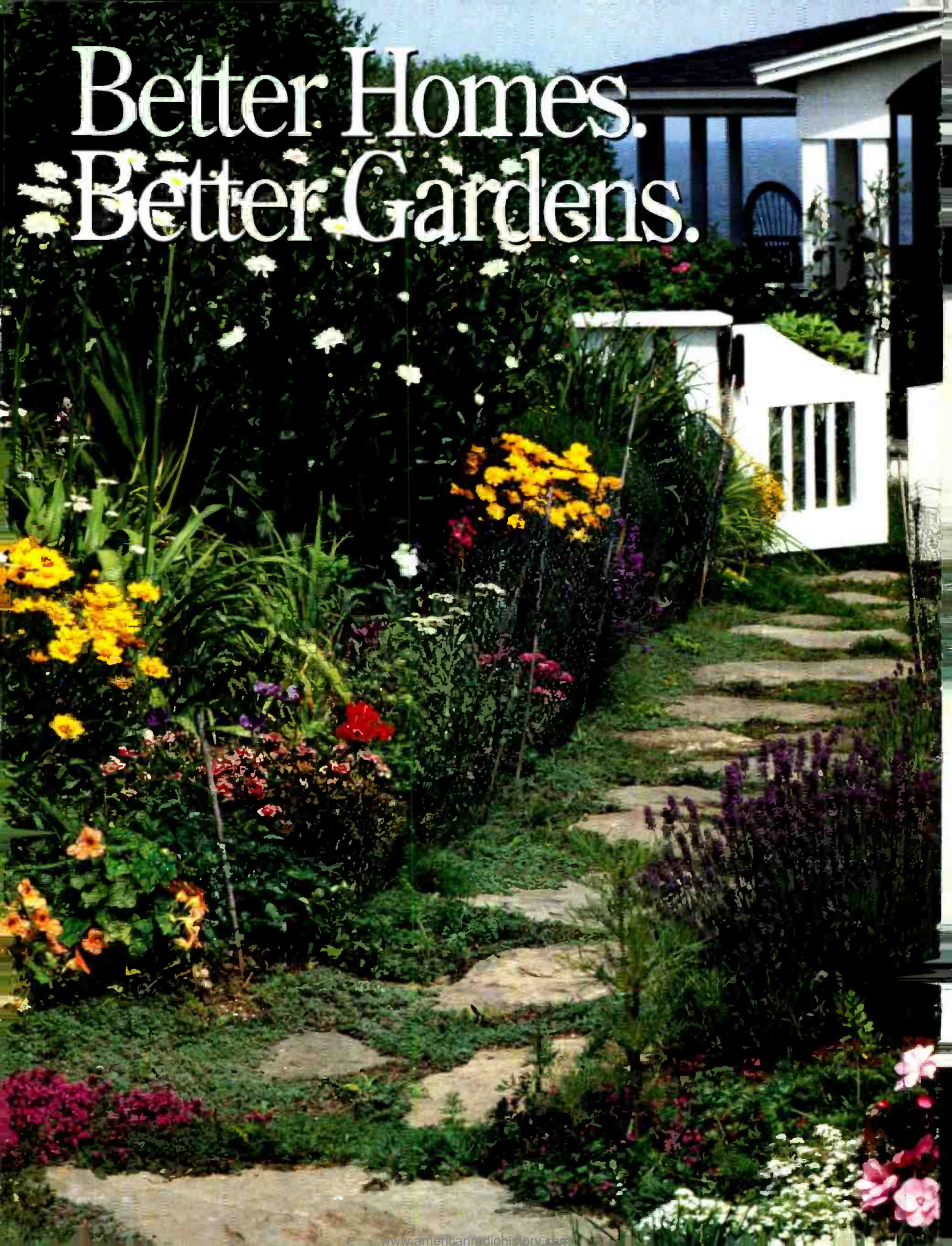
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Cover photo by Tom Sobolik / Black Star

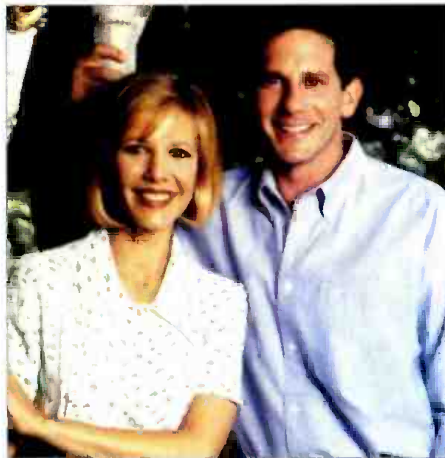


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S T A T I O N  S T O R E

Hicks tops 400

CapStar plans to buy SFX for \$2.1 billion would make radio's giant even bigger

By Elizabeth A. Rathbun

Thomas O. Hicks just can't stop. Sources said last week that Hicks's CapStar Broadcasting Partners LP will pay \$2.1 billion for SFX Broadcasting Inc. That would give Hicks ownership or control of 413 radio stations and \$1.38 billion in revenue, according to BIA Research Inc.

SFX's board approved the deal around 5:30 p.m. last Friday, highly placed sources said.

The merger of CapStar's 243 radio stations and SFX's 72 would be the third-costliest radio-only deal ever. The largest was last year's \$4.9 billion purchase of Infinity Broadcasting Corp. by Westinghouse Electric Corp. The number-two deal was February's \$2.575 merger of Hicks's Chancellor Broadcasting Co. with Evergreen Media Corp.

A union of SFX and CapStar is a "beautiful" match, one broker says. "They [have] hardly any overlap whatsoever." The only problem market is Greenville/Spartanburg, S.C., where SFX owns five FMs and CapStar owns two. A broadcaster may not own more than five FM or AM stations in a market.

SFX would shore up CapStar's control of the small and midsize markets



RADIO'S NEW TOP 10 BY REVENUE

Company	No. of stations	Revenue (in millions)*
1 Thomas O. Hicks**	413	\$1,381
2 CBS	76	\$1,010
3 Jacor Comm.	157	\$446
4 Clear Channel Comm.	171	\$409
5 American Radio Systems	81	\$384
6 ABC Radio	26	\$306
7 Cox Radio	49	\$217
8 Emmis Broadcasting	14	\$140
9 Heffel Broadcasting	37	\$138
10 Sinclair Comm.	59	\$130

* Est. 1996 ** Hicks's holdings include Chancellor Media (98 stations, \$808 mil. revenue); CapStar Broadcasting (243 stations, \$293.25 mil.); SFX Broadcasting (72 stations, \$280.05 mil.) Source: BIA Research Inc.

Hicks (top) reportedly outbid Jacor and CBS for the SFX stations; sources say SFX's Sillerman will clear \$200M.

where it has been concentrating. SFX's stations are mostly in midsize markets.

The deal with CapStar assumes that each SFX share is worth \$75, which would produce a deal price of \$2.1 billion, a source close to the negotiations says. SFX's concert-producing arm will stay with SFX Executive Chairman Robert F. X. Sillerman, the source says.

Twelve of SFX's stations are in top-

20 markets, prompting speculation that CapStar might spin them off. Such a sale could garner nearly \$1 billion itself, the source says.

One likely purchaser? Hicks's major-market buyer Chancellor, observers say. Chancellor—and thus Hicks—is considered the leading candidate for the 97 radio stations owned by American Radio Systems Corp.,

Next up, ARS?

American Radio Systems Corp. may be Tom Hicks's next radio target.

Hicks's Chancellor Media Corp., formed by the merger of his Chancellor Broadcasting Co. and Evergreen Media Corp., is the likeliest purchaser of ARS, which put itself on the block last week, says Peter Handy of Star Media Group.

Chancellor's holdings are concentrated in the top 30 markets, while ARS's 97 stations are mostly in the top 40. Chancellor overlaps with ARS in just three markets: San Francisco, Boston and Sacramento, Calif.

Chancellor executives could not be reached for comment.

ARS last week hired Credit Suisse First Boston to help it develop "a plan designed to maximize shareholder value," a company news release says.

"Radio is changing so rapidly, and we are concerned

that certain combinations [of] other radio companies...would disadvantage American Radio," ARS Chairman Steven B. Dodge says. In other words, ARS may be left without a merger partner as the mega-groups become sated.

ARS's timing might be perfect, Handy says. After weeks of negotiations for SFX Broadcasting Inc., the losing bidders are primed for an acquisition, he says.

Clear Channel Communications Inc., for one, would consider ARS, Senior Vice President-Operations Mark Mays says: "ARS has built a hell of a good company."

The company might be worth \$48-\$50 a share, which would translate into a sale price of about \$1.5 billion, says media analyst James M. Marsh of Prudential Securities. Others say ARS could go for \$2 billion or more. —EAR



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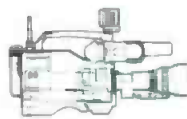


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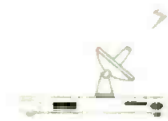
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which put itself up for sale last week (see box, page 6).

CBS Corp. only recently dropped out of the running for SFX. Jacor Communications Inc. also was said to be serious, but "there was a little bit of lack of warmth in the room between [Jacor owner] Sam Zell and Bob Sillerman," one source says.

A CBS spokesperson declined comment. Neither Jacor CEO Randy Michaels nor Sillerman returned telephone calls.

Sillerman, who owns 53.2% of SFX, has the most to gain from the CapStar-SFX deal. That may explain why negotiations took longer than

expected. As broker Peter Handy put it, "In a seller's market, sometimes the longer you wait, the better [the price gets]."

Analyst and brokers agree that it's only natural for radio's mega-groups to turn on each other to continue consolidation.

"It's the logical progression" for aggressive consolidators such as ARS and SFX, said Handy, with Star Media Group Inc. "Their business strategy of being aggressive consolidators eventually comes to a crossroads."

Not expected is the pace at which consolidation, officially launched in February 1996 under the Telecommunications Act, is proceeding. "It's hap-

pening much more rapidly than anyone thought it would," said Jim Blackburn of Blackburn & Co. Inc. Consolidation that was predicted to take place over five years has happened in two, he said.

Brokers and group owners now predict that from two to four groups shortly will rule each of the nation's major radio markets.

"You've got titans here," Blackburn said, ticking off Hicks; Mel Karmazin, CEO of CBS Station Group; Lowry Mays, president of Clear Channel Communications Inc.; Zell, whose Chilmark Fund LP owns 70% of Jacor, and, perhaps, Walt Disney Co./ABC Inc. ■

IFE's seven-figure club

Company gave top executives 11th-hour parachutes worth millions

By John M. Higgins

While the sale of International Family Entertainment Inc. may put 150 or so employees on the street with minimal severance, a group of senior executives is in for a more comfortable ride, coasting to earth via brand-new golden parachutes.

In the final days of negotiating to sell the company to News Corp.'s Fox Kids Worldwide venture, IFE granted four senior executives new employment agreements that would pay them \$3.9 million-\$5.7 million each if they were fired after the takeover.

The four beneficiaries: Chief Financial Officer Larry Dantzler, General Counsel Louis Isakoff, Family Channel President Gus Lucas, and IFE Ad Sales President Richard Sirvaitis.

Their new deals grant them small raises. But they also guarantee them five years of salary and bonuses plus two years of severance pay—a big deal if Fox Kids Chairman Haim Saban decides to send them packing.

Two other executives—Craig Sherwood, senior vice president, affiliate sales, and Randall Seiler, senior vice president, engineering—were ensured two years of pay as severance. Their previous contracts promised only one year.

At the same time, sources at the company said IFE's 800 employees have been told that severance payments for lower-level workers could be as little as one week for each year they

have worked at the company.

SEC filings show that IFE was in little danger of the executives leaving during the transition to new ownership because each had some two years left on his contract.

IFE Chairman Pat Robertson and President Tim Robertson have their own employment and consulting agreements with Fox Kids. They also have millions from the sale of their stock. Pat Robertson and trusts he controls will receive \$134 million, most of that going to his church, Christian Broadcasting Network and Regent University.

Tim Robertson personally gets \$96.5 million. The father and son put up just \$300,000 of their own money to buy The Family Channel for \$250 million from Robertson's ministry in 1990.

The severance deals came to light after IFE signaled that 75%-90% of its 175 Virginia headquarters employees could lose their jobs in the wake of the takeover.

The *Norfolk Virginian-Pilot* initially

reported that ailing fitness network FIT TV, MTM Entertainment and international ventures are most likely to be cut. Workers in financial and other corporate slots are vulnerable as well.

An IFE spokesperson said that the range of cuts—filed with a Virginia state labor agency—represented the "worst case" and that actual cuts and severance benefits have not been determined. Some details may be finalized this week.

She would not discuss the executives' parachutes in detail, saying only that the contracts "are part of the public record." It has not been determined which of the senior executives—if any—might stay on under Fox.

Ad sales chief Sirvaitis's payoff would be the biggest if he were fired today. With his new salary at \$460,000, increasing at least 5% annually, and his target bonus of 33% of that, \$151,800, a seven-year payout would reach \$5.7 million. Sirvaitis is already collecting \$1.2 million from the sale of his IFE stock. ■

Soft Landing				
IFE executives get golden parachutes in the sale to Fox Kids				
	Title	1997 Salary	Target Bonus	Est. Parachute Payout
Larry W. Dantzler	CFO	\$350K	\$115.5K	\$4.4M
Louis A. Isakoff	General counsel	\$350K	\$115.5K	\$4.4M
K.J. "Gus" Lucas	President, Family Channel	\$450K	\$148.5K	\$5.6M
Richard L. Sirvaitis	President, IFE Ad Sales	\$460K	\$151.8K	\$5.7M

Source: SEC filing, Broadcasting & Cable estimates

Tauzin warns against abandoning HDTV

Broadcasters worry about massive investment; prefer flexibility

By Paige Albiniak

House Telecommunications Subcommittee Chairman Billy Tauzin (R-La.) warned broadcasters last week to deliver at least some high-definition television or face a fight in Congress.

"The intent of Congress was for broadcasters to use their channels for HDTV," Tauzin said. "If broadcasters don't use those channels [to offer some] HDTV, they can expect serious new obligations—both financial and public interest."

The admonition came in response to recent speeches by ABC President Preston Padden and Sinclair Broadcasting President David Smith. Padden said that ABC was considering multiplexing in standard-definition TV format, and Smith said HDTV is not economically feasible for Sinclair.

Those remarks evoked concern from broadcasters who fear congressional backlash. NAB says it considers HDTV an important part of digital television.

"The expectation is that once consumers see HDTV, they won't expect anything less," says NAB spokesman Dennis Wharton. "We have said all along that we expect experimentation in digital TV. HDTV will be a central part of that experiment."

Sinclair and ABC have at least one government ally: outgoing FCC Chairman Reed Hundt has written both, congratulating them on their "tremendous vision."

"Without the government dictating which format to use, or setting some obligation of high-definition, you are free to make marketplace decisions according to your own best business judgment," Hundt wrote.

Sinclair Vice President Nat Ostroff says his company does not think it can make a reasonable return on HDTV and that Tauzin—one of broadcasting's champions in Congress—doesn't understand the HDTV business model.

Tauzin assured broadcasters that he expects them to use their spectrum for many services, including multiplexing, but said they must not abandon HDTV.

Sinclair says converting its nearly 30 stations to transmit HDTV-only signals over its free digital spectrum would cost



Tauzin says broadcasters can expect 'serious' financial and public interest obligations if they don't use their free spectrum for HDTV.



some \$300 million, while multichannel services would cost significantly less.

On the other side of Capitol Hill, Senate Commerce Committee Chairman John McCain (R-Ariz.) long has contended that broadcasters never intended to use their spectrum for HDTV.

"We knew when we did this that unless we put a law in place that forced broadcasters to go to HDTV they [might] not do it and they most likely [wouldn't]," says Mark Buse, policy director for the

Senate Commerce Committee.

"If anything is going to be done to close the loophole that allows for multiplexing or to codify any kind of build-out or transmission standards, we need more support from members," he says. "But it is certainly promising to hear Billy Tauzin question the viability of the transition to HDTV."

Sinclair counters that the government has no place dictating the direction of an industry. "I don't see how all of a sudden being obliged to spend \$300 million to stay in business amounts to a giveaway," Ostroff says. "It doesn't seem we have been

given anything but an opportunity to take a huge risk for a doubtful return in order to survive."

ABC is the first network to suggest it might shrug off HDTV, but ABC still is less ready than Sinclair to take on Congress.

"We look forward to working closely with Chairman Tauzin and other members of Congress as we continue to plan our digital television efforts," Padden says. ■

Putting a price on subscription DTV

HDTV may not be the financial holy grail broadcasters were expecting when the government gave them six channels of digital spectrum, but offering pay services instead probably will not prove a cheap alternative.

The FCC will offer a rulemaking on how to charge broadcasters for spectrum used for subscription-based services in September or October, says an FCC official. The rulemaking should be finished by mid-1998, just in time for broadcasters to start their digital conversion.

The Telecommunications Act of 1996 allows the FCC to levy fees on broadcasters who use their digital spectrum to offer subscription-based services.

The commission may decide to base those fees on what previous auctions have reaped, or it could charge a percentage of gross revenue.

One government official says that levying fees may stifle innovation. Broadcasters call the fee a tax they will be forced to pass on to consumers.

"The ultimate concern should be what happens to the viewers and the consumers," says James Gattuso, vice president of policy development at Citizens for a Sound Economy.

Andrew Schwartzman, president of the consumer group Media Access Project, says it is unfair to groups who had to pay for their spectrum, such as the PCS providers, if broadcasters don't have to pay a fee. "I don't see a ground swell of support [for eliminating it]," Schwartzman says. —PA

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FCC ponders preemptions for towers

Solicits comments on whether it should supersede local laws to ease DTV transition

By Chris McConnell

Federal regulators may sweep aside some local zoning and land use rules in an effort to speed digital TV implementation.

The FCC last week invited comments on whether and under what circumstances it should preempt state and local ordinances that might slow station efforts to put up new transmitting antennas.

"Delays in local zoning and land use decisions would hold up the construction of an essential part of the DTV transmission system and make it impossible for a licensee to satisfy the construction requirement," the commission said.

Regulators emphasized the deadlines established in their April decision to assign stations a second channel for delivering digital TV. The rules require network affiliates in the top 10 markets to begin broadcasting DTV signals by

May 1, 1999. Affiliates in markets 11-30 have until Nov. 1, 1999.

Broadcasters have said they will have a hard time meeting the deadlines, particularly if they run into local restrictions on broadcast towers.

"Local jurisdictions can be invoked whenever you tweak an antenna," says Barry Umansky, of the National Association of Broadcasters (NAB). "The commission must confront the issue."

The commission invited comments on a proposal by the NAB and the Association for Maximum Service Television (MSTV) to cap the amount of time local authorities have to act on station requests to modify or move transmission facilities.

The proposal would require state and local regulators to act within 21 days on broadcast requests to modify existing transmission facilities. The proposal would require action within 30 days on requests to relocate, consolidate or expand the height of existing

transmission facilities.

Broadcasters predict they will have to make many such requests. NAB and MSTV have said they expect that 66% of existing broadcasters will need new or upgraded towers to support DTV service.

"The intent is to find a process by which you can move the process forward," MSTV's Victor Tawil says of the broadcast plan.

"The goal of speeding things up is a good one," adds Frederick Ellrod, a Washington lawyer who represents state and local regulators.

But Ellrod worries about what he describes as mounting FCC interest in local preemptions. Late last month, for instance, regulators exercised new authority by preempting a Meade, Kan., restriction on satellite TV dishes.

"It seems to fall into a line of preemption moves," Ellrod says of last week's proposal. "That's a trend I would view with concern." ■

Osmonds add nine more

Show continues to collect strong daytime clearances

By Joe Schlosser

Columbia TriStar Domestic Television Distribution has added nine new markets for *Donny & Marie*, bringing clearances for the upcoming syndicated talker to more than 40% of the country.



Donny and Marie

Donny & Marie already has been cleared on Fox O&Os in the top three markets. Columbia TriStar officials credit a strong pilot tape for early sales and strong daytime clearances.

"Our decision to put together a presentation

tape and bring Donny and Marie in and work a couple of days with them was a good decision," says Columbia TriStar Domestic Television Distribution President Barry Thurston.

Columbia TriStar, which brought in Dick Clark Productions to shoot the pilot two months ago in Los Angeles, has since signed Clark to produce the show.

As for financial terms of the sales, Thurston would not comment on specifics, but says that "the money that we are getting matches the time periods and the demand in the market, so it is a strong cash position." ■



Hart joins Hall

Pioneering entertainment journalist Mary Hart has been added to the list of honorees for this year's BROADCASTING & CABLE Hall of Fame. Hart is now in her 16th year as co-host of top syndicated magazine show *Entertainment Tonight*. Before that she honed her anchoring style on network and local TV. Hall of Fame inductions will take place Nov. 10 in New York.



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Fight over fight footage

ESPN cuts off WUSA when station refuses request for tape

By Paige Albiniak

ESPN found itself in a bind last week when WUSA(TV) Washington would not grant it rights to air WUSA's exclusive footage of Washington Redskins wide receiver Michael Westbrook punching running back Stephen Davis on the sidelines during practice.

WUSA was the only station to tape the fight. After it ran the footage on its 6 p.m. news, the CBS affiliate was swamped with requests for the tape. It gave the material to CBS and CNN, with which it has licensing contracts, but not to any other stations, including channels 4, 5 and 7 in Washington.

"We are not releasing the footage to ESPN simply because they are a competitor," says Mike Cavender, the station's vice president of news. "We didn't provide the tape to Fox either,



Washington Redskins wide receiver Michael Westbrook punches teammate and running back Stephen Davis on the sidelines during a Redskins practice last Tuesday.

and Fox Sports asked for it."

ESPN argued that since WUSA already had aired the event, it should pass the footage along. "We would have held off running it around whatever parameters they wanted, including running it during the 11:30 p.m. broadcast of *SportsCen-*

ter," says Vince Doria, ESPN's assistant managing editor and news director. "We felt it was a legitimate news event and that we should have access."

Upon learning that WUSA would not provide the footage, ESPN sent a letter to the station forbidding it from using any of ESPN's sports coverage (including a Redskins preseason game last Thursday) for an undetermined period of time.

"ESPN has been exceptionally cooperative with local stations in terms of making a wide variety of footage available," Doria wrote. "In return, we expect the right to excerpt game highlights and news footage from those stations when appropriate. It seems clear that WUSA doesn't view the relationship similarly, which compels us to take the above action."

That may be an accurate assessment of WUSA's view: "We have very little use for footage from ESPN, so it shouldn't affect us at all," Cavendar says.

Press reports speculated that WUSA would have to go without highlights from last Thursday night's Redskins-Dolphins game in Miami, but Cavender debunked that idea, saying WUSA always sends a news crew to cover Redskins games. ■

WUSA(TV) Washington

The WeB gets Benedek boost

Group commits 22 stations to cable effort; TCI deal for channels expected soon

By Lynette Rice

Benedek Broadcasting has made good on its promise to participate in The WeB project, the cable distribution platform planned by The WB for launch in 1998.

Benedek, the largest station group in markets 100-plus, has committed 22 stations to The WeB in a 10-year affiliation agreement, WB CEO Jamie Kellner said last week. The stations—all Big Four affiliates—will operate the local WeB channel by selling commercial time and arranging for local promotion and publicity.

Cable systems in Benedek's 22 markets reach 1.7 million cable homes—almost 2% of the country.

"Benedek Broadcasting saw the opportunity to grow their businesses by operating a second network affiliate in 22 markets that until now didn't

have a younger-skewing independent television station," said Kellner. "This agreement and the ones we expect to enter into [during] the next few weeks will alter the relationship between broadcasters and cable operators from one that has often been adversarial to one of shared opportunity."

The deal with Benedek paves the way for an anticipated deal not only with TCI Communications to carry the WeB programming—an announcement is expected in the next few weeks—but with other station groups, a WB spokesperson confirmed. Several groups agreed early on to participate in the project, including Smith Broadcasting, Retlaw Broadcasting, U.S. Broadcasting, Lamco Communications, Federal Broadcasting, Cordillera Communications, Quiney Broadcasting and Lone Star Broadcasting.

Now that it has a contract in hand with Benedek, The WB says it expects to announce agreements for The WeB with more than 80 TV stations in markets 100-plus before the cable platform is launched in September 1998.

In a separate announcement, Russell H. Myerson of Sony's Game Show Network became the first key executive to be hired by The WeB. Myerson, who has been responsible for programming, production, engineering and on-air promotion for GSN since 1994, was named senior vice president and general manager of The WeB.

Before joining Sony, Myerson spent eight years as director of programming for Media General Broadcast Group. He began his career in 1978 at KPLC-TV Lake Charles, La., and later joined WJKS(TV) Jacksonville, Fla., as its director of programming and operations. ■

Cable networks get N.Y. carriage

Time Warner rolls out new MetroChoice package with 14 additional channels

By Donna Petrozello

For some of the 14 channels told they will be added to a new tier of Time Warner Cable of New York, the news was a welcome surprise. For others, it signaled a windfall.

Time Warner's new MetroChoice package, scheduled to roll out next month to an initial 200,000 Manhattan and Queens subscribers, includes an array of channels, some less than a year old. The service places Turner Classic Movies and CNN's 24-hour sports news channel, CNN/SI, on the same bill with the five-month-old, ratings-hungry CBS Eye on People.

Other channels chosen are Animal Planet, Nickelodeon's TV Land, BET on Jazz, Classic Sports Network, the Independent Film Channel, Ovation, children's programmer WAM! and Crosswalks, a public access channel devoted to municipal government. Ovation and WAM! will share one channel in divided dayparts.

Steve Soule, senior vice president of affiliate relations for CBS Eye on People, described the news as "a tremendous vote of confidence" for Eye's programming.

Soule expects the Time Warner package will make it easier to clear Eye, which now reaches 4.8 million households, on other systems. "This is a great momentum builder for any start-up," he says. "The fact that it will be on a tier in New York is good for momentum and good for advertising. We're looking at this to carry some weight at other Time Warner systems."

Meanwhile, other add-ons are more obvious. Time Warner already carries several Turner channels, including TNT and CNN, in addition to Nickelodeon and Black Entertainment Television.

MetroChoice includes the premium channels HBO 2, Cinemax 2 and Starz! The package will cost subscribers of Time Warner's basic and standard service an additional \$1.95 per month. Consumers who do not have standard service can subscribe to MetroChoice for \$9.95 per month. Time Warner will provide customers with the requisite advanced converter box and enhanced remote control.

Carter Maguire, executive vice pres-

Big Apple Additions



ident of Turner Network sales, calls the price structure "possibly the most aggressive" he's seen.

Time Warner's selection of the 14 channels follows several months of research. Customers were asked to complete a survey about the program-

ing genres they would subscribe to if they were available.

Barry Rosenblum, Time Warner Cable New York division president, says that he and other Time Warner executives chose channels that best fit consumers' demands.

Rosenblum also says that Time Warner strives to offer MetroChoice at an extremely competitive price: "One of the goals we had when we set out was to have a low-priced tier. We're fortunate that the programmers also recognize that if our tier is low-priced, they have a better chance at distribution. So they worked with us to control costs."

MetroChoice initially will be offered in areas where the MSO has completed the first leg of a four-year, \$400 million network upgrade. Rosenblum says MetroChoice will be available in more areas as the upgrade progresses. ■

Eye closes on some shows

By Joe Schlosser

CBS Eye on People will end production on five shows and reduce its production staff by over half in the next two months.

With production done on many of the network's shows, 65 free-lancers and production employees of CBS Eye on People are beginning to look for other work. The network has 120 full- and part-time employees.

The five shows stopping production: *60 Minutes More*, *48 Hours Later*, *Final Cut*, *Public Eye* and *Under Fire*. Network officials say they already have 400 hours of original programming in their library, much of which has not been seen.

Geoff Darby, the network's president, describes the situation as a normal cycle in television rather than a layoff and says the 65 employees were hired to produce a certain number of shows on a free-lance basis.

"When their contract is up and they've made the number of episodes we ordered, that is it," Darby says. "Then it's time to celebrate. We say 'thank you.' There is nobody getting laid off here.

An Eye source told BROADCASTING &

CABLE that "the way this is being spun around here is that they are going on hiatus. [Network officials] say we are going to have something of a blackout for the next three months and keep on a skeleton crew." Darby says that is not true.

"I think the reason all this came up at once is because *60 Minutes More* was the first show to deliver its order of shows," Darby says. "I'm speculating, but I think everyone woke up to 'oh my gosh, my show is going to finish in the next six weeks and I wonder what I'm going to do.'"

As for the death of the network, Darby says it "is more than fine." Eye on People, which launched in March, has 5 million subscribers and last week was picked up by Time Warner's New York City cable system (see story above).

Many of the free-lance employees may be hired back at the beginning of next year to work on the same, or different, shows. "If their shows come back, then we'll hire them back," Darby says. "We are currently looking to see what we will need for next year, and we've asked CBS News Productions to develop some programs for next year. Once we get there, we'll make some decisions." ■

FCC judge moves to pull radio licenses

By Chris McConnell

An FCC administrative law judge has decided to revoke the license of a broadcaster convicted of sexually abusing five children.

Michael Rice, owner of three Indiana radio stations and two Missouri stations, was convicted in 1994 on sodomy and deviant sexual assault charges. In 1994 Rice began serving an eight-year prison sentence.

Following the conviction, the commission launched an effort to determine whether Rice's broadcast companies still met FCC character qualifications to hold a broadcast license.

Rice is the sole shareholder in three companies that own the radio stations.

The companies own WBOW(AM), WBFX(AM) and WZZQ-FM, all Terre Haute, Ind., as well as KFMZ(FM) Columbia and KBMX(FM) Eldon, both Missouri. Rice's companies also hold licenses for two unbuilt Missouri stations: KAAM-FM Huntsville and KFXE(FM) Cuba.

Reviewing the conviction, Administrative Law Judge Arthur Steinberg said the convictions, as well as a finding that Rice's companies had misrepresented facts to the FCC, justified a license revocation. "It must ultimately be concluded that [Rice's companies] lack the requisite qualifications to be or to remain licensees," Steinberg wrote.

The stations, which plan to appeal the decision, will retain their licenses while the appeal is pending.

Jerold Jacobs, an attorney for the stations, said the companies that hold the licenses should not lose their stations as a result of Rice's conviction.

"The corporations were not convicted," said Jacobs. "They are model stations." Jacobs predicted that the stations' challenge to last week's decision may remain pending for two to four years. ■

Closed Circuit

CBS News Radio plans cuts, revamps

In an internal memo to staff dated Aug. 15, CBS News Radio top brass outlined an initiative to reschedule some news programs, cut salaries and scale back office space. The memo, from CBS Radio Networks Senior Vice President Scott Herman and CBS News Radio General Manager Harvey Nagler, emphasizes CBS's need to "make its excellent news product more acceptable in today's increasingly competitive marketplace."

According to the memo, programing changes include offering CBS Radio Network news briefs every half hour between 5:31 a.m. and 10:31 p.m., in addition to hourly reports. CBS will drop the central time zone re-feed of *World News Tonight*. News anchors will be expected to do at least five hourly newscasts back to back. Herman says that change will give the newscasts a more consistent sound, something he says affiliates have been asking for. Since each anchor will be doing more newscasts, "we will need two less anchors," according to the memo. The memo also says "business reports will be produced by a company that specializes in the product." Radio industry sources speculate that company may be *The Wall Street Journal*.

The memo also states that "affiliates have been very enthusiastic about our morning drive experiment." As a result, the network will name a full-time morning reporter, according to the memo. In a cost-cutting measure, the memo says that "salaries of all anchors, reporters and producers over a specific threshold will be reduced." Herman says the salary review is part of an ongoing process to make sure the network "operates as efficiently as possible." It also says CBS "was able to save additional jobs by eliminating offices for correspondents. The ones presently used by Doug Poling, Mitchell Krauss, and Frank Settapani will become one large general news lounge. This saves us over \$100,000 in rent." The memo closes by noting that "for nearly a year, there has been uncertainty as to the future of the network. With these changes, we believe the elements for future success have been put in place." CBS News Radio is expected to announce these programing changes at the RTNDA in mid-September. —DP

HOLLYWOOD

Jacobson on the move?

There may be a new face near the top over at Fox. One scenario has Larry Jacobson, the executive vice president and chief financial officer of Fox Broadcasting, upped to president, Fox Broadcasting. Jacobson will be in New York in the coming weeks to—among other things—meet and greet the media.

NEW YORK

News on the double

The number of Fox affiliates doing news will almost double in 1997. So far this year, 30 affiliates have added newscasts, and executives say another 10 stations will launch news operations in the

next couple of months, bringing the number of Fox affiliates doing news to 91. Next year, Fox executives expect that a new slew of stations will jump on the news bandwagon.

Hail to the chief (engineer)

One industry milestone this week is the 40th anniversary with CBS of engineering chief and B&C Hall of Famer Joseph Flaherty. His credits include ENG, which revolutionized newsgathering, and HDTV, which could revolutionize all of TV. He has forged an international as well as domestic reputation and has been called the dean of the world engineering community.

DOJ looks at Microsoft spending

Investments in Apple, audio, video streaming raise concerns about competition

By Paige Albinia

Microsoft confirmed last week that the Department of Justice is investigating Microsoft's minority investments in Internet audio and video streaming companies and in Apple Computer because of concerns about competition.

Internet streaming media allow Internet users to receive audio and video on their computers from an Internet server without downloading files, saving user time and computer memory. The technology, along with broadband networks, eventually is expected to bring broadcastlike programming to the Internet.

On Aug. 5, Microsoft acquired VXTreme Inc., a Sunnyvale, Calif.-based developer of streaming media. In July, Microsoft took a 10% equity stake in Internet streaming leader Progressive

Networks of Seattle. Last year Microsoft acquired an equity stake in VDONet Inc. of Cambridge, Mass. And earlier this month, Microsoft took a \$150 million minority stake in longtime rival Apple Computer.

Progressive Networks confirmed Monday that it had received a subpoena from the Justice Department regarding the investigation. "Of course, we believe [that] Progressive Networks, the industry and consumers benefit from a competitive marketplace," said Bruce Jacobson, Progressive Networks president.

Microsoft agreed, saying that its 10% stake in Progressive did not mean the two companies would not remain fierce competitors. "Microsoft and Progressive Networks will continue to compete tooth and nail to develop the best streaming media solutions," said Microsoft spokesman Mark Murray.

"So we are going to be pushing each other.

"We are very confident that once the Justice Department looks at the facts, they will agree that there is intense competition among many different players and that all this competition is good for consumers," Murray said.

Microsoft listed major computer vendors Oracle Corp., Netscape Communications Corp., Silicon Graphics Inc., IBM Corp. and Sun Microsystems Corp. as coming competitors in streaming media.

Analyst Rob Enderle of the Giga Information Group in Santa Clara, Calif., says that Microsoft's participation in the streaming market should be good for the budding industry.

"The question is whether Microsoft is creating competition in an old, established market or destroying competi-

Over the air, not over the counter

A draft proposal at the FDA would loosen rules governing broadcast advertising of prescription drugs, making such advertising more feasible. Current rules require so much detailed information that it is nearly impossible to create broadcast ads that meet all the FDA's requirements.

The proposed rules would allow ads that disclose a prescription drug's major risks and give the consumer an easy way to receive the product's approved labeling—such as an 800 number, fax number, or Website—to meet the FDA's requirements. The FDA is asking for comments on the proposal, which is available online at www.fda.gov/cder/guidance/index.htm.

Comsat gets streamlined tariff

Federal regulators have granted Comsat some new flexibility to change its rates. The FCC granted Comsat's request for "streamlined tariff relief" for its international full-time transmission services. The FCC also granted the company similar relief to lower the rates of its occasional-use video transmission services. The commission took the action after deciding that the regulatory relief would likely lead to lower prices.

But regulators took a different view of Comsat's bid for regulatory relief to increase occasional-use prices on a streamlined basis. Broadcasters had opposed granting Comsat such relief, maintaining that the company still faces too little competition in the occasional-use business. "Comsat's competitors appear to be expanding the global connectivity with coverage provided by their occasional-

use video services, but the reality is that Comsat's competitors cannot yet offer the global connectivity provided by Intelsat," the FCC said.

Paxson must-carry petition rejected

The FCC last week denied Paxson Communications' must-carry petition requesting carriage for WHAI-TV Bridgeport, Conn., on Time Warner Cable systems in several New York towns. The commission ruled that the village of Cornwall, the town of Cornwall, New Windsor,

the town of Newburgh, the city of Newburgh, Marlboro, Stewart Army Post and Mount Vernon do not

have to carry the station. The FCC argued that WHAI-TV is not in Time Warner's market, that it has no history of carriage on those systems and that it has virtually no audience in those markets. Paxson Communications has spent the past several

months arguing at the FCC for must-carry rights for many of its fringe stations across the U.S.

Miller to lead HDTV project

The Model HDTV Station Project has named Bruce Miller its new president. Miller, who is vice president of broadcast and technical services at PBS, will replace James McMinney as the project's leader. Backed by the Consumer Electronics Manufacturers Association and the Association for Maximum Service Television, the project's experimental station, WHD-TV, is transmitting a digital television signal in Washington.



Edited by Chris McConnell and Paige Albinia

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tion in a market that has not emerged," Enderle says. He predicts that the former argument will prove more weighty with Justice.

"[Microsoft is] in the best position, with regard to their acquisitions, to be in the forefront of the computer industry's attempt to subsume direction from the traditional broadcast industry," says Enderle, adding that Microsoft's involvement in an industry usually speeds up that industry's development.

Still, such entrepreneurial companies as Netscape Communications Corp. have repeatedly asked the Justice Department for help as they try to compete with the software giant.

Even Congress has stepped into the fray. Senators Conrad Burns (R-Mont.), Ted Stevens (R-Alaska) and Craig

Thomas (R-Wyo.) sent a letter to the Federal Trade Commission in June saying they had been contacted by a number of companies that contended Microsoft was not complying with an August 1995 consent decree. That decree required Microsoft to stop various licensing practices ruled anticompetitive by the Justice Department and federal courts.

The FTC declined to look into the case, deferring to the Justice Department. Senate Commerce Committee Chairman John McCain (R-Ariz.) and Senator Slade Gorton (R-Wash.) took up the battle for Microsoft, sending Burns, Stevens and Thomas a letter saying that they did not believe it was necessary for the FTC to investigate.

Microsoft has been under continual DOJ scrutiny for such practices as inte-

grating its browser software—Internet Explorer—and its online service—the Microsoft Network—with its Windows 95 operating system. Its recent buying spree—a \$425 million acquisition of WebTV announced in April, a \$1 billion investment in Comcast Communications announced in June, stakes in Progressive Networks and VExtreme and the investment in Apple—predictably brought Justice's scrutiny.

DOJ briefly investigated the WebTV investment but closed the inquiry Aug. 1, saying, "The investigation confirmed that a number of other companies, several of whom are significant participants in the computer or consumer electronics industries, have or will soon enter the market with competitive products and alternative technologies." ■

Would-be radio licensee threatens static

Applicant says analog auctions would negate his past progress

By Chris McConnell

At least one radio applicant is prepared to take the FCC to court if the commission places contested analog radio and TV licenses on the auction block.

"This is unfair," says Steve Cilurzo, who has been seeking a radio license in Temecula, Calif., since 1989. In that time, Cilurzo says, he has poured \$300,000 in legal and engineering fees into his campaign for the license. He insists that regulators should settle some of the long-standing applications through a comparative process rather than through auctions.

The FCC used to award contested broadcast licenses through a process of comparative hearings, but in 1993 a court threw out FCC criteria for selecting the winners. Regulators have since been without a process for awarding the licenses, and the backlog of radio and TV applications has topped 1,500.

Last month, Congress signed off on legislation that allows the FCC to hold an auction among the license applicants. The law also allows the FCC to open a six-month window during which applicants can pay each other to drop competing bids on licenses. Regulators opened that window earlier this month.

Although some broadcast lawyers welcome government action on the long-stalled license applications, other interested parties feel short-changed.

Cilurzo says his application had proceeded a long way toward approval under the old regime, including a 1993 initial decision by an administrative law judge that picked his application over six competing bids.

Three of those applicants appealed the decision, and Cilurzo says the appeals were about to come before an FCC review board when regulators put the comparative process on hold.

"I'm worried about auctions," Cilurzo says of the government's new plan for resolving the applications. "These people see big dollar signs."

He maintains that regulators should not force long-standing applicants—particularly those who have advanced past a comparative hearing—to bid against competing applicants.

Washington communications lawyer Harry Cole says he has heard similar complaints from applicants who have gone through the FCC's comparative hearing process. Cole says his clients are still weighing their options and have made no decision to pursue any court challenge.

"It's under advisement," Cole says.

FCC officials insist their hands are tied. Several say any decision to award broadcast licenses based on the old procedures is unlikely to be upheld in a court challenge by competing applicants.

But the commission does plan to invite some input from the applicants.

Earlier this month, Mass Media Bureau Chief Roy Stewart told Representative Randy Cunningham (R-Calif.) that the FCC will conduct a rulemaking in the next six months "to determine any further appropriate commission action" toward resolving the pending applications.

Should the FCC auction the contested licenses, Cilurzo says he will be looking for more frustrated applicants to join his lawsuit. "We had no clue there could ever be anything changed," he says of the old regulatory process. ■

Errata

B&C's Aug. 18 story on William Kennard attributed to an article by Kennard and Jonathan Nuechterlein the assertion that it is "idle to posit an unbridgeable First Amendment right to broadcast comparable to the right of every individual to speak, write or publish." Kennard and Nuechterlein were actually quoting from the Supreme Court's *Red Lion* decision in support of their assertion that the "unique properties of the broadcast spectrum, the court held, make it more susceptible to constitutional regulation than more traditional forms of communication." Additionally, Lana Corbi is president of network distribution at Fox.



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Moonves staffs 'mini-studio'

Taps two former colleagues from Warner Bros. TV

By Lynette Rice

CBS Television President Leslie Moonves last week took a major step toward ramping up the network's production arm by creating two new development posts and filling them with familiar faces.

In his first move since assuming some of the duties of former CEO Peter Lund two weeks ago, Moonves tapped Warner Bros. Television executives Nina Tassler and Maria Rastatter to serve as senior vice presidents of drama and comedy, respectively, for CBS Productions. Both executives held similar titles at Warner Bros., where Moonves served as president before joining CBS in 1995.

Moonves has already hired Warner Bros.' number-two executive, Nancy Tellem, as executive vice president, CBS Productions, and executive vice president of business affairs, CBS Entertainment.

"When you combine CBS Productions with the production and distribution of Eyemark [CBS's syndication arm], we have the nucleus of a vertically integrated mini-studio that can make a huge impact in the television business and play a major role in the success of the CBS Corporation," Moonves said.

In-house production has become a priority for the networks in the absence of the financial interest and syndication rules, which once prevented the networks from owning and syndicating television shows.

The fall lineup, in fact, provides a keen example of the rise of in-house productions and/or joint ventures: NBC has eight (not including news show *Dateline NBC*), ABC has eight (excluding news magazines), and Fox

has seven. CBS has six: *Touched by an Angel*; *Dr. Quinn, Medicine Woman*; *Walker, Texas Ranger*; *Promised Land*, and *Caroline in the City* (NBC), as well as *The Gregory Hines Show* and *Early Edition*, which are co-productions with Columbia Tri-Star TV.

Tassler played a role in developing John Grisham's *The Client* and *Lois & Clark: The New Adventures of Superman* while at Warner Bros. Before joining the studio (then Lorimar TV) in



Nina Tassler and Maria Rastatter were recruited by Leslie Moonves to join CBS-TV from Warner Bros.

1990, Tassler worked as a talent agent.

Rastatter helped develop *Friends* and *The Drew Carey Show* at Warner Bros. and oversaw the creation of such hits as *Suddenly Susan*. She began her career in the casting department of Witt/Thomas/Harris before joining Warner Bros. TV in 1992. ■

New order in the 'Court'

'People's Court' is in a New York state of mind

By Joe Schlosser

Warner Bros. Domestic Television is bringing back a show that it canceled less than four years ago and which has played a large part in its success in the syndication marketplace.

The updated version of *The People's Court* is set to debut in syndication in two weeks with a new judge, a new courthouse and some new interactive elements. The show will originate from New York; lawyer and former New York mayor Ed Koch will take the gavel from *People's Court* judge Joseph Wapner.

The new version reunites Warner Bros. Domestic Television President Dick Robertson with Stu Billet, original producer and current co-executive producer of *The People's Court*.

In 1980, Billet and Robertson joined forces to syndicate the show, which

lasted 12 years on television and quickly made both of them big shots in Hollywood. Billet had just finished shooting the pilot in Los Angeles at KTLA(TV) when he was advised to contact officials at Telepictures Corporation about selling the series nationally.

"They were all young guys over at Telepictures," Billet says. "I had never heard of them, and they were just sitting there ready to sell their first big hit show."

When Billet came knocking at Telepictures, Robertson was "spinning his wheels" as the company's vice president of marketing and sales. Billet and Robertson flew across the country selling the show with only the pilot in hand.

With the sudden success of *The People's Court*, Telepictures grew from a small syndication outlet to one of the major players in the off-network and syndication business, merging with Lorimar in 1985. Four years later it was

acquired by Warner Bros., and Robertson was named to his current position.

"Of all the shows we distribute, and we love them all, obviously, I guess *The People's Court* holds a special place in our hearts," Robertson says. "If it were not for that show, I don't know where I'd be. That show really built Telepictures almost single-handedly. So the fact that we are here today is largely the result of that show's success."

Although both Billet and Robertson credit Judge Wapner for much of the show's success, they are banking on Koch to win over viewers.

"He [Koch] is not better than Wapner," Billet says. "He's just different. As soon as we decided to move the show to New York [from its original home in Los Angeles], I thought how great it would be to have the former mayor of New York City do it. People say to me, 'How did you think of Koch?' and I say, 'How could I have not thought of him?'"

Koch, who is known for his wit, is not taking his position as judge on a



Ed Koch goes from mayor to judge in the new version of *The People's Court* syndicated by Warner Bros.

small claims court lightly. He began practicing law in 1949 and is still a partner with the New York law firm of Robinson, Silverman, Pearce, Aronsohn & Berman. When he graduated from law school at New York University, he volunteered as an arbitrator in New York small claims court.

"It is very important that I not forget the power the people have vested in me," Koch says. "For the people that come before me, even if it is on television, each case is very important to them, and I treat each case accordingly. I want these people to walk out of the court feeling like they got a fair shake even when they lose."

Koch says he is different from his predecessor and will run a different style of courtroom.

"He [Wapner] was more laid back than I am," Koch says. "He was excellent, but I'm much more aggressive. He is from California, the land of orange juice. I'm from New York, the land of seltzer water. We're just different."

The new version of *The People's Court* will be an hour, up from the original half-hour, and

will involve two or three cases per show. Harvey Levin, a former investigative reporter for KCBS-TV Los Angeles and the original show's legal adviser, will play an on-camera role in the new version. Levin will stand on a busy New York street corner to get public reactions to individual cases ■

Emmy battle

An arbitrator is expected to decide this week whether the Los Angeles-based Academy of Television Arts & Sciences can honor a commercial at this year's prime time Emmy Awards—the first time such an award has been given.

Although nominations have been made and votes cast for the new category, the New York-based National Academy of Television Arts & Sciences threw up a roadblock, saying the two groups once agreed that recognizing commercials was never a goal (the two split in 1976; the East Coast academy presents the Emmys for daytime, news and sports programming and national and local community service and PSAs). ATAS disagrees, saying no such decision was made.

The five nominees in the new commercial category are: GM (EV-1 Appliances), HBO (Chimps), Levi's (The Doctor and The Elevator Fantasy) and Nike (Hello World). The 49th Annual Emmy Awards will air live on CBS on Sept. 14.

—LR

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Fox bags breakfast

Veteran Vicki Lawrence will take over morning spot

By Lynette Rice

Sunset finally came last week for the ailing *Fox After Breakfast*, which is being replaced by a familiar daytime face: Vicki Lawrence.

Fox scrapped the irreverent morning show, which once featured "Road Warriors" reporting across the country, for a live chatfest with Lawrence, host of the syndicated *Vicki* in 1992-94.

The hour-long *Vicki Lawrence Show* bowed Tuesday in the 9-10 a.m. Monday-Friday time slot from the same setting as *Fox After Breakfast*: Fox Studios East overlooking Fifth Avenue in New York. Lawrence's show, however, features a studio audience.

"The first decision we made was that we needed to go in a different direction, and who can best take us in that direction? We identified Vicki," says Rick Jacobson, president of Twentieth Tele-

vision, which will produce the show through its Fox Daytime Productions unit. "We wanted someone with recognizability and promotability."

Kim Swann, the latest executive producer of *Fox After Breakfast*, will keep her title on the new show, as will announcer Nancy Giles.

Fox After Breakfast had averaged a sparse 0.9 rating/4 share since its launch in August 1996, despite a number of on-air changes that included the exit of hosts Laurie Hibberd and Tom Bergeron, not to mention Bob the sock puppet. Many guest hosts temporarily filled the bill—though not the sock—including Lawrence.

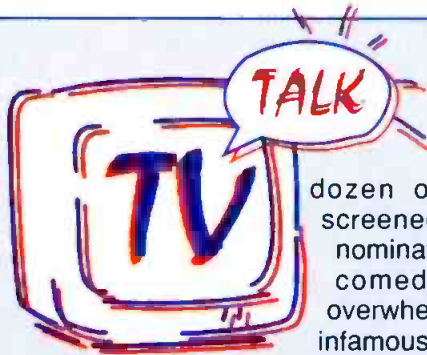
"We gave *Fox After Breakfast* a real shot to succeed, but it just could never find an audience," Jacobson says. "This is a network show, and it's no different from what ABC went through with *Mike and Maty* and *The Mommies*



TV veteran Vicki Lawrence is the new entry on Fox's morning menu.

and now *The View*. You try a concept, you hope it works, and if it doesn't you try to figure out why."

Jacobson says the commitment will remain strong for *The Vicki Lawrence Show*, which is expected to appeal to the 25-54 female audience that traditionally tunes in daytime. ■



'Closet' kudos

If the collective mood of a room says anything, the dozen or so writers who screened this year's Emmy nominations for outstanding comedy writing showed overwhelming support for the infamous "Puppy Episode" on ABC's *Ellen*, said one writer

present at the Aug. 16 gathering. The group was ultimately responsible for choosing the winner from a field that also included three episodes of *The Larry Sanders Show* and one of *Seinfeld*. The *Ellen* episode in which the character comes out of the closet will likely take the prize, not that there's anything wrong with that. In fact, two of the nominations from *Larry Sanders* also dealt with gay issues (the other two story lines dealt with Judaism).

Family squabbles

Signs of ABC not wanting to go quietly into the night over its loss of *Family Matters* to CBS showed up on *Vibe* last week. Jaleel White, who plays Steve Urkel on the long-running Warner Bros. comedy, appeared on the late-night syndicated talk show to tout his new home on CBS this fall, but without video clips of his old performances. White implied that ABC wouldn't allow it. Technically, ABC still owns the rights to *Family Matters*—as well as to *Step by Step*, which CBS also appropriated—through Sept. 22, the official start of the

1997-98 season. CBS plans to debut the two on Sept. 19. Whether ABC will fight the early debut remains to be seen.



Caruso returns to TV in CBS's 'Michael Hayes.'

Caruso solo

David Caruso will have to go without a love interest in his new CBS drama *Michael Hayes*, at least for now. The character of Rebecca Klein (Dina Meyer), an FBI investigator and Hayes's main squeeze off the job, was scrapped after the pilot (now the second episode, since Columbia TriStar TV has filmed a prequel to better set up Hayes's story).

Good or bad?

Just how good is ABC's "TV Is Good" campaign? *TV Guide* says it has obtained an internal ABC memo that says a focus group assembled to review the ads show an "alarmingly negative reaction to the satirical nature" of the irreverent yellow ads, which left viewers "confused and alienated." ABC launched the \$40 million campaign anyway, although some spots were left out, *TV Guide* reported, and some affiliates registered initial displeasure with the campaign. An ABC source last week denied that such a memo existed and said that only one research memo—a positive one at that—was written in response to a focus group study. An ABC spokesperson declined comment. —LR

PolyGram swings for major leagues

Sanitsky beefs up kids, other domestic program operations

By Joe Schlosser

In less than five months under the direction of former Hollywood agent Bob Sanitsky, PolyGram Television's domestic agenda has begun to take shape.

Under Sanitsky, the Dutch media conglomerate's U.S. division has already started licensing syndicated programming and developing network dramas. It also has added a children's programming arm.

PolyGram has tapped Mark Lieber as senior vice president of children's programming and unveiled some of the plans it will use to try to capture a piece of the lucrative children's market. Lieber joins PolyGram from children's giant Saban Entertainment, where he was senior vice president, domestic distribution, and oversaw the distribution of such children's hits as *Mighty Morphin Power Rangers*, *X-Men* and *Sweet Valley High*.

"I hope Mark can find new ways for us to be in the business here," says Sanitsky, "whether it's in distribution of products, alliances with ad agencies or toy companies, or any sort of new business alignments that we haven't even contemplated yet."

Lieber spent six years at Saban Entertainment and credits Haim Saban with teaching him the trade. Lieber plans to focus PolyGram's children's division on preschool programming, action/adventure and cutting-edge comedy. He says he would like to see PolyGram's children's production take on a big-league look.

"You know a Disney or a Warner Brothers production when you see it," he says. "We'd like to do that here, where you know a PolyGram program when you see it—for it to have a certain identity of being synonymous with quality and sophistication, yet accessible to the public and [with] commercial viability."

PolyGram Television already enjoys a large presence in the children's market overseas in programming and video. PolyGram distributes *Barney*,

Mighty Morphin Power Rangers and many other programs internationally. It is currently co-producing with the BBC a children's series based on English author Enid Blyton's book



PolyGram powers up its programming.

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To help broaden PolyGram's U.S. reach beyond its core business of music and theatrical releases, Sanitsky has been working overtime to develop a prime time drama division and a television movie wing and to enhance PolyGram's syndicated programming department.

"You have to go fast and hard in the beginning and get some things on the fire," says Sanitsky, who is best



"You know a Disney or a Warner Brothers production when you see it. We'd like to do that here, where you know a PolyGram program when you see it— for it to have a certain identity of being synonymous with quality and sophistication, yet accessible to the public and [with] commercial viability."

PolyGram's Bob Sanitsky

we're going out and doing some free-agent spending and trying to draft some players and build the program."

Sanitsky says he will sign a number of writers to develop hour network dramas and that he is interviewing executives to oversee PolyGram's soon-to-be-creat-

ed TV movie division. He is looking to take at least two syndicated shows to the NATPE Convention in New Orleans in January. ■

known for developing and selling Warner Bros.' daytime hit *The Rosie O'Donnell Show*. "We basically had a minor-league operation, and now

SYNDICATION MARKETPLACE



More for 'Donnie & Marie'

Columbia TriStar Domestic Television has cleared *The Donnie & Marie Show* in another two markets, bringing the total to 15 markets and nearly 35% of the nation. WFLA-TV Tampa, Fla., and WJBK-TV Detroit have signed on for the '90s version of the show, which debuts in fall 1998.

Peace, love and Clark

Actor and comedian Mastro Clark has been named the regular host of the longest-running show in syndication, *Soul Train*. In the show's 26-year history, the only other regular host was Don Cornelius, who stepped down in 1993 after 22 years. Since then, a revolving celebrity guest-host format has been the way for the music-and-dance show. Clark, a veteran of the Persian Gulf conflict, has starred in a number of theatrical releases. He is also set to co-star with Scott Baio in the new Fox sitcom *Rewind*. *Soul Train* is distributed by the Tribune Entertainment Company.

NSS POCKETPIECE

Top ranked syndicated shows for the week ending Aug. 10, as reported by Nielsen Media Research. Numbers represent average audience/stations/% coverage.

1. Wheel of Fortune	9.4/228/98
2. Jeopardy!	8.3/223/99
3. Home Improvement	7.5/231/98
4. Buena Vista I	7.0/178/98
5. Oprah Winfrey Show	6.9/235/99
6. Seinfeld	6.6/228/98
7. Simpsons	5.9/206/96
8. Xena: Warrior Princess	5.4/227/98
9. Entertainment Tonight	5.3/187/95
10. Hercules, Journeys of	4.5/231/98
10. Jenny Jones Show	4.5/187/94
10. Wheel of Fortune-wknd	4.5/182/82
13. Inside Edition	4.4/157/91
13. Montel Williams Show	4.4/274
13. Sally Jessy Raphael	4.4/177/95

Homes for 'Homes'

Better Homes and Gardens, the syndicated television show, has been cleared on 142 stations representing 90% of the nation. Based on the magazine, *Better Homes and Gardens* will feature cooking, gardening and decorating tips and advice. The show debuts nationally on Sept. 6.

'Roseanne' producer

Eddie October has been named co-executive producer of King World's upcoming *The Roseanne Show*. October, formerly supervising producer of NBC's *Later with Greg Kinnear*, will share executive producer duties with Jeff Wald. *Roseanne* is set to debut in syndication in fall 1998.

'Inside' addition

Stacey Sweet has been named co-anchor of King World's *Inside Edition Weekend*. Stewart has been a reporter for *Inside Edition* for the past year and will continue to report for the show during the week.

Covering 'ET'

Glenn Meehan has been named managing editor of the "Cover Story" unit at Paramount Domestic Television's *Entertainment Tonight*. Meehan was formerly a segment producer on *The Chevy Chase Show* and has worked on NBC's *America's Talking*. From 1986 to 1991 Meehan was a segment producer for *ET*.

Strike up the band

All American Television has added a six-piece band to the cast of its upcoming talk show, *The Arthel and Fred Show*. Led by Mark Williamson, Mark and Rhythm Crew will play R&B hits. The show debuts in syndication on Sept. 8.

Iris expands

NATPE officials announced that for the first time, competition for the annual Iris Awards will be open to English-language programming from around the world. The competition recognizes excellence in local broadcasting. Winners will be flown to Los Angeles for a private celebration of the 31st awards in early December.—JS

Broadcasting & Cable PEOPLE'S CHOICE Ratings according to Nielsen August 11-17

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

Week	abc	CBS	NBC	Fox	U/PIN	WB
Week 47	7.9/14	6.9/12	8.4/15	4.5/8	2.7/5	2.2/4
MONDAY	8:00 24. NFL Preseason Football—Philadelphia Eagles vs. Pittsburgh Steelers 7.9/14	30. Cosby 7.3/14 35. Ev Loves Raymd 6.9/12 29. Cybill 7.4/13 42. Murphy Brown 6.7/11 43. Chicago Hope 6.6/12	45. Suddenly Susan 6.5/12 48. Fired Up 6.3/11 35. Caroline in/City 6.9/12 30. Wings 7.3/12 4. Dateline NBC 11.7/21	71. World's Incredible Animal Rescues 5.1/9 84. Roar 4.0/7	102. In the House 2.3/5 102. Sparks 2.3/5 99. Mal & Eddie 2.3/5 102. Sparks 2.3/4	108. 7th Heaven 2.3/4 110. Buffy/Vampire Slayer 2.2/4
TUESDAY	7.7/14 66. Roseanne 5.3/10 51. Grace Undr Fire 6.2/11 10. Home Imprvmt 9.5/16 18. Spin City 8.4/14 17. NYPD Blue 8.5/15	6.6/12 48. JAG 6.3/12 40. CBS Tuesday Movie—Dazzle, Part 2 6.8/12	8.6/15 35. Mad About You 6.9/14 35. NewsRadio 6.9/13 18. Frasier 8.4/15 27. Just Shoot Me 7.5/13 7. Dateline NBC 10.8/19	4.5/8 80. Fox Tuesday Night Movie—The Program 4.5/8	3.0/5 96. Moesha 3.0/6 97. Moesha 2.9/5 97. In the House 2.9/5 93. In the House 3.1/5	
WEDNESDAY	7.6/14 56. Drew Carey 6.0/12 53. Spin City 6.1/11 21. Drew Carey 8.2/15 27. Ellen 7.5/13 13. PrimeTime Live 8.9/16	6.5/12 46. The Nanny 6.4/13 66. Murphy Brown 5.3/10 64. Coast to Coast 5.5/10 23. 48 Hours 8.0/14	7.6/14 30. NBC Movie of the Week—Beauty's Revenge 7.3/13 20. Law & Order 8.3/15	4.6/8 60. World's Funniest Outtakes 5.9/11 91. Party of Five 3.2/6	2.6/5 105. The Sentinel 2.4/5 01. Star Trek: Voyager 2.7/5	2.9/5 108. Sister, Sis 2.3/5 99. Smart Guy 2.8/5 93. Wayans Bro 3.1/6 91. Steve Harvey 3.2/6
THURSDAY	7.0/13 69. High Incident 5.2/10 26. Turning Point 7.7/13 21. Holyfield vs. Tyson 8.2/15	6.9/12 79. Promised Land 4.6/9 33. Diagnosis Murder 7.2/12 13. 48 Hours 8.9/16	11.0/20 9. Friends 9.9/19 11. Men Bhvg Badly 9.4/18 1. Seinfeld 12.9/23 6. 3rd Rock fr/Sun 11.0/19 5. ER 11.5/21	3.3/6 89. Martin 3.3/7 87. Living Single 3.5/6 89. New York Undercover 3.3/6		
FRIDAY	8.0/16 53. Step by Step 6.6/13 63. Boy Meets World 5.6/12 43. Sabrina/Witch 6.6/13 56. Hangin' w/Mr. C 6.0/12 3. 20/20 11.8/23	5.4/11 72. Ordinary/Extraordinary 5.0/11 66. JAG 5.3/11 56. Nash Bridges 6.0/12	6.9/14 51. Unsolved Mysteries 6.2/14 11. Dateline NBC 9.4/19 72. Homicide: Life on the Streets 5.0/10	5.2/11 69. Fox Preseason Football—St. Louis Rams vs. Dallas Cowboys 5.2/11		
SATURDAY	4.1/9 86. Family Matters 3.6/8 87. Hangin' w/Mr. C 3.5/8 81. Primetime Live Special 4.3/9 81. The Practice 4.3/9	6.7/14 72. Dr. Quinn, Medicine Woman 5.0/11 48. Early Edition 6.3/13 13. Walker, Texas Ranger 8.9/19	4.1/9 84. U.S. Gymnastics Championship 4.0/9 83. NBC Saturday Night Movie—A Mother's Deception 4.1/9	5.4/12 72. Cops 5.0/11 61. Cops 5.7/12 64. AMW: America Fights Back 5.5/11		
SUNDAY	5.0/9 93. I Am Your Child 3.1/6 72. Am Fun Hm Vid 5.0/9 56. Am Fun Hm Vid 6.0/11 61. ABC Sunday Night Movie—French Silk 5.7/10	10.0/18 2. 60 Minutes 12.3/25 8. Touched by an Angel 10.4/19 16. CBS Sunday Movie—The Price of Heaven 8.7/15	6.7/12 72. U.S. Gymnastics Championship 5.0/10 46. 3rd Rock fr/Sun 6.4/12 53. NewsRadio 6.1/11 24. NBC Saturday Night Movie—Someone She Knows 7.9/14	6.3/11 78. Beyond Belief: Fact or Fiction? 4.9/10 35. The Simpsons 6.9/13 40. King of the Hill 6.8/12 34. The X-Files 7.0/12		1.9/3 113. Nick Freno 1.3/2 113. Parent'Hooc 1.3/3 112. Jam e Foxx 1.7/3 111. Jam e Foxx 1.9/3 105. Unh&p Ev At 2.4/4 105. Wayans Broe 2.4/4
WEEK AVG	6.7/13	7.2/13	7.6/14	4.9/9	2.7/5	2.3/4
STD AVG	8.4/15	9.0/15	9.8/17	6.9/12	3.0/5	2.5/4

Changing Hands

The week's tabulation
of station sales

TV

KRCA(TV) Riverside, Calif./Los Angeles

Price: \$60 million for stock

Buyer: Liberman Broadcasting Inc., Los Angeles (co-owners Lenard and Jose Liberman); owns KBUA(FM) (formerly KYKF), KWIZ-AM-FM, KBUE(FM) and KKHJ(AM) Los Angeles

Seller: Fouce Amusement Enterprises, Las Vegas (Frank L. Fouce, president); no other broadcast interests

Facilities: ch. 62, 3,720 kw visual, 372 kw aural, ant. 2,386 ft.

Affiliation: Independent

Broker: Kalil & Co.

WLCN(TV) Madisonville, Ky.

Price: \$5 million

Buyer: South Central Communications Corp., Evansville, Ind. (John D. Engelbrecht, president/82% owner); owns WEOA(AM)-WIKY-FM and WABX(FM) Evansville and WJPS-FM Chandler, Ind.; WJXA(FM) Nashville, WRMS(FM) Murfreesboro, WIMZ-AM-FM and WJXB(FM) Knoxville, Tenn., and has

Proposed station trades

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

THIS WEEK:

TVs □ \$66,780,000 □ 4

Combos □ \$8,227,147 □ 4

FMs □ \$8,891,500 □ 6

AMs □ \$9,005,020 □ 6

Total □ \$92,903,667 □ 20

SO FAR IN 1997:

TVs □ \$5,853,286,684 □ 80

Combos □ \$6,623,380,551 □ 216

FMs □ \$1,695,511,645 □ 275

AMs □ \$265,426,781 □ 150

Total □ \$14,437,605,661 □ 721

SAME PERIOD IN 1996:

TVs □ \$5,333,430,845 □ 69

Combos □ \$9,830,145,479 □ 243

FMs □ \$1,824,622,953 □ 275

AMs □ \$149,908,813 □ 159

Total □ \$17,138,108,090 □ 746

Source: BROADCASTING & CABLE

applied for two other TVs

Seller: ZOE Broadcasting Corp., Madisonville (John Price, president); no other broadcast interests

Facilities: ch. 19, 1143 kw visual, 114.3 kw aural, ant. 1,194 ft.

Affiliation: Ind.

WYDC(TV) Corning, N.Y.

Price: \$1.75 million

Buyer: Vision Communications LLC, Clarks Summit, Pa. (William Christian, president); no other broadcast interests

Seller: Standfast Broadcasting Corp., Corning (David Grant, president); is building new TV in Rochester, N.Y.

Facilities: ch. 48, 136 kw visual, ant. 423 ft.

Affiliation: Ind.

CP for KAJB(TV) Calipatria, Calif.

Price: \$30,000

Buyer: Calipatria Broadcasting Co. LLC, La Jolla, Calif. (Kenneth D. Pollin, owner)

Seller: Entravision Holdings LLC, Los Angeles (Walter F. Ulloa, managing member); Entravision/Ullua own/are buying eight TVs, two FMs and one AM.

COMBOS

Swap of KBKK(FM) for KISN(AM) Salt Lake City

Value: At least \$4.5 million (price paid for KBKK in May)

Swapper, KBKK: Jacor Communications Inc., Cincinnati (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner; Dave Crowl, president, radio division); owns KALL(AM)-KODJ(FM) and KKAT(FM) Salt Lake City; is buying KZHT (FM), KFAM(AM) and KURR-FM (formerly KUTQ) Salt Lake City. Jacor owns one TV station and owns/is buying 94 FMs and 57 AMs.

Swapper, KISN: Trumper Communications Inc., Westmont, Ill. (Jeffrey E. Trumper, president/CEO/owner); owns KISN-FM Salt Lake City and KUMT-FM Centerville, Utah; is buying six stations in Albuquerque, N.M.; has applied to build FM in Brigham City, Utah

Facilities: AM: 570 khz, 5 kw; FM: 106.5 mhz, 7.5 kw, ant. 826 m.

Formats: AM: sports; FM: classic country

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, Minneapolis; owns KFXS(FM), KOUT-FM and KKLS(AM)-KKMK(FM) Rapid City, S.D.; KXXS(FM) Toppenish, KIT(AM)-KATS(FM) and KMWX(AM)-KFFM(FM) Yakima, Wash.; WDAY-FM Fargo, N.D.; KLTA (FM) Breckenridge, Minn.; is buying KJKJ(FM) Grand Forks and KOHT(FM) Crookston, Minn.

Seller: David Ramage, Grand Forks; no other broadcast interests

Facilities: KKXL(AM): 1440 khz, 1 kw

Great Trails Broadcasting Corporation

Alexander J. Williams, President and Chairman-Elect
Paul M. Hughes, President-Elect

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for

\$17,370,000

from

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Thomas Hendrickson, President

Patrick Communications represented the parties
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School sells FM to commercial buyer

Stations like Flint, Mich.'s WFBE(FM) are a dying breed. In fact, WFBE is dead—it's been off the air since June 30.

What made WFBE notable was the combination of its commercial allotment (95.1 mhz) with its noncommercial owner, the Flint Board of Education. The board is selling WFBE to a commercial operator.

Broker Jim Blackburn of Blackburn & Co. says the situation is not uncommon. "One by one, these universities and people who own commercial frequencies are selling them because they are worth more as an endowment."

Blackburn & Co. also brokered a deal for Washington's noncommercial WDCU(FM). After pushing the price to \$13 million at auction, the station's owner, the University of the District of Columbia, agreed to sell it to a non-profit organization partially owned by principals of Salem Communications Corp.; the would-be buyers said they would change the format from jazz to religion. The deal (and format change) were so hotly contested that the Salem-related investors backed out, making room for first-time radio investor C-SPAN, also a nonprofit organization (B&C, Aug. 18).

Blackburn says there has been no such opposition to the Flint deal, adding that the price for WDCU was driven up because many people want to take advantage of a "soap box" that reaches some of the nation's most influential listeners. He adds, "no, public broadcasters will not be bid out of the market" for noncommercial spectrum, noting that "soap-box" value drops steeply outside the Washington, D.C., beltway. —SB

CLOSED!

Media General, J. Stewart Bryan, III, Chairman and CEO has traded WTVR-TV, Richmond, Virginia to Raycom Media, Inc., John Hayes, President for WSAV-TV, Savannah, Georgia and WJTV-TV/WHLT-TV, Jackson and Hattiesburg, Mississippi.

Brian E. Cobb
Broker

day, 500 w night; KKXL-FM: 92.9 mhz, 63 kw, ant. 383 ft.; KDMA: 1460 kwz, 1 kw; KMGM: 105.5 mhz, 3 kw, ant. 300 ft.; KKRC: 1460 khz, 1 kw day, 45 w night

Formats: KKXL(AM): news/talk, sports; KKXL-FM: religion; KDMA: lite country; KMGM: soft hits; KKRC: AC

75% of KYTC(FM) Northwood, Iowa, and KATE(AM)-KCPI(FM) Albert Lea, Minn.

Price: \$500,000

Buyer: Nolander Broadcasting Inc., Albert Lea (Gregory D. Jensen, Steven A. Ladlie and George Dress, new shareholders); no other broadcast properties

Seller: Nolander Properties Inc., Albert Lea (David E. Nolander, president/owner); no other broadcast properties

Facilities: KYTC: 102.7 mhz, 6 kw, ant. 318 ft.; KATE: 1450 khz, 1 kw; KCPI: 94.9 mhz, 3.5 kw, ant. 302 ft.

Formats: KYTC: oldies; KATE: news/talk; KCPI: hot AC

KQMG-AM-FM Independence, Iowa

Price: \$477,146

Buyer: Keene of Iowa Inc., Independence (Rick Prusatur and Donald C. Morehead, partners); no other broadcast interests

Seller: Midwest Broadcasting Inc., Independence (Dean Schlitter, president); no other broadcast interests

Facilities: AM: 1220 khz, 250 w day, 166 w night; FM: 95.3 mhz, 3 kw, ant. 200 ft.

Formats: AM: AC, oldies; FM: country

RADIO: FM

WFBE(FM) Flint, Mich.

Price: \$6.8 million

Buyer: Rainbow Radio LLC, Lansing, Mich. (Liggett Broadcast Inc. 80% member, Robert G. Liggett Jr., trustee/owner); Liggett owns WVFN(AM)-WFMK(FM) and WMMQ(FM) East Lansing, WITL(FM) and WJIM-AM-FM Lansing and WHNN(FM) Bay City, all Mich.

Seller: Flint Board of Education, Flint (Joan Evans, president); no other broadcast interests

Facilities: 95.1 mhz, 50 kw, ant. 243 ft.

Format: Classical, jazz, new age

Broker: Blackburn & Co.

WMMK(FM) Destin/Fort Walton Beach, Fla.

Price: \$1.195 million

Buyer: Gulf Breeze Media Inc., Destin (Jennifer F. Hale, president); no other broadcast interests

Seller: Emerald Coast Radio Corp., Destin (Rick Anderson, principal); no other broadcast interests

Facilities: 92.1 mhz, 25 kw, ant. 279 ft.

Format: C&W

WYCS(FM) Yorktown, Va.

Price: \$449,000

Buyer: Creative Educational Media Corp. Inc., Tulsa, Okla. (Gerald David Ingles, president); owns KOZO-FM; has applied for three new

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August 1996

WNNJ AM-FM
Sussex County, NJ
Nassau Broadcasting
from
Group M
Communications

CLOSED

June 1997

WSUS-FM
Sussex County, NJ
Nassau Broadcasting
from
WSUS Communications

CLOSED

September 1996

KPTY-FM
Phoenix, AZ
Rainbow
Broadcasting
to
NPR Phoenix, LLC

CLOSED

July 1997

WLLZ
Detroit, MI
Greater Media
to
Crawford
Broadcasting

CLOSED

February 1997

KHOM-FM
New Orleans, LA
KHOM Associates
to
Clear Channel
Communications

CLOSED

July 1997

WNFT
Boston, MA
Greater Media
to
American Radio
Systems

CLOSED

March 1997

WGCO-FM
Savannah, GA
Clark Broadcasting
to
New Adventure
Communications

FILED

July 1997

WPZE
Boston, MA
Salem Communications
to
Hibernia
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Broadcasting

Big deal

Sinclair Broadcast Group Inc.'s \$630 million cash buy of Heritage Media Corp.'s five network TV affiliates and 24 radio stations (B&C, July 7).

noncommercial FMs

Seller: The York County School Board, Yorktown (Richard Hixson, deputy superintendent); operates a cable television station

Facilities: 91.5 mhz, 20 kw, ant. 371 ft.
Format: AC

50% of KREC(FM) Brian Head, Utah

Price: \$287,500 for stock

Buyer: Brian Head Broadcasting Co., Cedar City, Utah (Pamela J. Johnston, president); owns KREC-FM Brian Head and has applied to build new FM in Mesquite, Nev.

Seller: John E. Dierks Living Trust, Las Vegas (John E. Dierks, trustee); no other broadcast interests

Facilities: 98.1 mhz, 56 kw, ant. 2,526 ft.

Format: Soft AC

WIGY(FM) Madison, Me.

Price: \$125,000

Buyer: Tryon-Seacoast Communications Inc., Gardiner, Me. (Jeffrey Fisher, president); owns WFAU(AM)-WABK-FM Gardiner, WKCG-FM Augusta, Me.

Seller: Innovative Advertising Consultants Inc., Dexter, Me. (Dan Priestley, owner); owns WGUY-FM Dexter

Facilities: 97.5 mhz, 6 kw, ant. 328 ft.
Format: Oldies

70% of WOFM(FM) Mosinee, Wis.

Price: \$35,000

Buyer: Duey E. Wright, Green Bay, Wis.; owns WRIG(AM) Schofield, WDEZ(FM) and WSAU(AM)-WIFC(FM) Wausau, Wis., and 92% of WGEE(AM)-WIXX(FM) Green Bay, WOZZ(FM) New London and WLTM(FM) Sturgeon Bay, all Wis.

Seller: Orville Heinz, Wausau, Wis.; owns 8% of WGEE-WIXX, WOZZ and WLTM

Facilities: 94.7 mhz, 50 kw, ant. 492 ft.

Format: Oldies

RADIO: AM

WKNR(AM) Cleveland

Price: \$8.4 Million

Buyer: Jacor Communications Inc., Cincinnati (Randy Michaels, CEO; Zell/Chilmark Fund LP, 70% owner; Dave Crowl, president, radio division); Jacor owns one TV station;

Continues on page 74

The Radio Show readies for New Orleans

On its own now, convention will feature engineering certification; registration up from '96

By Elizabeth A. Rathbun

CBS Station Group CEO Mel Karmazin takes the spotlight at the upcoming National Association of Broadcasters Radio Show in New Orleans. Karmazin is being honored by the NAB with its National Radio Award on the second full day of the show, which runs Sept. 17-20.

NAB, meanwhile, is glowing about the 38% increase in paid attendance so far over the 1996 show, spokesman John Earnhardt says. Seven thousand attendees and exhibitors are expected this year. Last October in Los Angeles, the combined NAB, Radio-Television News Directors Association and SMPTE/SBE shows attracted 15,000 broadcasters. Each group is sponsoring a separate convention this year.

NAB expects to make \$2.33 million from this year's Radio Show, down \$1.26 million because of the splitting up of the three conventions. Any money made from the shows goes toward reducing members' dues, Earnhardt says.

For the first time at the Radio Show, NAB is offering engineering certification workshops. Participants will learn about equipment maintenance and legal compliance. Updates on digital audio broadcasting also will be offered for the first time.

THE NAB RADIO SHOW

Besides Karmazin, other speakers scheduled include Senate Commerce Committee Chairman John McCain (R-Ariz.); outgoing FCC Commissioner Rachele Chong, and keynoter Robert W. Pittman, a former radio station programmer who now is president of America Online Networks.

With about 170 companies represented, expect the exhibit floor to be crowded. Among the exhibitors expected are ABC Radio International; Arbitron; *The Bob & Tom Show*; The John Boy & Bill Radio Network; Microsoft Corp.; Sony Electronics Inc.; and UPI Radio Network.

Hotel hallways will be full too, with dozens of hospitality suites, most in the New Orleans Hilton.

Don't look for the Metro Networks Inc. helicopter that you're used to seeing on the exhibit floor. The helicopter is moving to RTNDA. But Metro does promise a new product, a "digital information system" that holds "the future in electronic journalism," according to Metro spokeswoman Kelly Barton. She declined to divulge details.

In a rare move, Associated Press will be offering a syndicated program, *Newsweek on Air*, at the show. The one-hour public affairs show, which

AP has co-produced with *Newsweek* magazine for 12 years, is scheduled to launch as a barter product on Aug. 31, says John Folger, AP's manager of radio syndication.

Syndication "is a big piece of the radio pie that AP's not involved in," he says. Other shows eventually will follow. But "from here we're probably going to have to come up with totally new [shows]," Folger says. "We're a news organization. Programs like *Newsweek on Air* are a good fit for us." AP's first priority is to clear the series in the nation's top 50 markets.

The fit for United Stations Radio Networks is comedy. The syndicator, which already offers a national comedy service to 700-800 of its 2,300 affiliates, now is offering custom-tailored work. It is hoping to expand its customer base for the "Comedy-plus on Demand" at NAB.

Affiliates call United Stations and fill them in on local people or events as subjects for comedy. United Stations returns the comedy bit overnight via digital delivery, says Andy Denmark, vice president of programming. "Kind of a you-ask-for-it, you-get-it overnight service," he says. "It's really taken off." Clients now include stations in Los Angeles, Chicago, Dallas and Boston. The service is available to any station in a market—format doesn't matter—on a barter basis. For now, Comedy-plus is market-exclusive. Denmark says. ■

R I D I N G G A I N

Radio defeats Dow plunge

Radio stocks barely blinked last week when the Dow Jones industrial average experienced its worst one-day sell-off in six years. In an informal survey, radio stock prices in general fell less than \$1 between Thursday, Aug. 14, and the market's close on Aug. 15, the day of the 247-point drop. In fact, Emmis Broadcasting Corp. rose 50 cents in that period. Investor favorite Clear Channel Communications Inc. lost 1/16, but returned to \$62 last Tuesday. Perhaps the worst case was seen in the merging Chancellor Broadcasting Co. and Evergreen Media Corp. Each fell more than \$1 on Aug. 15. By last Tuesday,

Evergreen had fallen \$2, and Chancellor nearly \$2, from Aug. 14.

News from (W)NYC

WNYC-FM New York is laying claim to being the first public radio station to attract more than 500,000 weekly listeners. Citing Arbitron's spring book, WNYC-FM says that it enjoys 538,000 weekly listeners in its total service area: New York and parts of Connecticut, New Jersey and New York state. That's also a record cumulative audience for the classical station.

Consolidation hurts Katz

Consolidation has cost Katz Media Group Inc. In releasing its second-

quarter results, the rep firm notes that a 5.9% decrease in net revenue reflects station consolidation, which led to client losses and declines in gross billings in television. Those declines were partly offset, however, by client gains and increases in gross billings in radio. Katz said in a news release.

Meanwhile, net income fell from \$1.6 million in second quarter 1996 to a loss of \$3.6 million in this year's second quarter. Katz, which recorded a charge of \$7.1 million in this quarter as it consolidated its own operations, is being purchased by radio group owner Chancellor Media Corp.—EAR

Cablevision sets new stage for Rainbow

Programming unit will be freed from ties to parent company's debt load

By John M. Higgins

A financial shuffle at Cablevision Systems Corp. is setting the stage for a spin-off, initial public offering or similar move for its Rainbow Media network unit.

Cablevision executives have long discussed an IPO or spin-off for Rainbow; they have been hamstrung by loan and bond restrictions that essentially counted the programming unit as collateral for much of the company's \$5.1 billion in debt and preferred stock load.

But in a securities filing related to a planned \$300 million bond sale, Cablevision disclosed that it is isolating Rainbow from the parent company's debt. Rainbow, which is being moved out of the company's "restricted" group, will stand on its own.

At the end of the shuffle, the unit—which includes American Movie Classics, Bravo and the SportsChannel regional networks—will have about \$380 million of its own debt. But the move will give Woodbury, N.Y.-based Cablevision substantially more financial flexibility with the programmer.

Cablevision would not comment on the restructuring.

The separation is made possible by the massive change to the company's financial structure in Cablevision's metro New York system deal with Tele-Communications Inc. That deal calls for Englewood, Colo.-based TCI to swap 820,000 subscribers in Westchester and Rockland counties, N.Y., northern New Jersey and a small slice of Long Island for 12.2 million shares of Cablevision Class A stock—a third of the company.

That adds about \$1.4 billion to Cablevision's equity base, and the systems generate enough cash flow to slice the MSO's leverage from a huge 9 times cash flow to a more comfortable 6.5 times.

That's enough to keep lenders and bondholders comfortable, even without Rainbow as collateral.

"They couldn't do anything with Rainbow before," says one Wall Street executive familiar with the shift. "They've got a lot of pieces to move around."

Cablevision executives have told investors that they're still not sure what the next step for Rainbow will be. But by taking the company public, Cablevi-

sion would be allowed to acquire other programmers in a tax-free stock swap.

One Wall Street executive says that instead of simply selling stock outright to the public, Cablevision has considered an exchange offer allowing shareholders to swap their stock in the MSO for shares in the programming unit. That would be particularly attractive to TCI, which conceivably could trade its 30% Cablevision stake for a majority interest in Rainbow's networks. ■

'X-Files' ratings: They're up there

Premiere of off-Fox drama is an early hit for FX

By John M. Higgins

FX topped the night in cable with last Tuesday's premiere of *The X-Files* and *NYPD Blue*. The network scored a 3.3 Nielsen rating at 8-9 p.m. EST with the first episode of *The X-Files*—the highest-rated cable prime time show that night—while *NYPD Blue* fetched a 2.2 at 9-10 p.m.

Both shows are critical to the 31 million-subscriber FX, which has lacked a strong prime time schedule. The shows, from co-owned 20th Century Fox, appeared to boost *In Living Color* at 10 p.m. to a 1.5 versus its typical 1 rating. The total prime time rating for the night was 2.2.

The network called the *X-Files* rating the highest ever for an off-network series premiere. "I expect to see the numbers grow," says FX President Mark Sonnenberg. Other FX executives say that they expect the numbers to settle down somewhere north of a 1.

The ratings did not include the 20 or so people who sat on the sidewalk outside FX's Manhattan studios to watch *The X-Files*; FX is carried on



Agents Scully and Mulder got off to a good cable start last week on FX.

neither Time Warner's Manhattan system nor DBS. Those fans, who watched a monitor through a plate-glass window with speakers set up outside, are—of course—out-of-home viewers.

FX executives also say that a recent

new horizons

changing the face of the audiovisual world

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Securities and Exchange Commission filing by parent Fox/Liberty Networks LLC mischaracterized the cable network's programming spending. BROADCASTING & CABLE reported last week that the filing indicated that

FX is falling well short of its promises to spend \$100 million annually on programming.

However, Fox/Liberty Chief Financial Officer Jeff Shell says that the filing did not allocate the cost of Major

League Baseball and college football games to the network, but to its Fox Sports unit.

If those costs were included, FX's program spending would reach \$100 million, Shell says. ■

'Miller v. HSN' on docket

HSN suit over carriage cut begins Aug. 25

By Price Colman

It's hard to blame Monte Miller for feeling a little perplexed. Miller and his wife, Doris—as Miller Broadcasting, owners of KMCI(TV) Kansas City, Kan.—are headed for a court confrontation today (Aug. 25) with Home Shopping Network, and Miller says he is still trying to figure out why.

On the surface, it seems simple: HSN contends that Miller improperly cut the programer's broadcast hours last year, breaching their contract. Miller counters that HSN had already breached the contract by unilaterally reducing local avails from five minutes per hour to two.

Part of what makes the case curious is that after some refiguring earlier this year, HSN cut the damage amount it's seeking to less than \$500,000, or roughly what it generates in revenue during 6.25 hours on an average day. "It's down to the

point where Doris and I look at each other and say, 'What in the world are we fighting over?'" says Miller. "The way this has dragged on, there is a general feeling in our camp that we've been singled out and picked on. There are other markets where they lost an affiliate and they didn't sue."

The first sign of problems between HSN and its affiliates cropped up in late 1995—early 1996, when HSN informed the stations that it planned to reduce local avail time from five minutes to two. Some opted to go along, some didn't. St. Louis-based Roberts Broadcasting, which owns stations in Denver, St. Louis and other cities, substituted infomercial programming in its Denver, St. Louis markets for some but not all of the HSN programming. That prompted HSN to sue.

Roberts lost the Denver case last year and the St. Louis case earlier this year. HSN's suit against Miller is no different, says HSN spokesman Gerry



Hoepfner. He calls Miller Broadcasting Inc.'s actions a "clear and egregious breach" of contract.

"Miller's actions against Home Shopping were tantamount to shutting the lights off for a traditional bricks-and-mortar retailer, in that our ability to service customers in the Kansas City market was severely hindered," says Hoepfner.

"Just as the Missouri Circuit Court

ALL TV becomes TCI Digital Cable

You can't launch a new product without a new logo, as any marketing aficionado knows, and TCI Digital Cable is no exception.

The new logo was designed by The Ryan Partnership of Westport, Conn., in conjunction with the TCI digital cable team.

"We wanted to directly associate the digital cable product with TCI in a simple, clean, straight-ahead manner, but at the same time wanted to create an image of newness and technical advancement," says TCI spokeswoman LaRae Marsik.

The proof's in the product, which will be seen more frequently later this year. But name and logo appear to reflect the no-nonsense, keep-it-simple philosophy of TCI President Leo Hindery. Hindery was unabashedly



critical of the ALL TV name from the beginning. During a recent conference call he stressed that the name had been "abandoned forever."

Hindery has also repeatedly stressed that TCI Digital Cable is

a product, not a service, and he has taken considerable pains to manage expectations about digital cable's impact on TCI's business, calling it "another arrow" in the company's quiver of products.

Some TCI systems, including Greeley, Colo., have conducted a "soft launch" of TCI Digital Cable, which costs \$10 a month and features about 42 channels—12 PPV, 12 plex and movie offerings and 18 basic cable nets. The big push will come after Labor Day and particularly in the fourth quarter, says Marsik. —PC

ruled in Home Shopping's favor last month in our suit against Roberts Broadcasting for its breach of our contractual rights, we believe the sanctity of our contract with KMCI should be firmly upheld, and we are confident that the facts will bear our position out. It is our intent to vigorously defend our rights in this and every other instance where contractual obligations are breached and our ability to maintain service to our customers and conduct our business is at risk."

A federal judge in Kansas City last year saw at least some validity in Miller's perspective. The judge refused to grant an HSN injunction that would have forced KMCI to carry the shop-at-home service 24 hours a day, but at the same time set the case for a jury trial, which starts Monday.

Since the meltdown with HSN, Miller has signed an LMA with Scripps Howard, giving the Cincinnati-based media company a second broadcast outlet in Kansas City. (Scripps Howard also owns the NBC affiliate there.)

What has really bothered Miller since the conflict with HSN began is not knowing how his station fits into HSN Chairman Barry Diller's plans for moving HSN from broadcast to cable carriage.

Diller has outlined plans to use 12 UHF stations that are part of HSN subsidiary Silver King Communications and four high-power stations that were acquired with Savoy Pictures Entertainment to launch a sixth broadcast network with a heavy emphasis on local news and programming. HSN's Miami station is set to launch the service next spring.

"We didn't feel comfortable without a meeting of minds that would allow our HSN viewers to make a transition to wherever HSN would finally land," says Miller. "We found out that they did not know what they wanted to do. Their own attorneys counseled that they would breach the contract [by cutting local avails] and they still went ahead and did it...I just think it's a strange stance against affiliates."

As for playing David to HSN's Goliath, Miller says he's ready to do battle in court.

"We will defend this thing to the nth degree," he says. "I feel very comfortable going to court with our case." ■

50 PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of Aug. 11-17, ranked by rating. Cable rating is coverage area rating within each basic cable network's universe; U.S. rating is of 97 million TV households.

Program	Network	Time (ET)	HHS. (000)	Rating		Cable Share
				Cable	U.S.	
1. NFL/Detroit @ Pittsburgh	TNT	Sun 8:00p	3,394	4.8	3.5	8.2
2. Movie: "Any Mother's Son"	LIF	Mon 9:00p	3,160	4.6	3.3	7.5
3. NASCAR/ITW Devilbiss 400	ESPN	Sun 12:30p	3,070	4.3	3.2	10.9
4. World Champ. Wrestling	TNT	Mon 9:00p	2,728	3.8	2.8	6.2
4. Raging Planet	DISC	Sun 9:00p	2,715	3.8	2.8	6.2
4. Rugrats	NICK	Mon 7:30p	2,671	3.8	2.8	7.1
4. World Champ. Wrestling	TNT	Mon 8:00p	2,668	3.8	2.8	6.7
8. NFL/Carolina@Kansas City	ESPN	Thu 8:00p	2,618	3.7	2.7	6.5
9. Rugrats	NICK	Tue 7:30p	2,457	3.5	2.5	6.9
10. Hey Arnold	NICK	Sun 11:00a	2,387	3.4	2.5	10.3
10. Blues Clues	NICK	Wed 9:30a	2,344	3.4	2.4	12.7
10. Rugrats	NICK	Thu 7:30p	2,344	3.4	2.4	6.7
13. Rugrats	NICK	Sun 10:00a	2,313	3.3	2.4	10.7
13. Tiny Toon Adventures	NICK	Sat 9:30a	2,312	3.3	2.4	12.3
13. Busy World of R. Scarry	NICK	Tue 10:00a	2,302	3.3	2.4	12.1
13. Angry Beavers	NICK	Sun 10:30a	2,300	3.3	2.4	10.3
13. Busy World of R. Scarry	NICK	Wed 10:00a	2,300	3.3	2.4	12.2
13. M. Sendak's Little Bear	NICK	Wed 9:00a	2,295	3.3	2.4	12.7
13. J. Henson's Muppet Babies	NICK	Wed 10:30a	2,273	3.3	2.4	12.0
20. Are You Afraid of the Dark?	NICK	Wed 5:00p	2,250	3.2	2.3	7.8
20. J. Henson's Muppet Babies	NICK	Sat 10:00a	2,224	3.2	2.3	11.1
22. MLB/Atlanta @ St. Louis	ESPN	Sun 8:00p	2,214	3.1	2.3	5.3
22. Blues Clues	NICK	Tue 9:30a	2,197	3.1	2.3	11.8
22. Blues Clues	NICK	Fri 12:30p	2,158	3.1	2.2	9.8
22. Rugrats	NICK	Wed 7:30p	2,155	3.1	2.2	6.0
22. Figure It Out Special	NICK	Wed 6:00p	2,143	3.1	2.2	6.8
22. Hey Arnold	NICK	Mon 8:00p	2,141	3.1	2.2	5.4
28. Busy World of R. Scarry	NICK	Fri 10:00a	2,128	3.0	2.2	11.7
28. J. Henson's Muppet Babies	NICK	Tue 10:30a	2,122	3.0	2.2	10.9
28. Doug	NICK	Mon 7:00p	2,098	3.0	2.2	6.0
28. M. Sendak's Little Bear	NICK	Wed 12:00p	2,096	3.0	2.2	9.6
28. Rocko's Modern Life	NICK	Wed 5:30p	2,090	3.0	2.2	6.9
28. Figure It Out Special	NICK	Mon 6:00p	2,090	3.0	2.2	6.5
28. Figure It Out Special	NICK	Thu 6:00p	2,089	3.0	2.2	6.8
28. Allegra's Window	NICK	Fri 11:00a	2,083	3.0	2.1	10.9
28. M. Sendak's Little Bear	NICK	Thu 12:00p	2,080	3.0	2.1	10.2
28. Gullah Gullah Island	NICK	Fri 11:30a	2,075	3.0	2.1	10.5
28. M. Sendak's Little Bear	NICK	Tue 12:00p	2,069	3.0	2.1	9.4
28. Figure It Out Special	NICK	Tue 6:00p	2,066	3.0	2.1	8.7
40. WWF Wrestling	USA	Mon 8:57p	2,084	2.9	2.1	4.8
40. My Brother and Me	NICK	Sun 12:30p	2,060	2.9	2.1	8.2
40. Blues Clues	NICK	Fri 9:30a	2,059	2.9	2.1	11.5
40. Blues Clues	NICK	Thu 12:30p	2,058	2.9	2.1	9.6
40. J. Henson's Muppet Babies	NICK	Mon 10:30a	2,047	2.9	2.1	11.5
40. M. Sendak's Little Bear	NICK	Fri 9:00a	2,037	2.9	2.1	12.0
40. Blues Clues	NICK	Mon 9:30a	2,008	2.9	2.1	11.3
40. All That	NICK	Sat 8:30p	2,005	2.9	2.1	5.9
40. Tiny Toon Adventures	NICK	Sat 9:00a	2,002	2.9	2.1	11.1
40. M. Sendak's Little Bear	NICK	Fri 12:00p	1,998	2.9	2.1	9.5
40. Busy World of R. Scarry	NICK	Mon 10:00a	1,992	2.9	2.1	11.4

Sources: Nielsen Media Research, Turner Research

New home for home shopper

QVC is moving into new studios to match its growing electronic retailing presence

By Donna Petrozzello

Come in, take your coat off and have a cup of coffee. No, this isn't your neighbor talking, it's QVC.

In an ambitious expansion, the home shopping channel is revamping its studios and on-air look to make the network appear as accessible as the Jones's living room.

Starting Sept. 24, QVC relocates to "Studio Park," its remodeled \$100 million, 600,000-square-foot facility in West Chester,

Pa., just a mile from the network's existing cramped headquarters. QVC has waited years to move into more spacious digs that would serve as its public showplace.

Three views of QVC's new sets at Studio Park.



By making the massive new studio and warehouse facility into a tourist attraction, network executives aim to capitalize on the shopping network's strong bond with its customers, who often come by the hundreds to QVC's remote broadcasts.

But the network is also trying to find a way to continue QVC's remarkable growth by reaching beyond its core audience.

"Half the battle is just getting eyeballs to the screen," says QVC programming and broadcasting executive vice president Robb Cadigan. "The other half is putting products in the right setting."

QVC's consistent growth is evident not only in its recent quarterly fiscal returns but also in its landmark sales days. Last December, QVC sold \$8.2 million of Packard Bell computers in 205 minutes of airtime. Last March, the network logged 750,000 calls during its one-day "big bonanza silver

day." On April 3, the network shipped its 250 millionth package after 11 years on air.

In recent years, QVC has made a mark with its quick sells—such as Super Bowl shirts and caps offered moments after game's end—and exclu-

sive items, such as videos of the "Star Wars" trilogy.

QVC's net sales for 1996 totaled \$1.8 billion, more than Bloomingdale's or Saks Fifth Avenue. Sales were up 13.4% over the previous year.

QVC's operations seem almost unaffected by the arrival of Barry Diller in 1993, his failed bids for Paramount Communication Inc. and CBS Inc., his exit in March 1995 and the subsequent takeover of QVC by Comcast Corp. The network's sales and cash flow have continued to grow by double digits.

QVC net sales for second quarter 1997 increased 15.3%, to \$467.7 million, topping Home Shopping Network's net sales of \$251 million for the same quarter. Operating cash flow for the same period was \$75.5 million, a 12.7% increase over the previous year.

Part of QVC's growth has been sparked by the near free-fall of its biggest rival, HSN, where Diller has encamped and has installed former QVC executives. HSN lost 25% of its customer base after revamping its on-air look some two years ago and

upgrading the average price of its merchandise. HSN customers flocked to QVC.

Diller's efforts to turn HSN around are rooted in getting back to basics and mimicking the strategies that have worked so well for QVC. So far, his work seems to be paying off. Second quarter 1997 was HSN's sixth consecutive quarter of improved financial returns.

HSN President James Held, who briefly was a QVC executive under Diller, agrees that HSN is starting to compete again. He believes HSN is luring some customers back from QVC. But, he admits, "that's hard to quantify."

QVC's Cadigan agrees. "If any of the growth that we achieved was because of the misfortune of HSN, I can't say we'll lose any of that simply because HSN is doing better," he says. "We're still pretty far out in front."

In the battle for dominance in electronic retailing, Cadigan insists that the future lies in creating a "theater" experience for shoppers. He admits to being in awe of the traffic that malls draw. "Why anyone would want to drive to a mall in the summer in 90-degree heat to shop when you could shop from home amazes me," he says.

QVC is banking on Studio Park to take the network to that next level of shopping experience. Cadigan who refers to Studio Park as a "natural progression" for the network, says he wants to create and expand a shopping experience similar to what shoppers find daily in malls.

Studio Park provides massive studio space where QVC is building lavish sets—including a two-story house. There will be stages for showcasing merchandise and a performance stage. QVC intends to host public tours of the building and will invite audiences to participate in and watch live shows.

QVC officials also tout Studio Park as the next "evolution" in QVC's ongoing mission to "show the prod-

ucts in the right setting," says Cadigan. But tinkering with an on-air look that works can be dangerous, particularly in the wake of HSN's failed attempt.

To avoid HSN's fate, Cadigan says QVC will not hype its new look too much. "We're not going to go over the top in promoting this. That's a mistake a lot of networks have made," he says. "That's not what viewers expect of us."

Even so, the network has brought in travel agents to look at Studio Park, it is training staff to guide tours and it has built a massive windowed perch overlooking the main studios from which the public can watch.

The highlight of the Studio Park tour will be the QVC home, where at least one-third of the network's programming will originate. From the home, QVC can sell linens from a bedroom or stereo equipment displayed in a home entertainment center and create a proper "retail environment," says Cadigan.

The QVC home and other sets in Studio Park are designed to give cameras access to products from every angle to give the picture "more depth and movement," says QVC's broadcasting vice president, Barry O'Donnell. "This will be the home where QVC lives," he says. "We want viewers to be as comfortable with it as they are with the coffeehouse set on NBC's *Friends*."

The atmosphere should enable viewers to envision the products in their own homes more easily and embellish QVC's "backyard fence" communication strategy. "It's all about connecting with the viewer," says Cadigan.

The open-home policy marks a departure from QVC's on-air style of displaying merchandise using fixed sets and restricted camera angles. Cadigan hopes viewers will accept the change as "positive" and watch longer.

"The home will feel and look like a home," says Cadigan. "It's a tighter, more intimate shot

that will make people who are channel surfing want to stop. Once they stop, they'll see the products."

But regardless of all the perceived changes Studio Park will lend QVC, Cadigan insists that the network's emphasis will remain on delivering high-quality product to its customers. Above all else, he values the "trust" consumers have put in the network to continue its growth.

While QVC may avoid hyping its new on-air look before opening day, the network will maximize the selling potential of its spacious sets.

Expect sales of large-scale home products, such as furniture, major appliances and carpeting, to increase, says O'Donnell. "We could even sell cars if we want to," he adds. On Sept. 25, QVC will host an all-day home-products shopping bonanza.

QVC will also capitalize on the celebrity factor. Joan Rivers, Susan Lucci, chef Emeril Lagasse and Richard Simmons are on the list of VIP appearances. ■

Australis, Foxtel finish merger due diligence

Australia's long and costly road to pay-TV consolidation reached a critical point Aug. 19 with the completion of due diligence and an agreement on final merger plans between pay-TV operator Australis Media and cable TV joint-venture Foxtel, owned by News Corp. and Telstra.

The merger still must be approved by competition authorities, with a final document not expected until November.

Under the plan, Australis will absorb Foxtel. In return, News Corp. and Telstra will end up with 66.5% Australis, with existing Australis shareholders holding the remaining 33.5%. The union will add Australis's 100,000 subs to Foxtel's 200,000.

CNN launches documentary series

CNN International will launch an hour documentary series in early 1998, according to a senior CNN source. CNNI is negotiating with co-owned Turner Original Productions to acquire documentaries. The network also plans to acquire them from independents and to produce some in-house. The series would be the first dedicated to documentaries on CNNI.

A&E and MTG pair for History

A&E TV Networks and Modern Times Group have signed a multiyear deal to jointly produce, distribute and operate The History Channel in Nordic and Baltic regions. MTG will oversee customer services, distribution, ad sales and marketing for the channel.



Thai Sky stumbles

Thailand's economic woes may claim another victim. Pay-TV group Thai Sky is thought to be looking for a buyer, thanks to continued losses and financial problems at its parent company, The Wattachak Group. Thai Sky, with fewer than 100,000 subscribers to its DTH and MMDS services, reportedly failed to pay its transponder fees to Shinawatra Satellite, which subsequently cut off its Ku-band DTH distribution.

Brazil pay to hit 12 million by 2003

Brazil is predicted to have 12 million pay-TV subscribers by 2003, compared with the 3.3 million projected for the end of 1997, according to a survey by *Pay TV* magazine. Leading operators Multicanal, part-owned by Globo Cable, and TVA claim 70% and 24% of those subs, respectively.

NTL revenue jumps

UK cable and telco group NTL upped its revenue to \$221 million for the first half of 1997, against \$66 million for the same period in 1996. Net income dropped from a loss of \$101 million to a loss of \$173 million, however, including a \$4.6 million hit to cover costs of its failed bid for a UK digital terrestrial license.

Flextech cuts its losses

UK cable/satellite programmer Flextech increased its revenue to £44.6 million (\$75 million) in the first six months of 1997, up 80% from the same period in 1996. Subscriber revenue rose 67% and ad revenue doubled. —Mike Kaz

H E A D E N D I N G S

Jersey gains knowledge

Comcast Corp. will launch Jones Education Co.'s Knowledge TV on its 58,000-sub Hightstown, N.J., system on Sept. 4. In conjunction with the launch, Comcast and Knowledge TV will award a Hightstown student a full scholarship for a master's degree in educational technology leadership from George Washington University in Washington. The winner will telecommute to classes through Jones's College Connection distance learning division.

Stones roll with VH1

VH1 is co-sponsoring The Rolling Stones' 1997-98 tour, scheduled to kick off Sept. 23 in Chicago in support of the band's new album, "Bridges to Babylon." VH1's sponsorship package includes exclusive carriage of the Stones' first two songs live from Chicago on opening night. The Stones also are expected to perform at the 1997 VH1 Fashion Awards on Oct. 28. In late September, VH1 President John Sykes says, the cable network will air *Stones TV: Stoned Again*, a week of vintage Stones concerts, movies, interviews and other events. Sprint is co-sponsoring the tour.

Hybrid Nets sells modems, headends to Jones

Hybrid Networks says Jones Intercable has signed an agreement to purchase Hybrid Networks' Series 2000 headend systems and cable modems as part of the Jones Internet Channel high-speed Internet access service. "We have chosen Hybrid Networks' cable modem/routers through a careful evaluation process, emphasizing technology, pricing and vendor service and support," says David Feldman, VP of technology for Jones Intercable. "From a technology perspective, we were particularly interested in a platform that would provide high-speed Internet access for our customers, regardless of their individual computing hardware and software choice."

MTV to honor LL Cool J

Veteran rap artist LL Cool J will pick up a Video Vanguard Award for outstanding contribution to the video music medium at MTV's 1997 *Video Music Awards*. The 14th annual

awards program will air live from Radio City Music Hall on Thursday, Sept. 4, at 8 p.m. ET.

Liberty sets \$270 million stock buyback

Apparently defying the principle to "buy low, sell high," Liberty Media Corp. said it will spend up to \$270 million to buy 10 million shares on the open market. Although buybacks are usually slated to take advantage of or revive a depressed stock price, Liberty shares were already trading just 11% off the \$27 high set in June and up 46% from the price a year ago. Liberty called the latest buyback move a "prudent use" of the company's resources. The programming subsidiary of Tele-Communications Inc. will spend all of the \$170 million in cash it has on hand and will borrow to complete the deal. Liberty's stock jumped 8% on the news, to \$25.63. The tender offer, which will close Sept. 17, is part of a long-term plan to buy back up to 55 million shares.

EchoStar News Corp. judge recuses himself

The federal magistrate presiding over the EchoStar Communications Corp.-News Corp. case recused himself Aug. 8. Bruce Pringle dropped out of the \$5 billion lawsuit, because he owns shares of TCI stock purchased before he was named to the federal bench. Replacing Pringle is U.S. Magistrate O. Edward Schlatter. Since taking over the case, Schlatter has received responses from TCI and TCI Satellite Entertainment (TSAT) regarding subpoenas from EchoStar that seek information from the two firms on carriage agreements with programmers and analyses of DBS's competitive threat to cable. Both TCI and TSAT offered strong objections to what they termed the overly broad subpoenas. TCI said disclosure of details in carriage agreements could "harm" the company, possibly forcing it to increase rates, which it would then have to pass along to subscribers. EchoStar is seeking evidence that News Corp. officials had talks with TCI, TSAT or Primestar Partners about News Corp.'s subsequent deal to buy into Primestar at a time when News Corp.'s definitive agreement to

merge with EchoStar was still in effect. As of yesterday, Schlatter had not ruled on whether he would enforce EchoStar's subpoenas.

Shopping strong; movies, sports weak at Liberty

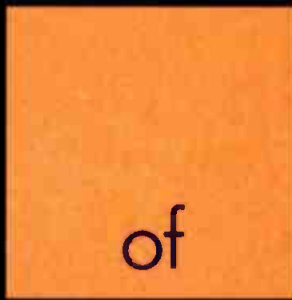
Liberty Media Corp.'s cash flow dipped despite a revenue jump during the second quarter. For the three months ended June 30, the cash flow attributed to Liberty by its portfolio of full and partial stakes in a variety of cable networks fell 6%, to \$67 million, despite a 17% increase in revenue, to \$640 million. The company's Encore Media Group practically doubled its revenue, to \$74 million, but negative cash flow worsened 20%, to \$5 million, because of an aggressive advertising campaign by pay movie channel Starz! The 49%-owned Discovery Communications Inc. boosted revenue 43%, but cash flow dropped 5% because of the \$35 million-plus start-up losses from Animal Planet, losses in international ventures and the recently acquired retail chain The Nature Co. In sports, the revenue from relatively mature regional networks rose 22%, but cash flow dropped 44%, largely from increased sports rights costs. "Developing" regional networks generated a 25% revenue gain, but negative cash flow surged.

Bresnan launches high-speed data service

In the cable industry's most aggressive effort so far to lure cable modem customers, Bresnan Communications, which launched its high-speed data service BresnanLink commercially in July, is offering two months for half price—\$19.95 per month—to new customers. Standard pricing is \$39.95 per month, including cable modem rental, and \$99 for installation. Bresnan intends to launch the service in Escanaba, Mich., within the next month and will introduce it to Iron Mountain, Houghton and Hancock—all in Michigan's Upper Peninsula—later in the year. It will launch in other communities over the next 12-18 months. Bresnan owns and operates systems in 220 communities (about 215,000 subs). Its franchises are primarily in Michigan, Minnesota, Wisconsin, Georgia and Mississippi.

Technology

August 25, 1997



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Tracking Global Satellites

When it comes to the rapidly growing international satellite market, the sky's about the only limit. Satellite operators are tapping virgin overseas markets with powerful new birds, using digital compression technology to beam hundreds of channels of programming to entertainment-hungry viewers. Deregulation is opening previously closed arenas, and blurring the lines between domestic and international providers. And new businesses such as Internet access are clamoring for the robust bandwidth that satellites provide. This special report takes a spin through the international skies, checking in with up-and-comers such as Orion, and weighing the prospects of entrenched players like PanAmSat and Intelsat.

PAS-5 is due to launch Wednesday (Aug. 27).

Post-merger PanAmSat on course

It's maintaining its growth and international focus following Hughes deal

By Glen Dickson

Bigger is better...even if you're already a giant.

That seems to be the motto at PanAmSat Corp., which is still tackling the international satellite market with entrepreneurial zeal just three months after closing its \$3 billion merger with domestic satellite heavy-weight Hughes Communications.

August 1997 has been a busy month for PanAmSat, founded by the late Rene Anselmo in 1984 as a privately owned competitor to Intelsat, the government-owned international satellite consortium. The company, worth more than \$6.2 billion since merging with Hughes, launched its 15th satellite, PAS-6, on Aug. 8 and is readying its PAS-5 bird for launch this Wednesday (Aug. 27). Another five PanAmSat birds are due for launch by the end of 1998.

PAS-6 is PanAmSat's first satellite dedicated to digital DTH service—its entire payload of 36 Ku-band transponders will be used by Sky Latin Ameri-



PAS-6 is the first satellite built for PanAmSat by Space Systems/Loral. It has the capability to deliver 360 digital television channels to Latin America.

ca. the DTH partnership formed by News Corp., Televisa, Globo and TCI. PAS-5, a hybrid Ku-band/C-band bird, also will provide 12 transponders to Sky Latin America, which will use them to target the Mexican market.

PanAmSat also provides the satellite

platform to Sky Latin America's main competitor, Galaxy Latin America, which is partly owned by Hughes Electronics' DIRECTV International. Galaxy is transmitting from Galaxy IIII and will move to Galaxy VIII after it launches in November.

Although PanAmSat competitor Loral recently got burned when it dedicated the Ku-band payload on Telstar 5 to AlphaStar, only to see that DTH effort go bankrupt, PanAmSat President Fred Landman likes his company's prospects in the Latin DTH market: "Looking at the number of potential TV households, it seems to make sense."

According to Carmel Group analyst Jim Schaeffler, the Latin American market can easily support two DTH services. Schaeffler predicts that both Sky Latin America and Galaxy Latin America will create substantial revenue and estimates that the two services will reach 13 million subscribers by 2006. (Currently, Sky has about 105,000; Galaxy, 250,000, Schaeffler says.) That's good news for PanAm-

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Sat, which has more than \$2 billion in contracts tied to the two DTH ventures.

The merger seems to have been relatively seamless to PanAmSat's traditional broadcast and cable customers, mainly because of the large overlap between PanAmSat's international clientele and Hughes Communications' domestic customer list. HBO, for example, uses 10 Galaxy transponders to transmit its domestic service, and also was one of the first customers on PanAmSat's PAS-1 bird. Bob Zitter, HBO senior vice president of technology operations, says he still deals with the same former Hughes personnel on domestic deals and the same PanAm-

Sat staffers for international contracts.

"What I think has been helpful both for me and for my colleagues at Turner, who merged in about the same time frame, was that it gave us the opportunity to sit down with Fred, Carl [Brown, PanAmSat executive vice president, formerly with Hughes] and Luli [Saralegui, PanAmSat executive vice president] and talk about the big picture of things, regardless of whether it's domestic or international," says Zitter. "That's been good."

Zitter says another strength of the merger is that both companies have focused on the television market, while other satellite operators have been more interested in other telecommunications services like telephony or business net-

works. "By and large, the technical characteristics of their satellites have been designed with television in mind," he says. "So the engineering philosophies of both companies have been in sync."

PanAmSat and Hughes's financial disclosures also now are in sync, as the new PanAmSat Corp. has announced pro forma revenue of \$185 million for second quarter 1997, ending June 30, a 4% increase compared with pro forma combined revenue of \$177.6 million for the same period in 1996. Video distribution revenue increased 4%, to \$146.9 million, while business communications services revenue also increased by 4%, to roughly \$28.4 million. (Combined revenue for 1996 was \$726.9 million.) ■

As technologies grow, so grows PanAmSat

At press time last week, PanAmSat had just snagged a contract in one of its fastest-growing market segments, Internet connection. The company will be providing C.A.F.E. Informatique et Telecommunications, an Internet service provider in the African nation of Togo, with a high-speed Internet access service via its PAS-3 Atlantic Ocean-region satellite.

BROADCASTING & CABLE technology editor Glen Dickson sat down with PanAmSat President/CEO Fred Landman at the company's Greenwich, Conn., headquarters (which is now expanding to a third floor) to discuss PanAmSat's current business spectrum and its new opportunities in the digital skies.

How does new technology shape your business?

It can change part of the business, but it also will open up a whole new part. Remember all the false starts DBS had in this country? It was technology that enabled that to happen—it wouldn't have happened otherwise. And now with digital and this whole "information thing," it's going to be interesting to see who runs it. Is it going to be broadcasting, or is it going to be Bill Gates?

There have been some conspiracy theories about Gates's intentions.

From our point of view, it's simple: We move information. And I don't care if it's communication or entertainment or couch potato information; we just develop these wonderful pipes.

Speaking of those pipes and the multiple services you provide across them, what is your revenue breakdown of businesses between video distribution and other telecommunications services?



Tom Sobolik / Black Star

Right now, video is dominating with 80 percent. It's interesting; it was that way with both Galaxy premerger and PanAmSat premerger, and combined, we're running at the same level. I see that changing over time.

Out of the remaining 20 percent, how much of that is business communications, telephony and Internet traffic?

Telephony is less than 1 percent. That's because until the beginning of this year, we historically had been restricted in what we could do internationally.

The majority of that 20 percent is private networks, and it's either directly to the industry or through emerging carriers. Big customers are people like HNS [Hughes Network Services] here in the states, and emerging carriers overseas—alternative carriers, VSAT-type operations, for retailing, automotive or the financial sector. Those types of things.

The Internet, right now, is less than 1 percent, but it's probably the only thing that's had triple-digit growth. It's really taking off. It was nothing, and the next thing I know,

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we're signing contracts. Every time a contract crosses my desk it's another Internet contract.

We're probably doing Internet in about 30 countries today. We're hooking them up to the U.S. backbone, and we're beginning to do things like [HNS's] DIREPCP internationally. We just introduced it in Asia earlier this summer, and it looks like it may go into some other markets too. That's when it starts gobbling up bandwidth.

What about Ka-band?

We need the spectrum. We're sitting with 16 Ka-band authorizations. A good many of these are co-located with existing C- or C/Ku-band authorizations we have. We're hoping to have our first Ka-band payload—not a whole system, but a payload—on one of our satellites before the turn of the century.

Out of that 80 percent of your business that's video, what is the split between domestic and international?

It's about 50-50.

I think the more interesting split is where it's going from broadcast to cablecast to direct to home. In the U.S., direct to home is the traditional C-band backyard dish market, which still exists, even with DIRECTV. It slid some but seems to have stabilized. Internationally we have a big effort, obviously, in Latin America. We have close to 1,000 channels of entertainment—it's a little scary—between the two competing platforms down there. We're the satellite provider for both, involving three satellites, so that's a big revenue stream. Over the life [of the satellites], it's in excess of \$2 billion.

So DTH is beginning to take a big part of our video services. We have it in South Africa, in the Middle East and in India. But then you have cablecasting, which continues to grow. It's a big developed market here in the U.S., and it keeps expanding. Internationally, it's been coming on the last 10 years. In many ways, the U.S. is a good road map for international cable. We see the same things cycling through. While the foreign market is not identical, there's a lot that's translatable.

Do you see DTH as a bigger business than your distribution of broadcast, syndicated programming and cable networks?



Tom Sobolik / Black Star

Before the merger, of course, Hughes Communications had the franchise on C-band distribution. Is DTH bigger now in the overall scope?

I don't think it's gotten bigger. DTH is about 30 to 35 percent of our video business today; three years ago it was zip. So it's come on strong.

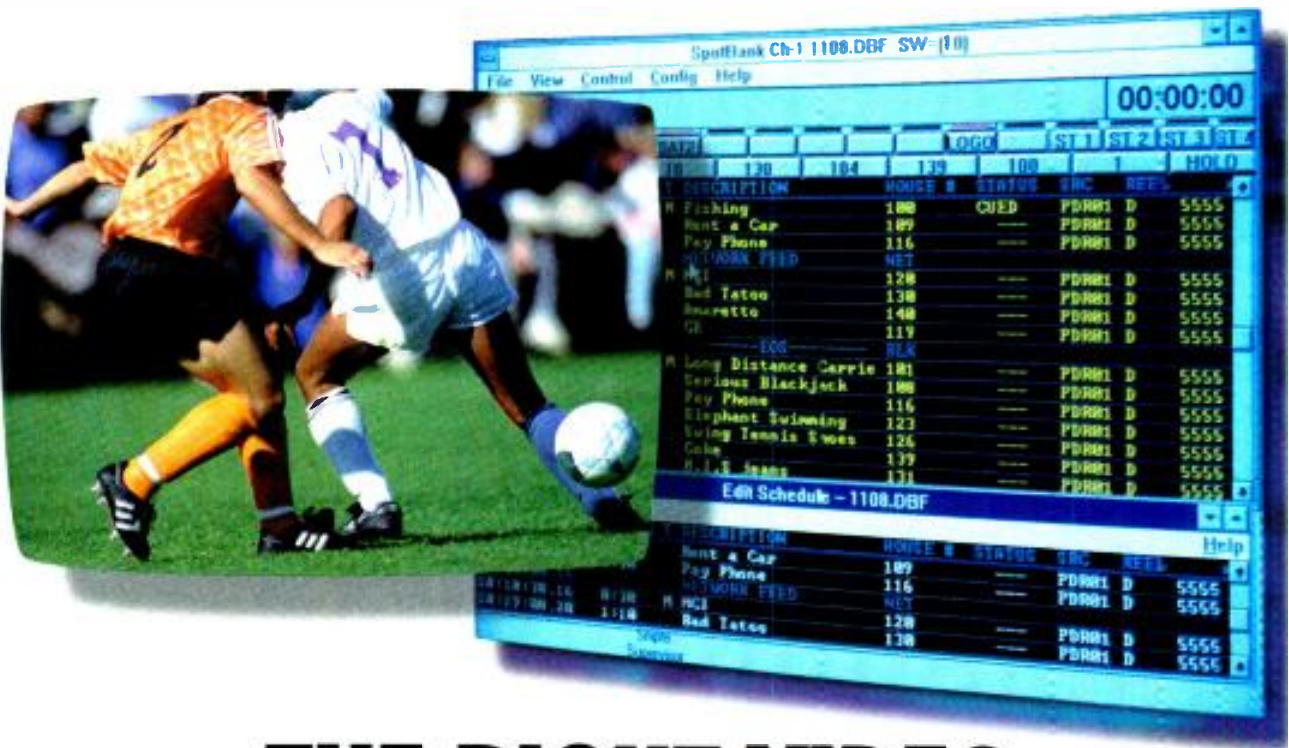
But broadcast will continue to grow. Everyone asks, "Hasn't this peaked, hasn't this matured?" Broadcasting is about to go to a whole new phase. Satellites are going to play an important role in high-definition television here and around the world for distribution of that programming. We're doing some experiments with that now. We did our first digital high-definition transmission from Wimbledon to Japan [for NHK].

In cablecasting, I'm amazed, but they keep adding channels, both here in the U.S. and internationally. Internationally, they're rolling it out both with U.S. product and by developing home-grown product where they have outlets. Take a market like Argentina or Taiwan, where you're getting penetration at the 50 percent level. They're developing their own channels. They can support it. All the markets in the video segment are at different growth cycles, but they're all growing.

But the telecom side, I think, is growing even faster. In the U.S. we have things like DIREPCP, which can support—depending on the setup—about 30,000 users on a transponder. You start getting any appreciable take-up on that, and

PanAmSat's share of the sky

Satellite	Orbital location	Customers
Galaxy IR	-----133 WL	-----Univision, Discovery, MSNBC, Cinemax
Galaxy IIIR	-----95 WL	-----TVN Entertainment, Spaceconnection, HBO, Galaxy Latin America
Galaxy IV	-----99 WL	-----NPR, Vyvx, CBS
Galaxy V	-----125 WL	-----Discovery, CNBC, BET
Galaxy VI	-----74 WL	-----NHK, Turner Headline News, IDB
Galaxy VII	-----91 WL	-----FX, CBS, Golf Channel
Galaxy IX	-----123 WL	-----TVN Entertainment, Viacom, Vyvx
SBS 4	-----77 WL	-----NBC
SBS 5	-----123 WL	-----Hughes Network Services, Skylink, Wal-Mart
SBS 6	-----74 WL	-----Spaceconnection, MSNBC, Turner, Conus
PAS-1	-----45 WL	-----HBO, VCC, Telefe, Impsat
PAS-2	-----169 EL	-----ESPN, Discovery, Bloomberg, NHK, ABS-CBN
PAS-3	-----43 WL	-----Liberty, CCTV, Turner, Televisa
PAS-4	-----68.5 EL	-----CCTV, M-NET, ISkyB, Sony, Discovery, Doordarshan
PAS-6	-----43 WL	-----Sky Latin America (PAS-6 service commences October 1997)



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you can see how it could start gobbling through bandwidth pretty quickly. Hopefully, Ka-band will play a part in that in the future, where we've opened up this additional bandwidth.

When you talk about HDTV or digital television, the question broadcasters keep asking is, "What's the business model?" I think [ABC TV Network President] Preston Padden has tried to address a possible one. What's a better business model for you as a satellite provider: carrying HDTV or DTV multiplexes?

I want to do both. I haven't seen the broadcast model, because broadcast in and of itself is limited to a channel, though initially they're going to have analog and HDTV running parallel, and I think it's going to take a while to phase that out. But if I look at the cablecasting model, where there are multiple outlets—and we may even see that happening on the broadcast side—no one reduced the amount of usage by going digital. Internationally, essentially everything we do is digital; there's little or no analog transmission on our satel-

lites. When we converted to digital—we started the conversion in the early '90s, and it's taken place over the last three or four years—I didn't find that anyone cut back. These were cablecasters—the HBOs, the ESPNs—and as a matter of fact, they've all expanded.

They're getting more bang for the buck, and they can do more, and they can customize and do different things. They're taking the same thing and repackaging it, redoing it, adding some new elements. So I haven't seen anyone cutting back in the cablecasting mode. Broadcasting may not be the same, but I'm anxious to do both [HDTV and DTV multiplexes]. High-definition television is a whole new market segment for us, and I don't think it means either/or. We can do that, we can do the cablecasting mode, we can do the DTH mode. I feel like a movie studio—I walk through the syndication cycles with their product, we walk through the same cycles with our transmission capabilities. I want someone to come up with six other ways to do it, and I'll figure out to how to make a satellite do that more efficiently than anybody else. That's our job. ■

GE Americom looks overseas

Another satellite operator thinking international is GE Americom. Since August 1996 the company has launched satellites worth over \$1 billion in international business, says Andreas Georgiou, GE Americom senior vice president of global satellite services. That includes GE Americom's 28.75% stake in Argentine satellite company Nahuelsat, which launched its first bird on Jan. 30.

In fourth quarter 1997, GE Americom is launching its Series 2 satellite for the European market. The BSS/FSS-band satellite at 5 degrees East will service television networks such as Swedish Television and Cypress Broadcasting Corp.

GE Americom also has reached an agreement with the government of Gibraltar for 12 orbital slots to serve Europe, Africa and the Asia Pacific region. "We're busy trying to coordinate these slots with our ITU neighbors," says Georgiou. "But we plan to pursue an active schedule, launching satellites as early as next year."

Georgiou won't comment on industry speculation that GE Americom is considering buying Orion Network Systems, an acquisition that would give the company an instant footprint in the international marketplace.

Domestically, GE Americom is launching GE-3 this Wednesday, Aug. 27. The hybrid bird at 87 degrees West will service PBS on the Ku-band side while absorbing existing Spacenet 3 customers on the C-band segment.

GE Americom accelerated GE-3's launch by three months after the January failure of AT&T's Telstar 401 satellite, previously home to PBS's broadcast and distance learning services. PBS, which was transferred to AT&T's [now Loral's] 402R in the interim, signed with GE Americom for long-term service in April. —GD

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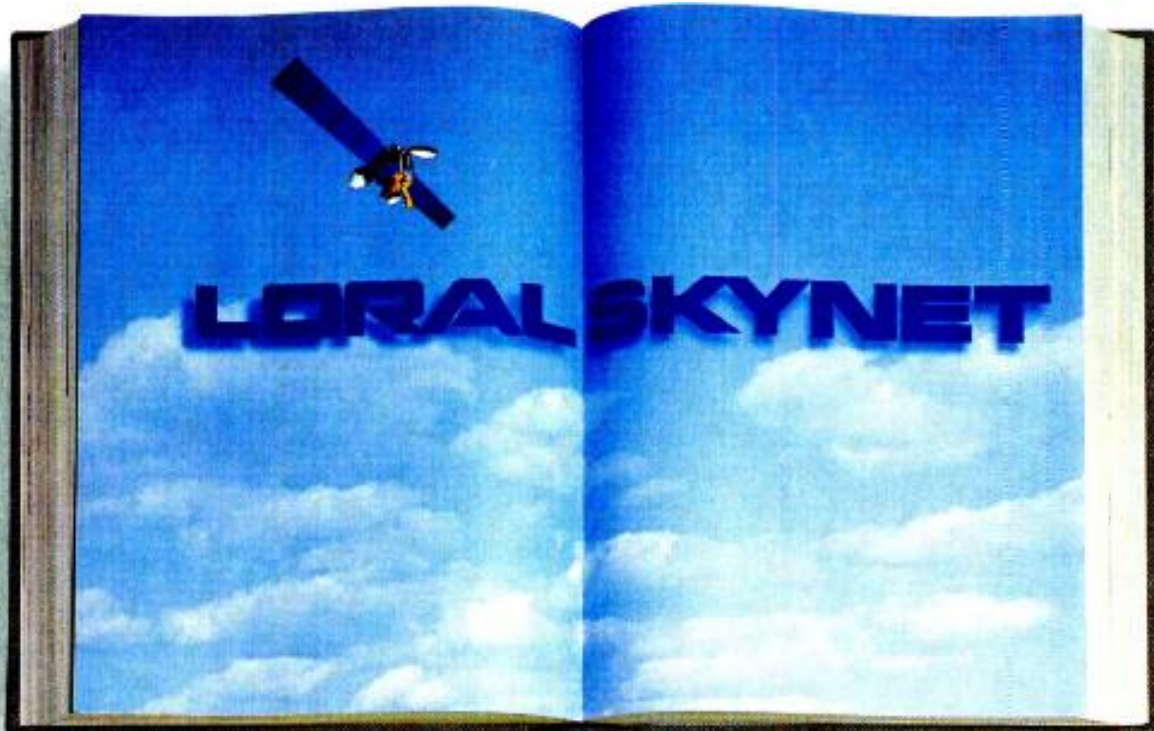
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Intelsat in uncharted space

Restructuring plan to form private company is full of uncertainties

By Noel Myers,
special correspondent

The 141 owners of Intelsat are trying to decide how it should be restructured. It's no wonder everyone isn't happy. The unhappiest of them all may turn out to be chief rival PanAmSat and customers like CNN and ABC.

Restructuring plans for Intelsat call for the global network of more than 24 satellites to spin off its video services as a company to be incorporated in the Netherlands because of tax considerations, ease of incorporation and incentives crafted by the Dutch government.

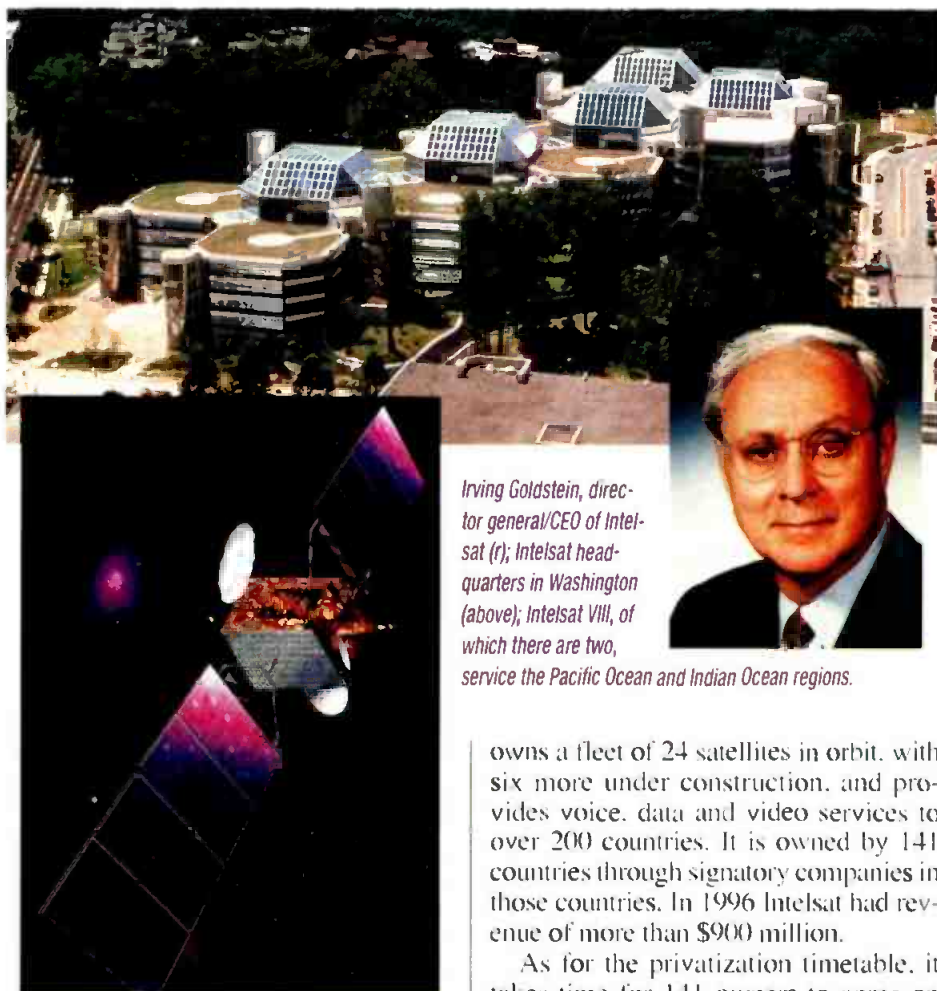
Plans also call for up to six orbiting satellites to be transferred to INC, the new company's working title, along with the unlaunched KTV bird, destined to cover China and Asia.

In April the Intelsat Assembly of Parties endorsed the plan and established a working party to decide two critical issues: What percentage of INC should the existing owners of Intelsat be allowed to own, and what assets should be transferred to the nascent company?

Dick Tauber, CNN vice president of satellites and circuits, thinks the spin-off is not being given the resources it needs: "They are not allocating enough satellites to make it a viable system. To some degree the problem is in the sky with who gets what. But the real problem is going to be on the ground."

Tauber notes that most of Intelsat's ground stations are aimed at the inter-governmental organization's primary satellites and not at the spares intended for INC. "Resources with connectivity will be what's going to count," Tauber says, "because they are talking about using the non-primary satellites, and the majority of the signatories are devoted to the primaries, not the spares. Who will pay for the equipment and put in new dishes on the ground so they can deal with Intelsat and the new commercial entity?"

As for the prospect of the new company soon bringing down space-segment costs, Tauber doesn't believe in miracles: "Prices will come down when the systems move to digital technology and if the move is supported, but that will



Irving Goldstein, director general/CEO of Intelsat (r); Intelsat headquarters in Washington (above); Intelsat VIII, of which there are two, service the Pacific Ocean and Indian Ocean regions.

take five years or longer to get done by all the signatories because they will have to buy the equipment."

"I am not convinced that the private company could be a viable international satellite system," says Richard Wolf, ABC's vice president of telecommunications services. "I don't believe the INC concept of providing three satellites [gives] users the capabilities of what the global satellite system can be. Six satellites starts to be viable. The key to Intelsat is not only the satellite fleet, but its ground connectivity. I don't think the INC concept capitalizes on the satellite and ground connectivity that the present system has. If they don't have an end-to-end service, which is vital to television newsgathering in particular, but television in general, they don't have much of a system."

Intelsat was created in 1964 as a world treaty organization designed to provide universal service at a fixed rate. Today it

owns a fleet of 24 satellites in orbit, with six more under construction, and provides voice, data and video services to over 200 countries. It is owned by 141 countries through signatory companies in those countries. In 1996 Intelsat had revenue of more than \$900 million.

As for the privatization timetable, it takes time for 141 owners to agree on such a complex transaction. "At the next working party meeting in September, we will make a lot of progress but not a final deal," says Irving Goldstein, Intelsat director general.

"In December we will get close to finalizing the whole thing, and the absolute final imprimatur will be put on it at a meeting scheduled for late March or early April in Brazil, when the representatives from 141 governments will decide whether they are prepared to go along with it."

Still on the table are such issues as assets and ownership. And the exact number of satellites is still being debated. "On day one the existing owners of Intelsat will own [the same] proportionate share of INC as they do of Intelsat," Goldstein says. "Within a year or so there will be an initial public offering, and the owners of the shares will have the opportunity to sell them."

Whether Intelsat will take an ownership position in INC also is on the table.

"My expectation is that it would be no more than 10 percent, and that would come off the top," Goldstein says. Whether there will be an investment cap placed on the existing owners also is an issue. Another issue is whether there should be a termination date for that investment cap for new and existing owners.

Competitor PanAmSat does not like the way the restructuring is going. As matters now stand, PanAmSat believes effective control of INC still will rest in the hands of Intelsat and the signatories and that INC will be nothing more than an affiliate of Intelsat.

"You take Intelsat's 10 percent and throw that together with a signatory ownership of 35 to 40 percent, and you have not only functional control but the

ability to outvote all the other stockholders," says James W. Cuminale, PanAmSat senior vice president/general counsel. "They have also been talking about capping third-party ownership at 10 to 25 percent," he says, "which, when coupled with their ownership, would make it impossible for anyone to take control of the entity except for Intelsat and its signatories. They are trying to achieve a controlled affiliate."

PanAmSat would like to see Intelsat broken into five or six affiliates that would compete with it and each other. Cuminale says that a truly separate INC would result in a more competitive market. "Whenever you have competitors, they compete in two [areas]: service and price."

Goldstein pays little attention to calls for Intelsat's complete breakup. "It's not serious, in my mind," he says. "It's not really credible. To get anything done at Intelsat, you have to have 141 sovereign nations agree to do it, and the vast bulk of the members do not want to do anything like that."

There is the question of whether Intelsat will strip itself of its best and brightest by spinning off INC. "I don't believe that. I don't agree with that," says Goldstein, who maintains that Intelsat will continue to provide Internet services and some video service and will introduce new services."

Will INC launch by next April? Goldstein says: "I believe it can get done on schedule, but I wouldn't guarantee it. I wouldn't bet my life on it." ■

Comsat refocuses

Company will zero in on its core business, new satellites

By Noel Myers,
special correspondent

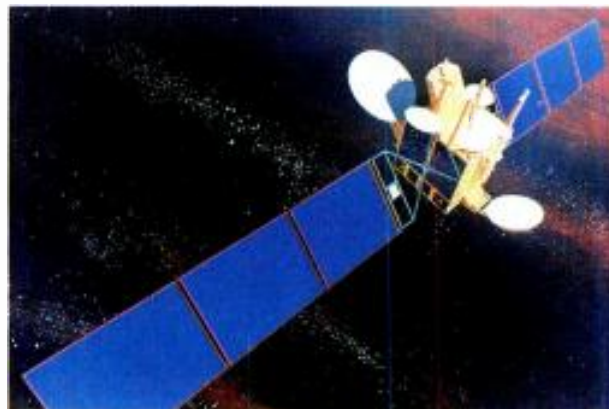
After years of making the wrong decisions, Comsat may finally be on the right track. And a rebellious group of investors may be partly responsible. In April, they threatened to stage an internal takeover, and placed two their own on the board of directors. But President Betty Alewine had already started to restructure the 33-year-old satellite company.

Between 1993 and 1996, net income at Comsat declined from \$84.3 million to \$8.6 million. Between 1995 and 1996, earnings declined by 77%. The decline is largely attributed to a diversification program launched by former CEO Bruce Crockett in which Comsat bought sports teams and film production houses and launched a number of overseas start-ups.

"Not unlike a lot of U.S. corporations, we went off into diversification thinking the grass is always greener somewhere else. I think our grass is pretty green," says Alewine, who has been president of Comsat since last July.

"We have sharply refocused this company on our core strengths," Alewine adds. "We have a very good plan, and we are working on it."

She spun off the entertainment group, Ascent, to shareholders, put Comsat's manufacturing division, RSI, on the



Comsat President Betty Alewine says the company provides service with state-of-the-art satellites, such as Intelsat VII, one of Intelsat's newest generation of spacecraft.

block and restructured Comsat: "We have broken the company into two main parts: satellite services and network services. It's easy to understand and track."

A year ago Comsat was a billion-dollar company. With Ascent and RSI gone, Alewine thinks there will be \$500 million-\$600 million in yearly revenue. By 2001, she believes, Comsat will be a billion-dollar company again, thanks to growth in network services.

Alewine also says the company is well-positioned: "While other companies are just beginning to launch satellites over the next year or two, we have brand-new, state-of-the-art satellites, and we know how use and operate them."

As for profit drivers, Alewine thinks the FCC will deregulate the company, freeing it to operate as fast as the competition and allowing it to boost its

market share and profitability.

Comsat is Intelsat's largest owner, with 19.1%. Whether Comsat decides to acquire more equity in INC (video division of Intelsat) when it is spun off from Intelsat will depend on several factors.

When INC's IPO takes place, Comsat will have to decide whether to keep its position, buy more or cash out. Alewine says: "That decision has not been made and won't be made until the IPO takes place. It will depend on how successful the IPO is, our business forecast and the competitive landscape."

Since Comsat spun off Ascent, Alewine adds, the market seems to have warmed. "Our stock was \$21 before the spin-off. Today, including the value of Ascent, it is about \$29. We are a smaller company, but leaner and infinitely stronger than we were last year." ■

Orion on end-to-end run

Satellite provider is targeting private network services, especially high-speed data

By Peter J. Brown,
special correspondent

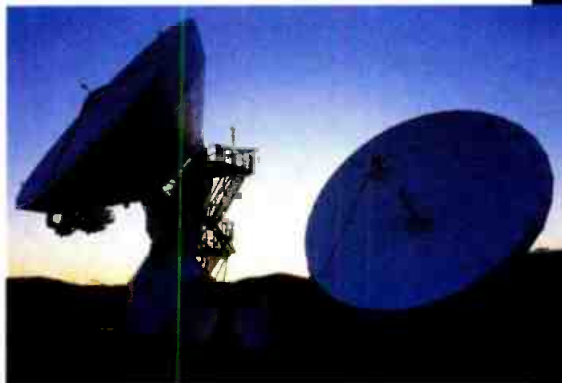
With the successful launch of Orion 1 over the Atlantic in early 1995, Orion is demonstrating that the concept of providing "end-to-end services" in Europe and in the emerging markets of Eastern Europe, Russia and Central Asia makes sense. It has a growing list of clients and now boasts a positive cash flow.

Like other satellite service providers, the Bethesda, Md.-based company relies heavily on video services: transponder leasing, backhauling and turnkey network services. According to Orion President W. Neil Bauer, Orion derives almost half of its existing revenue from this Ku-band-based activity. However, Orion is focused on the value-added private network services arena, with an emphasis on high-speed data. Providing Internet access and applications—under the Directnet and Worldcast banners—is a service that Orion has developed as a natural outgrowth of the high-speed data business.

"We're not necessarily the cheapest provider," says Jack Albert, Orion's senior vice president and general manager. "We supply a technically superior service, while we price it very compet-

itively. We have a dozen or so employees involved in satellite services. We think of ourselves as very quick and easy to deal with."

The investment community has yet to agree with Orion that its emphasis on serving private network services "makes the margins better." But



Orion antennas in Mt. Jackson, Va., and its Orion3 satellite, which, when launched in late 1998, will serve the Pacific Rim.

Orion's high-speed data services do yield an average three to four times more than the wholesale video leasing market, according to Robert B. Kamiewitz, satellite industry analyst at Unterberg Harris:

Talk persists that Orion eventually will be bought by a larger company, such as Loral Space & Communications or Lockheed Martin. Some items of note: Orion's revenue rose to \$16.7



million in the second quarter of 1997, up from \$10 million in the same quarter last year, while the number of service sites expanded from 256 to 634. Orion plans to have its Orion-2 satellite over the Pacific next year—an uplink site on Oahu is scheduled to begin operations in August 1998—with another satellite. Orion-3, ready to go up over the Atlantic in mid-1999. ■

Columbia takes aim at cable with C-band

By Peter J. Brown,
special correspondent



Ken Gross, president of Columbia Communications, Bethesda, Md.

With the growing international satellite industry focusing on new Ku-band DBS platforms, Columbia Communications Corp. is taking another angle, basing its business plan on 36 C-band transponders it controls on three NASA tracking and data relay satellites (tdrs).

"We're focused on the cable industry," says Columbia Chairman-CEO Clifford Laughton. "We believe a new neighborhood is going to be created, and we intend to be part of it." He adds that Columbia plans to launch a new bird into an existing slot.

Analysts estimate Columbia's annual revenue at \$15 million-\$20 million, with low overhead.

But Columbia's ability to move to the next phase—funding and building a Ku-band satellite for deployment over the Atlantic—is debatable.

To that end, Laughton has spent the past six months preparing an IPO.

"That Columbia has the option to put new satellites into existing slots is noteworthy," says Tom Watts, satellite equity analyst, Merrill Lynch.

But he says Columbia must act soon, as the TDRS birds' end-of-life is 2003.

Robert B. Kamiewitz, satellite industry analyst at Unterberg Harris, says Columbia needs a parent company, such as a big domestic player hungry for an international footprint. "They don't have the money to build out," Kamiewitz says. ■

Broadcasting & Cable's **Telemedia**

THE CONVERGENCE OF TELEVISION, RADIO AND NEW MEDIA

Online News Services

Audio, video boosting 'Net news

Revamped sites move beyond text toward active—and interactive—reports

By Richard Tedesco

MSNBC quietly re-launched its online news service in mid-month, in anticipation of a fall season in an increasingly competitive online news environment.

The online news category is in an evolutionary state, with CNN Interactive consistently streaming live video on its Website. And now, after little more than a year, MSNBC has reinvented itself online with a new emphasis on streaming video.

"We wanted to make it clear when [users] came to the site to expect sophisticated use of technology and the feel of TV, the look of it and the shape of the screen," says Michael Silberman, MSNBC executive editor.

By the time it starts actively plugging its new online persona next month, MSNBC will showcase an enhanced iteration of Microsoft's NetShow streaming technology. But there also will be more video content, according to Silberman, who says that when dramatic news breaks on air, "[we'll] flip the switch and stream that live."

CNN Interactive has streamed live events, including the British elections and the Hong Kong transition, using VXtreme's technology.

Video streaming helps to



drive CNN's most compelling content online. When the recent Miami airliner crash coincided with a crisis aboard the Russian MIR space station, CNN ran two video streams simultaneously. CNN also can stay with stories longer online than it does on air—as it did when the UPS-Teamsters settlement was announced in a press conference last week. "We're not just pumping CNN out there," says Scott Woelfel, executive vice president and editor in chief of CNN Interactive. "What we're doing is taking news elements, or an hour-long program, whatever helps illustrate the story."

Breaking stories override any other news or features online for CNN and its competitors. But some stories that don't work well on TV—such as financial stories—can work effectively online. When the flat-tax proposals were being floated in Congress, CNN pre-

sented a flat-tax calculator so that PC users could approximate the impact on their personal finances. "I would argue that anybody who did that understood it better than someone who just read an article on it. Those are things we're always looking to do, something that's interactive and brings users into the story," Woelfel says.

MSNBC took the same approach in explaining the recent congressional tax plan, designing a program with accounting firm Ernst & Young to enable PC users to calculate the tax bill's impact on them. "That's a great use of the Web. You can't do that on TV or in a newspaper," says Silberman.

MSNBC is trying to tailor more of its online stories specifically to the medium, according to Silberman, who cited a Supreme Court primer

that MSNBC correspondent Pete Williams produced in advance of the court's recent session. MSNBC also has beefed up international news, which the young and well-educated Web audience may be more eager to access than the average TV news viewer.

But what attracts the Web news audience most strongly is high-tech and science news—with the Mars Pathfinder mission and the Mir space station crises the most recent examples. ABCNews.com received a million hits for news and pictures about the landing, according to Jeff Gralnick, vice president in charge of ABCNews.com. And he says that user response does, to some degree, dictate depth of content. "The ups and downs of Mir have also driven a lot of traffic," says Gralnick. "You look at certain areas and you know they're going to require expanded treatment."

ABCNews.com sees its audience also focusing on health, medical and business news in addition to high technology, according to Gralnick. He says that the online audience is adding a rating point to weekly ABC News TV audience numbers. ABC also figures that Web users who weren't necessarily ABC News viewers are now migrating there.

Fox News has been streaming its news online around the clock for several months since



Online Content Services

Content snaps into place for CNet

'Showcase portals' offer a view to multiple providers

By Richard Tedesco

it helped to introduce Progressive Networks' RealVideo streaming technology. It also has focused on supplementing news, including recent pieces on the Dow Jones average and Congressional perks. "We try to cover things that are of interest, but maybe not of top news value," says Scott Ehrlich, Fox News director of issues, information and online services. "If you're not putting more information in news on the Web, you're not using the Web."

Fox also drew an impressive response—6,500 e-mails in 72 hours—to its wall-to-wall coverage of the recent Senate campaign finance hearings. The coverage is part of an overall Fox News commitment that includes ties between online and TV coverage, Ehrlich says.

But all news organizations online are aware that they are playing in a slightly different arena, one that draws a distinct audience and carries its own technical and aesthetic considerations. Improving navigability was an important goal of the MSNBC site redesign: some users simply weren't aware of the different news content sections and weren't delving as deeply as they could into some stories.

The basic mission—breaking stories and building accurate detail—remains the same on the Web or on the tube. "This is not terra incognita," says Galnick. "There are certain rules of coverage and emphasis that work precisely the same on TV or online." **TM**

CNet is fueling the launch next month of its Snap! Online content service by striking alliances with 50 Web services.

Snap! will function essentially as an information caching service, featuring 13 "showcase portal" sites and presenting headlines from other sites in various categories. The showcase sites are CNN Interactive, CBS SportsLine, Discovery Channel Online, E! Online, MSNBC, iQVC, Inc. Online, Microsoft Investor, Thrive, the Home-Arts Network, GeoCities, Arthur Frommer's Outspoken Encyclopedia of Travel and CNet itself.

The showcase portals will



CNet's Snap! will showcase 13 sites and offer headlines from others.

dominate the left side of the Web pages depending on the content categories—news in the case of CNN, for example—with headlines taken from other sites in that category and links to those sites in

the remaining space. Content in the portal spaces will change every 20 minutes, according to a CNet spokesperson, who says the category home pages will provide three headline stories.

Snap! is intended to serve as a default home page for several Internet service providers, primarily telcos, including AT&T WorldNet, MCI, Sprint, EarthLink, MindSpring, BellSouth and Concentric Network. It's slated to launch during the third week in September as the latest piece

in an impressive content array CNet has grown in cyberspace.

Time Inc. New Media leads a secondary list of CNNsi, CNNfn, New Century Network (the newspaper aggregator), Businessweek.com, Mercury Center from the *San Jose Mercury News* and Forbes Digital Tool in a mix that gives the participating content providers the potential to reach more 'Net surfers. Among the other content providers committed to Snap! are AccuWeather, for stock quotes; AccuWeather, for weather, horoscopes and lottery numbers; Vicinity, for business listings and directions; Classifieds2000, WhoWhere?, for e-mail and phone listings and Infoseek. No money is changing hands; promotional consideration is the point.

Time Inc. New Media is a good example, as it plays out a strategy that departs from the earlier one which made

Microsoft readies Explorer 4.0 for launch

Microsoft Corp. is introducing its Internet Explorer 4.0 on Sept. 30 at the end of a protracted rollout.

Microsoft says it drew more than 1 million downloads for IE 4.0 last month during the first week it was available in beta version.

Microsoft is attempting to further excite the marketplace over the release of IE 4.0 by offering to reserve copies early. PC users will pay \$4.95 for a special commemorative edition of the new Internet Explorer on CD-ROM and, of course, ensure that they're among the first to have access to it when it becomes available next month.

CBS SportsLine, ESPN SportsZone, NBC, Warner Bros. and MSNBC are among the content providers for the IE 4.0, which features a new push technology, who are joining in the prelaunch promotion with \$100 in offers for participating PC users.

But the real departure in format is IE 4.0's advertised ability to seamlessly integrate into Windows to permit viewing of content files in the browser environment. That capacity has raised anticompetitive concerns among Microsoft's critics in the PC industry.

The final release of IE 4.0 available next month will be for Windows 95 and Windows NT. Windows 3.1 and Macintosh versions are supposed to ship 30-90 days after that release.—RT

Pathfinder a subscription site. "It's not at all a sense that Pathfinder doesn't deliver the eyeballs," says Craig Forman, vice president of worldwide development for Time Inc. New Media. "It's that we think we need to have

multiple plays."

TMN recently planted Money.com on Internet Explorer 4.0 as well, with the intention of charging a modest subscription fee for the online extension of Money magazine. The TMN game

plan is to create other spin-off "niche products" with subscription potential from its publication list, according to Forman, who won't confirm or deny that deals with WebTV or NetChannel are in the works. **TM**

MediaOne uses Sun servers for streaming

MediaOne plans to use Sun Microsystems' new Ultra Enterprise 450 servers for video streaming local news and other internet service applications.

The Boston-based broadband unit of US West says it's been satisfied with its beta testing of the Ultra Enterprise 450s, which enable delivery of 30 MPEG-1 video streams per server. "It's in the video space, where it will stand out a little better," says Paul Bosco, vice president of internet product development and technology for MediaOne.

Beyond the two Enterprise 450 units it's been using, MediaOne expects to roll out several more for the MediaOne Express internet access service in its cable systems across the country during the next 12 months, according to Bosco. The pace of the rollout depends on how MediaOne's subscribers respond to the features it provides with the new servers.

New England Cable News, a fledgling MediaOne Express service presently in a trial phase, boasts the leading edge of the MediaOne Streamcast technology configured around the new Ultra servers. The bus structure of the servers makes them faster and, along with their 250-300 MHz processing power and 4.2 GB storage capacity, well suited to caching and streaming video content, says Bosco, who also considers them cost efficient at \$14,650 per unit.

The Streamcast technology readily permits repurposing of video news content from MediaOne's local news station affiliates throughout New England, according to Kip Compton, MediaOne director of internet system services. MediaOne currently has one staffer translating 30-50 video clips daily into a RealVideo format.

MediaOne expects to work with other content providers in a continuing test over the next several months. The Ultra servers are also being used for e-mail and personal Web hosting applications, enabling MediaOne Express users to create their own Web pages.—RT

Telemedia Briefs

'Netscape Everywhere' unbundles browser

Netscape Communications is unbundling its Navigator browser from its Netscape Communicator software in an initiative dubbed "Netscape Everywhere."

That's the effect Netscape hopes the move will have, as it projects potential distribution of 100 million copies of its software over the next year through more than 100 participating Internet service providers. The Navigator browser will now be available with the Netcaster "push" technology for \$39 through Netscape's distributors. It's available now for Windows 95, NT and 3.1, with a Macintosh version to be out next month.

Netscape's "Take Home" license offer to enterprise customers and students who download the software comes with a \$30 electronic rebate coupon. That will enable upgrades for Netscape Communicator or other software.

Netscape maintains partnerships with more than 40 telecommunications companies that plan to distribute its client software to their home network subscribers, including AT&T WorldNet, Deutsche Telekom, GTE and Sprint Internet Passport.

Bell Atlantic launches Northeast Internet service

Bell Atlantic debuted a new Internet access service, BellAtlantic.net, at the going rate of \$19.95 per month in its Northeast service region last week.

Light surfers can also connect for five hours of monthly access at \$6.95, and pay \$1.95 for each additional hour of access. PC users who take the Bell Atlantic service now get a free month of access. The regional Internet access service, including e-mail, is Bell Atlantic's first move to offer a comprehensive menu of phone services in the wake of the FCC's recent approval of its merger with Nynex.

Bob Beran, president of Bell Atlantic Internet Solutions, admitted he expected to grab only a small segment of the market initially. Bell Atlantic faces stiff competition from AT&T and MCI, which also offer monthly \$19.95 Internet access service, discounted for their long-distance customers.

LiveConcerts presents Bumbershoot live

LiveConcerts.com presents a live cybercast of more than 50 bands at Bumbershoot, the Seattle Arts Festival, during the upcoming Labor Day weekend. Artists performing during the four-day event on

Aug. 29–Sept. 1 will include Los Lobos, Sheryl Crow, Joan Osborne, David Byrne, Blues Traveler, Shawn Colvin, Shoglenifty and Reel Big Fish. LiveConcerts.com is produced by House of Blues New Media and Progressive Networks.

ACTV, Fox Sports Northwest in pact

ACTV and Fox Sports Northwest have agreed to collaborate on a version of ACTV's digital network on cable systems in the northwest. The network would ostensibly be carried on systems that carry FoxNW's signals to 2.4 million subscribers in Oregon, Washington and parts of Alaska, Idaho and Montana. Interactive ACTV features such as Star Cam, an isolated view of a star player during a game, would be incorporated into Fox Sports Northwest telecasts. ACTV previously announced plans to launch its service with Fox Sports Southwest, which reaches 5 million cable and satellite households in Texas and neighboring states, and Fox Sports West, which reaches 4.8 million households in Southern California, Arizona and Nevada.

NetChannel teams with CBS SportsLine, SportsTicker

NetChannel, the Internet TV service, has struck deals with CBS SportsLine and SportsTicker to be content partners with the service, which expects to launch next month.

Fans will be able to create personalized sports "channels" that draw on content from CBS SportsLine and SportsTicker through NetChannel. These are the latest content deals announced by NetChannel, which recently lined up E! Online to provide entertainment news as part of its \$19.95 monthly service. A&E, Court TV, History Channel, USA Today, Women's Wire and Yahoo! have also signed on as content partners.

AOL, Times Mirror extend deal

Times Mirror Magazines renewed its deal last week to provide exclusive online content to America Online. The focus of the relationship is *The Sporting News*, which has been providing content on AOL since April 1996. That content will continue to include live weekly chats with ex-NFL coach Buddy Ryan, who returns as TSN's NFL analyst online; mock drafts for the NBA and the NFL, and college football recruiting message boards. *Golf* magazine, *Popular Science*, *Ski/Skiing*, *TransWorld Snowboarding* and *Field & Stream/Outdoor Life* will also provide exclusive content to AOL, including private lessons and conservation columns.—RT

Classifieds

See last page of classifieds for rates and other information

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Sales Manager opportunity in mid-Michigan. Must lead by example in the street. Group operator with over 30 years of successful track record in mid-Michigan. Reply to Box 01215 EOE.

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Play by Play Announcer needed for University of Vermont Hockey. Basketball and Vermont Expos Single A Baseball. Tape and resume to Mark Esbjerg. WVMT. Box 620. Colchester. VT 05446. EOE.

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HELP WANTED PRODUCTION

Radio Producer. Charlotte, NC based production company is seeking a producer for a new weekly syndicated radio program. Seeking a self starter with great producing flair and creativity. Strong work ethic, team player and people person a must. Work with the hottest talent in the business on a new concept. Must have a sense of humor. Minimum 5 years hands on experience. No egos please! Hurry! Reply to Box 01213. c/o Broadcasting & Cable. 245 W. 17th Street. New York, NY 10011. EOE.

SITUATIONS WANTED ANNOUNCER

Play-by-Play professional. Basketball, hockey, football, soccer. Six years experience. High school and college teams. Jack 814-724-6134.

TELEVISION

HELP WANTED HUMAN RESOURCES

Corporate Director Human Resources. Person to manage all aspects of employee benefits programs, employee relations, training, regulatory compliance and enforcement, hiring, and the company's corporate web sites. At least five years management experience, with excellent people and communication skills, bachelor's degree required. Prior broadcast/human resource management experience and an MBA preferred. Any exceptional diversified communication/ media company. Reply to Box 01221 EOE. M F

For more information about responding to a blind box ad please see the bottom of every page in the classified section

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Work in the sales department to interface with the field sales force and customers to provide solutions for station automation requirements. The successful candidate should have a minimum of three years experience in the television broadcast industry with a good understanding of how video equipment is used in television facilities. The position requires working with the video systems engineering and the field sales force to generate system proposals from the requirements gathered, and supporting them with system descriptions and simplified drawings. Good written and verbal communication is required as well as familiarity with word processing and drawing software programs. Good organizational and presentation skills are a plus. Occasional travel will be required.

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If your skills and experience meet the requirements above, please forward your resume to Anne Dreyer. No phone calls please.

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Odetics, Inc.
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1515 South Manchester
Anaheim, CA 92802
EOE M/F/H/V

Fax: 714-780-7999

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WTSP, the CBS affiliate in Tampa, Florida has an opening for a National Sales Manager. The successful candidate must have a successful track record of at least 5 years in broadcast sales. Previous experience as a National Sales Manager is preferred. The qualified candidate must be energetic, creative and have the ability to motivate and the ability to develop solid relationships with clients. Strong organizational skills, computer literacy, knowledge of TVScan and Scarborough are essential.

Please forward resume to:

Noreen Parker
VP of Sales
WTSP-TV
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St. Petersburg, Florida 33733



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New satellite TV channel, Wisdom Channel, seeks enthusiastic individual with 2-5 years national advertising sales experience. B.S. in Advertising or Marketing. Computer skills a must. Candidates should be familiar with people like Dr. Wayne Dyer, Deepak Chopra, Marianne Williamson, Michael Toms and other enlightened individuals in the "body, mind & spirit" industry. Inside sales position with some travel required.

Please forward resume along with cover letter, three professional references, salary and/or commission requirements to WISDOM CHANNEL, c/o Turner Vision, Inc., Employee Relations Dept., P.O. Box 169, Bluefield, WV 24701 or fax to (304-589-7277). EOE



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Minimum Qualifications: 2+ years experience in outside sales, preferably in a Broadcast or Cable TV environment. Must have excellent verbal and written communication skills augmented by sharp negotiation capabilities. Must be PC literate, self-directed, goal oriented and thrive in a fast-paced and often changing environment. Must have reliable transportation to travel to clients' locations. A four year college degree is preferred.

If you'd like to be considered for this position, please forward your resume in confidence complete with salary history and expectations to:

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National Sales Manager: WBDC-TV, Washington DC's WB affiliate, managed by Tribune Broadcasting in the seventh largest market in the country, is seeking a dynamic, self-motivated, organized, professional with top communication and presentation skills who loves to travel and understands and appreciates the "Customer First" philosophy. The position will be based in Washington, DC or New York City. Candidates need to have a minimum of three years of national sales at a station or rep firm, a proven track record for attaining sales goals, working knowledge of assisting in the management of inventory, and the ability to maintain and build relationships with the national buying/rep community. Knowledge of Enterprise, Scarborough, and BMP a plus. No phone calls. Mail or fax resume and letter detailing qualifications to Human Resources Director, WBDC-TV 50, 2121 Wisconsin Avenue, NW, Suite 350, Washington, DC 20007. Fax 202-965-7304. Equal Opportunity Employer.

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

Wichita station seeks a self starter for a Local Account Executive position. Creative thinker who can sell outside the box, knowledge of NSI, TVScan, strong communication skills and follow through. College degree required. Qualified applicants should submit resume to Human Resources, PO Box 10, Wichita, KS 67201. Pre-employment drug testing required. EOE.

Southeast NBC affiliate is looking for an experienced Account Executive. Strong new business development skills a must. TV, Scan, Star, Scarborough, and Recas a plus. Send resume to: Human Resources Manager, WYFF-TV, P.O. Box 788, Greenville, SC 29602. EOE

Local Sales Manager: KATU-TV/ABC, a dominate news and local programming station in Portland, Oregon is looking for that highly motivated LSM who has strong team building and coaching skills for an experienced staff. Must communicate effectively and be able to direct strong sales efforts in agency, developmental and non-transactional selling. This team is backed by one of the country's leading marketing departments with all the tools that will help you get there. Please send cover letter and resume to: Mindy Davls, Human Resources, KATU, 2153 NE Sandy Blvd., Portland, OR 97232. EOE.

Entertainment Account Executive. The world's leading distributor of corporate association and institutional information to the media and financial community, seeks 2 Account Executives, one in Los Angeles and one in New York, to sell its services to the entertainment community. The candidate should have a minimum of 2 years direct selling experience with proven track record in new business and existing account development. Knowledge of investor, public, and media relations beneficial. Knowledge and interest in the entertainment field a must. We offer a competitive salary, incentive program and benefits package, please fax resume with salary requirements to: In New York (212)596-1537 Attn: Jennifer Gelosa. In Los Angeles (213)362-7726 Attn: Megan Man-deville. EOE. M/F/D/V.



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NDS, Inc., is world renowned for developing and integrating high performance products, software and components into a complete single system. We are experiencing dynamic growth, which means immediate opportunities for Regional Sales Managers to join our team.

You will be responsible for achieving sales quotas in a specific geographic area (Central or Southeastern U.S.). In addition, you will identify and make sales presentations to prospective customers, develop account penetration in order to generate new sales, and maintain and control budgets and forecasts.

Requires 7+ years technical sales experience, preferably in a Broadcast, Cable, or Multimedia environment. Excellent communication and presentation skills are essential, in addition to organizational, administrative, and budgetary expertise. A BA/BS degree or equivalent also required. Position involves frequent travel within designated territory (up to 50%).

NDS offers a competitive salary, excellent benefits and the opportunity to work in an innovative, highly motivated and fun team environment. For immediate consideration, please submit resume with salary history to: NDS, Inc., Attn: RSM, 3501 Jamboree Road, Suite #200, Newport Beach, CA 92660; Fax 714/725-2515, or e-mail to: hr@ndsamericas.com. We are an equal opportunity employer



NDS

a n d
support
workforce
diversity.

Account Executive needed at WTNZ FOX 43 in Knoxville, TN. Candidate needs strong work ethic and must be able to handle agency business and produce new direct business. 3-5 years of media experience required. If you are a team player with television or radio experience send resume to: Local Sales Manager, WTNZ FOX 43 PO Box 32516, Knoxville, TN 37901. EOE.

Account Executive. Job responsibilities include developing business for the station from an established list of current clients with an emphasis on new business development. Position requires at least one year of previous television sales experience. Good communication and organizational skills a plus. Send resume to Human Resources Dept., PO Box 59496, Birmingham, AL 35259. No phone calls please. EEO, M/F. Pre-employment drug testing required.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?
Send resume/tape to: Box _____, 245 West 17th St., New York, New York 10011

HELP WANTED TECHNICAL

Account Executive-CBS Spot Sales Philadelphia. Candidate is responsible for the sale of commercial inventory for all owned and operated CBS Stations to clients in the Philadelphia, Baltimore-Washington region. Strong negotiation and communication skills, thorough knowledge of ratings analysis tools and working knowledge of computers is necessary. Must have 3 or more years Television Sales experience. EOE MF. Resumes to: Gary Herman, CBS Spot Sales, 101 S. Independence Mall East, Philadelphia, PA 19106. 215-238-4966.

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 can 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.

Benedek Broadcasting Corporation is accepting applications for entry-level account executives for our TV stations across the country. No experience is necessary but applicants should have a college degree, preferably in Business or Communications. Applicants will receive four weeks training and must be willing to re-locate. Compensation includes salary, commissions, and an extensive company benefit program. Benedek Broadcasting Corporation is the largest operator of medium and small-market television stations in the country and is an Equal Opportunity Employer. To apply, send your resume to: BBC AE Program, c/o Dave Danelson, Benedek Broadcasting Corp., 100 Park Avenue, Rockford, IL 61101 or e-mail DvDonelson@aol.com.

National Sales Manager. WISN-TV, an ABC affiliate, is seeking a highly motivated individual with 3 - 5 years national rep experience or a proven track record of achievement in broadcast television sales. Candidate should be able to develop creative sales ideas and be an effective communicator. BIAS computer experience a plus. Travel required. EOE. Send resumes to Pete Monfre, General Sales Manager, PO Box 402, Milwaukee, WI 53201.

Sponsorship & Adv. Sales Executive. Sports TV producer for Latin American and Spanish language US markets. Minimum 5 years experience in advertising sponsorship sales and new business development. Perfect knowledge of Spanish and English; Portuguese a plus. Thorough understanding of the Latin American culture and marketplace, with contacts in the broadcast and cable industry. Strong communication and negotiation skills; four years degree in related field; highly motivated, computer literate. Frequent travel. Compensation according to qualifications. Please send resume to HR Dep., 611 Broadway, Suite 828, New York, NY 10012.

Account Executive. WTVT-FOX 13, Tampa-St. Petersburg has an immediate opening for a Senior Sales and Marketing Executive. Candidates must be pro-active, strategic thinkers who possess a tenacious desire to win, a strong work ethic and creative marketing skills. Must have seasoned relationship building skills, a proven, quantifiable track record and demonstrate a strong record of business development. Forward resume with cover letter to: WTVT-FOX 13, Personnel Dept., 3213 West Kennedy Boulevard, Tampa, FL 33609. No phone calls please. EOE.

*NBC, the
premier broadcasting
and media
company, has an
opportunity for a
highly-motivated
self-starter
to join our team
in New York.*



TECHNICAL MANAGER

Working in the News and Sports studios, you will manage personnel and technology, supervise live studio production, and coordinate pre-production activities. To qualify, you must have a BSEE or the equivalent with in-depth experience in technical operations, engineering, or maintenance. Strong supervisory skills are essential. (Freelance positions also available).

This position demands strong communication, interpersonal, problem-solving, and computer skills. A flexible schedule is required. For consideration, please send your resume with salary history to:

**Employee Relations Department-PC
Room 1601
NBC
30 Rockefeller Plaza
New York, NY 10112
Fax: 212-664-5761**

We regret that we will only be able to respond to those applicants in whom we have an interest. An Equal Opportunity Employer M/F.

VIDEO/COMPUTER GRAPHICS

Sports, Entertainment and Facilities Company seeks two energetic and versatile professionals for its Arena videoboard/message board operations. Responsibilities will include directing videoboard presentation for major sporting events; producing and editing sports video features; daily maintenance of video control room equipment; creating graphics on Chyron Max and message board computer. Qualified candidates should have a minimum of 2 years experience in similar or related operation. Knowledge of sports, especially basketball and hockey, a must. Excellent benefits package. Send cover letter and resume with salary requirements to:

**Bayard, Department 916
902 Broadway, 10th Floor, New York, NY 10010-6002**

Equal Opportunity Employer M/F/V/D



**RESPONDING TO
A B&C BLIND BOX AD?**

Send resume/tape to:

**Box _____,
245 West 17th St.,
New York, New York 10011**

OPERATIONS SUPERVISOR

Live in the beautiful Northwest! Work in the most technologically advanced newsroom in the world! Get in with a great broadcasting company! NorthWest Cable News, a 24-hour regional news network and a subsidiary of the A.H. Belo Corporation, is seeking an Operations Supervisor. Working in the fast paced world of regional news with multiple priorities, responsibilities include overseeing the on-air side of operations; management of maintenance needs on station equipment, including computer networked systems; assist in evaluation of new equipment needs and installation; and oversee and resolve operational issues, including schedules. This position reports to the Director of Operations.

Successful candidate will have a college degree with minimum 5 years related experience, familiarity with networked systems (Windows NT, Macintosh, Novell, and Unix), strong computer skills, excellent interpersonal and leadership skills, ability to handle multiple tasks, and flexibility to work nights and/or weekends.

If you have a passion for news operation, fax your resume to:



NORTHWEST CABLE NEWS

Attn: HR Dept., #N97A15

FAX# (206) 448-3196

333 Dexter Ave. N.

Seattle, WA 98109

Equal Opportunity Employer - M/F/D/V

Assistant Director of Engineering. Iowa Public Television, Johnston, Iowa (Des Moines suburb) operates 8 VHF/UHF television transmitters and 8 UHF translators throughout the state of Iowa. IPTV is seeking a hands-on leader with a strong maintenance background, significant construction experience, and a highly positive team attitude. Must have 4 years management experience in planning maintenance programs, budgets, daily work schedules, and restoration of service under emergency conditions. Must be familiar with issues associated with the maintenance of towers of 1,000 to 2,000 foot heights. Must have sufficient computer knowledge to operate computerized remote control system from remote location, and significant experience with computer-based automation systems. A Federal Communications Commission (FCC) General Class License of The Society of Broadcast Engineers (SBE) certification is required. Please phone for an application: 515-242-3120 or 515-242-3114. Molly Phillips, Iowa Public Television, 6450 Corporate Drive, Johnston, Iowa 50131. Applications accepted through Monday, September 15, 1997. EEO/AA.

Television Maintenance Technician. Candidates should have a minimum of four years experience in the installation, operation and maintenance of professional broadcast equipment with troubleshooting and repair of analog and digital audio and video equipment to the component level a must. FCC license and/or SBE certification with a two year degree or equivalent is also required. Applicants should have knowledge of computer operating systems and Autocad as well as programming, project management and system design skills. UHF transmitter and microwave systems experience a plus. Please send resumes to Human Relations Manager, WABU-TV, 1660 Soldiers Field Road, Boston, MA 02135. EOE.

Maintenance Engineer. Top 50 market television station seeking a qualified maintenance person. This person must have a strong background in Beta, Macs and PC computers. Digital electronics and be a good trouble shooter. Must be a self starter and highly motivated. Send resume to the following address: WSMV-TV, Attn: Mike Nichols, 5700 Knob Road, Nashville, TN 37209. EOE.

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

Assistant Chief Engineer. Five years of broadcast studio equipment and transmitter maintenance - installation experience including 1/2" Beta, Beta Cart and studio production equipment. VHF transmitter system maintenance experience a must. Technical school and college training. FCC General Class license preferred. Send resumes to John Coon, Chief Engineer, 201 Humboldt Street, Rochester, NY 14610.

Broadcast Engineers. WSBT Inc. has the following positions available: *Chief Engineer:* Requires a minimum of five years radio and TV engineering experience including supervisory and budgetary responsibilities and thorough understanding of FCC rules. *Transmitter Engineer:* Oversees the operation and maintenance of AM/FM/TV transmitter site and requires five years experience on AM Directional, FM and UHF TV transmitters. Send resume and cover letter to Human Resources, WSBT Inc., 300 West Jefferson Boulevard, South Bend, IN 46601. EOE.

Director of Engineering. A midwest television station is looking for a Director of Engineering. 5 to 10 years engineering management experience preferably in TV. Thorough knowledge of analog and digital. Must have a proven track record in budgeting and administration of same. We offer a competitive benefits package. Reply to Box 01208 EOE.

Director of Engineering - Denver ABC affiliate seeks experienced individual to be responsible for all aspects of engineering, technical operations and related personnel for the station. Duties will include overseeing maintenance and repair of all technical equipment, quality control of on-air operation, transmitter operation, manage acquisition of capital equipment, budgeting and cost control of department, and maintain compliance with FCC rules and regulation. 10 years broadcasting experience and 5 years supervisory experience preferred. Send resume and salary requirements to HR, KMGH-TV, 123 Speer Blvd., Denver, CO 80203 or fax 303-832-0138. No phone calls, please. EOE

WMBD-TV/AM/FM seeks a Broadcast Maintenance Engineer. Applicants should possess strong troubleshooting and component level maintenance skills for both studio and transmitter facilities. SBE certification, FCC license, degree, digital, computer skills are highly desirable. 5 years experience required, though training will be provided. Cover letter and resume to WMBD/WPBG, Personnel Dept., 3131 N. University, Peoria, IL 61604. EOE.

Senior Project Engineer - Comark Digital Services has an opening for an energetic and ambitious senior project engineer to help us shape the future of DTV. Minimum 5 years experience in broadcast or related field. BSEE or related field and technical writing and presentation skills and experience required. Responsibilities include researching and analyzing current and future technical systems and equipment, review and develop customer requirements, design solutions, manage projects, and represent CDS at various industry standards organizations. Salary commensurate with experience. Please send resume and salary history to Comark Digital Services, 99 Canal Center Plaza, Suite 450, Alexandria, VA 22314 or email to cds@comarkcom.com.

Engineering Manager, WANE-TV, Fort Wayne, IN: We need someone with an in-depth knowledge of broadcast and microwave RF technology. Candidates should have experience in TV broadcast engineering management including studio and transmitter facility maintenance, capital project planning and implementation, production and on-air operations, scheduling of technical personnel preparation of operating budgets, knowledge of all building systems and compliance with all government and industry standards. We want a team player who has proven ability to work well with employees and fellow department heads. Degree in a technically-related field or equivalent experience required. Send resume (No calls/faxes/internet) to Personnel Manager, WANE-TV, 2915 W. State Blvd. Fort Wayne, IN 46808. EOE

Technical Director needed for live newscasts and other productions. Responsibilities include switcher operation, graphic preparation, newscast pre-production and directing. One year related job experience preferred. Please send your resume to Human Resources, PO Box 59496, Birmingham, AL 35259. No phone calls please. EEO. M/F. Pre-employment drug testing required.

NOT QUITE SURE ON HOW TO RESPOND TO A BROADCASTING AND CABLE BLIND BOX AD? LOOK AT THE BOTTOM OF THE FOLLOWING PAGES FOR MORE INFORMATION.

Director of Engineering. WISN-TV, the Hearst Broadcasting ABC affiliate in Milwaukee, is looking for a seasoned professional who can lead our technical department into the next century. Candidate should have five or more years experience as a Chief Engineer of a top 40 market station or as a proven Assistant Chief. Experience in managing collective bargaining employees and supervision of labor contracts is required. In addition, significant computer hardware and software expertise, thorough RF experience, and a solid understanding of digital broadcast technologies are all requisite qualities. An EE degree or SBE certification is preferred. EOE. Send resume to Rick Henry, VP and General Manager, WISN-TV, PO Box 402, Milwaukee, WI 53201.

Engineer in Charge. NEP, the leading remote facilities company is looking for seasoned veteran EICs. The ideal candidates will possess strong leadership, organizational, system design and engineering skills with demonstrable experience in large-scale entertainment and sports remotes. Competitive salary and excellent benefits package. Relocation not required. Faxes only to 412-826-1433. EOE.

HELP WANTED MANAGEMENT

DIRECTOR OF COMMUNICATIONS AND PUBLIC AFFAIRS, DTV EXPRESS

PBS and the Harris Corp., leaders in the development of digital television, need an experienced person to be Communications Director for their joint project, DTV Express, a nationwide educational/marketing initiative to explain and demonstrate digital TV, the next generation of TV technology. The Director will oversee the development and implementation of a comprehensive DTV Express communications plan. Requirements include a BA and 7-10 years experience in media relations, advertising or related field, staff and budget management experience, creative strategy development ability, and excellent oral and written communication skills. Knowledge of the broadcasting industry, digital television and public television helpful. The position will be based in Washington, DC. Please send resume with salary requirements to:



Lanie Odlum
1320 Braddock Place
Alexandria, VA 22314

ABC affiliate in Jackson, Tennessee seeking General Manager. Must have a successful history at the General Manager level. Must be a proven leader, with know how to grow a television station and the market. Strong sales, news and community involvement necessary. Resumes to Personnel Department, Bahakel Communications, PO Box 32488, Charlotte, NC 28232. No phone calls, please. EEO.

HELP WANTED MARKETING

PROJECT MANAGER MARKET RESEARCH

Distinguished international producer of print, broadcast, and interactive products seeks experienced market researcher for Project Manager position. Position involves all aspects of design, coordination, execution, analysis, and reporting of primary market research studies on a wide variety of products and services, with special emphasis on broadcast/video research and broadcast ratings analysis.

Qualifications: Bachelor's degree in market research or related field, 3 years experience in primary market research, including at least 2 years directly managing projects. Outstanding analytic and communication skills and proven ability to handle multiple priorities. Proficiency in SPSS required, plus PC-based word processing, spreadsheet, and presentation software packages. Experience conducting primary research on broadcast/video products required. Knowledge of publishing and interactive media industries a plus.

Excellent benefits package;
Washington, DC based.

Send resume with confidential letter
and salary history to Box 01218.

We are an
Equal Opportunity Employer.

The market's news leader is looking for an individual who possess strong creative vision with an ability to turn ideas into focused reality. Candidates must also possess hands on skills in writing, producing, editing and directing. Responsibilities would include all facets of station marketing and promotion, from media planning and placement to news vehicle graphic design...your responsibility would be total station brand and identification. Station culture and management allows creative, self-directed professional's room to move and lead. Please send cover letter with resume to WFIE-TV, Personnel/Marketing Promotion Director, PO Box 1414, Evansville, IN 47701. EOE.

Marketing Manager. Scenic Portland, Maine ABC affiliate - WMTW is looking for a dynamic addition to its progressive management team. The top notch individual we seek will develop and execute the overall marketing strategy for the station, produce high end image advertising, coordinate outside media and community projects, and supervise all daily news and station promotion. College degree preferred with three years experience in marketing management. A demonstrated use of effective graphic design and production techniques is required along with non-linear editing experience. Writing abilities with leadership skills and proven creativity will get you noticed. Send non-returnable tape, salary history and resume to Vice President/General Manager, WMTW, 475 Congress Street, Portland, ME 04101. EOE.

HELP WANTED NEWS

**TELEVISION
Executive Producer
News & Public Aff Prog**

Seeking a quality & success-driven individual who manages research, development & productions for national broadcast. Develops ideas as well as reviews proposals for new projects.

B.A./B.S. in Broadcast Comm., Production or rel. field. At least 5 yrs managing program development, staff & budgets. Exclnt editorial judgement, planning, organizational, interpersonal, problem-solving & oral/written skills. Ability to assist in fundraising. Knowldg of independent production community and exec background in public TV a+. Code EP-01

Send/fax res w/job code & sal to: Mgr, Comp & Staffing, Thirteen/WNET, 356 West 58th St., New York, NY 10019. No agencies. No calls. FAX: (212) 582-3297. EOE M/F/D/V



Weekend Anchor/Producer/Reporter: How can I replace my Weekend Anchor who just jumped 157 markets to her next job? This is a great opportunity for a solid journalist who also anchors and produces, in addition to doing terrific live shots. At least 1 year previous commercial TV experience required. Send me last night's newscast on 3/4 or VHS tape. Scott A. Michlin, News Director, WMDT, 202 Downtown Plaza, Salisbury, MD 21801. EOE

WEEK-TV, a Granite Broadcasting station, is seeking a News Director. This is a rare opportunity to run the high-energy, award-winning news operation at Peoria's dominant television station. The winning candidate will oversee all news department functions. Must have hands-on management style, good at training and have good people skills. Must know news, be creative, be motivated and able to motivate, and provide sound leadership. Prior experience as a news director preferred. Understanding of budgets and cost-controls while still providing outstanding news coverage a must. College education and a journalism background required. Send reel, resume, and salary requirements to Mark DeSantis, President and GM, WEEK-TV, 2907 Springfield Road, East Peoria, IL 61611. EOE. No phone call, please.

WANT TO RESPOND TO A
BROADCASTING & CABLE BLIND BOX ?
Send resume/tape to: Box _____,
245 West 17th St., New York, New York 10011





Director

Person to direct extremely fast-paced, graphic intensive newscasts. Must be able to handle multiple live shots and sets. We want someone who's willing to be involved in the creative and editorial decision-making and take ownership of the newscasts.

Bureau Chief

Person to lead Piscataway news bureau. Good knowledge of New Jersey issues is critical. 3-5 years news experience. This is a management position at RNN. It's a great opportunity for a producer or assignment editor to move into management.

Rush tapes, resumes and references for both jobs to:

Matt Parcel, News Director

WRNN-TV, 721 Broadway, Kingston, NY 12401 • tel 914-339-6200 (call between 10pm-3pm Eastern)

Top North Texas NBC affiliate is seeking a News Producer for two 30 minute news/talk format shows per day. Strong editing, writing and producing skills a must. College degree and one year's experience required. Send cover letter and resume to News Director, KFDX-TV, 4500 Seymour Highway, Wichita Falls, TX 76309. No phone calls. KFDX-TV is an Equal Opportunity Employer.

Top North Texas NBC affiliate is seeking a General Assignment/Beat Reporter. Must be able to shoot, edit and report hard and feature stories. College degree and one year's experience required. Send cover letter, resume and VHS tape to: News Director, KFDX-TV, 4500 Seymour Highway, Wichita Falls, TX 76309. No phone calls. KFDX-TV is an Equal Opportunity Employer.

Producer/Director. ABC affiliate in Seattle looking for a creative and strong leader to direct our fast-paced nightly newscasts. Must have 3 years directing news and talk. Must be a team player. Need a hard worker willing to work overtime, and various shifts as needed. Familiarity with graphic machines a must. Send resume and current (non-returnable) demo tape to KOMO TV, Human Resource Department, 100 Fourth Avenue North, Seattle, WA 98109. EOE.

Chief Meteorologist: WHOA-TV, a Media General Station, has an opening for a Chief Meteorologist. This person will anchor two nightly weather segments daily, and should have 1-2 years experience on-air in a commercial television newsroom. On occasion, this person will also be called upon to report on science or technology issues. A meteorological degree or certificate in broadcast meteorology is required; a seal would be helpful. Send resumes/tapes to Human Resources. WHOA-TV, 3251 Harrison Road, Montgomery, AL 36109. Application deadline 8/29/97. EOE M/F. Drug test required.

Photographer: Talented, skilled, NPPA-style team player needed for an immediate opening. We have Avid, SX Sony, Beta, SNG. You need at least one year experience and college degree. Send tapes/resumes to: Human Resources Manager, WYFF-TV, 505 Rutherford St., Greenville, SC 29609. EOE

News Producer: Experienced, creative, self-starter needed to produce compelling, well-written, fast paced, visually interesting daily newscasts at top 50 CBS affiliate in the south-east. Two years prior TV news producing experience required. Send tape, resume, references and salary history to Human Resources, PO Box 59496, Birmingham, AL 35259. No phone calls please. EEO, M/F. Pre-employment drug testing required.

News Photographer: WTVD-TV has an immediate opening for an experienced News Photographer. A commitment to hard news and the ability to handle a high story count is necessary. Successful candidate must be able to cover a story without a reporter. Attitude is as important as talent. Send resume and tape to: Ted Holtzclaw, News Operations Manager, WTVD-TV, 411 Liberty Street, Durham, NC 27701. EOE.

News Director. WCPX, CBS Orlando, seeks a highly qualified individual to lead fastest growing news organization in southeast. Successful candidate will have proven track record in highly competitive broadcast environments with a knack for winning. Good knowledge of contemporary television journalism, exceptional communication skills, strong work ethic and natural leadership abilities a must. This is an exciting opportunity with one of the most innovative and growth oriented companies in broadcasting. Apply to Brooke Spectorsky, General Manager, WCPX TV, 4466 John Young Parkway, Orlando, FL 32804. Confidential voice mail 407-521-1293 or Fax 407-521-1201. M/F EOE.

Assignment Editor. WXXA-TV FOX 23, Albany's FOX affiliate, is looking for an experienced news person to work the nightside desk. Must be aggressive and a real story generator. If you don't take "no" for an answer, answer this ad. Resume and letter to Kathy Gazda, News Director, 28 Corporate Circle, Albany, NY 12203. No phone calls. EOE.

Anchor/Reporter: WHOA-TV, a Media General Station, is in need of an anchor for our two nightly newscasts. Applicants should have 1-2 years experience on-air in a commercial television newsroom. They should be comfortable and competent on the set and have the ability to report on medical and health related issues. Because this person will spearhead a new show geared toward women, a knowledge of women's issues and some producing experience would be helpful. Tapes and resumes to Human Resources, WHOA-TV, 3251 Harrison Road, Montgomery, AL 36109. Application deadline 8/29/97. EOE M/F. Drug test required.

News Department. Field Reporters who can shoot, edit, & write. Send resume & tape to KHIZ TV Channel 64, P.O. Box 6464, 15605 Village Drive, Victorville, CA. 92392, Attention: Jim Dillman.

News Anchor. Can you break through the screen and deliver the news like you'd tell it to your best friend? Tallahassee's Newschannel 27 is looking for a special person, one who knows the value of reporting and communicating to compliment our male anchor. We're a station on the move, so don't miss out, this is your chance to shine. *No beginners please.* Rush your resume, tape and references to Doug Cravy, News Director, WTXL-TV, 8927 Thomasville Road, Tallahassee, FL 32312. EOE.

Growing, intense CBS affiliate in Tampa Bay is looking for a new producer for its 6pm newscast. We're not looking for a show stacker nor someone who can do it with their eyes closed. We want someone who is excited every day and disappointed if his or her newscast resembles the day before. We want someone who loves to work with field crews as well as anchors to present ordinary news stories in extraordinary ways. If you ask yourself before you write each story, "What's in it for the viewer?", and can, then, write it with flair, send your tape and resume to Kevin Brennan, Vice President-News, WTSP-TV, PO Box 10,000, St. Petersburg, FL 33733. Equal Opportunity Employer. No calls please.

Producer/Talent Wanted: WUNI-TV, Boston's Univision affiliate, is looking for an energetic, bilingual team player to write/produce/appear on New England's #1 Latin variety show. Send non-returnable tape and resume to M. Godin, WUNI-TV, 33 Fourth Ave., Needham, MA 02194. No phone calls please. EOE

ATTENTION READERS

WHEN RESPONDING TO AN AD WITH A B&C BLIND BOX, MAIL YOUR RESPONSE TO:

BROADCASTING AND CABLE, BOX ***, 245 W. 17TH ST., NY, NY 10011

***YOU MUST INCLUDE THE BOX NUMBER ***

Chief Meteorologist - The Belo Station in Sacramento seeks dynamic, credentialed, meteorologist for number one weather position. We are a very competitive station in a very competitive market. We have plenty of weather toys with more on the way. If your on-air style combines personality with professionalism, send a tape and resume asap to News Director, KXTV, P.O. Box 10, Sacramento, California, 95812. E.O.E. Drug testing. No calls, really.

Can you write crisp news copy fast? We are looking for a morning side staff writer. If you have 3-5 years professional experience + a journalism degree, send your resume and samples to Box 01219 EOE.

Assignment Manager. News Channel 8, the ABC affiliate in Connecticut seeks a manager to lead our top notch desk. You need to have a "take no prisoners" attitude toward breaking news and beating the competition. We need someone who understands the stories that are relevant to people and what it takes to translate those stories into good television. We are not a crime and grime newsroom. Newsroom computing skills and computer assisted reporting skills a big plus. We have three newsrooms, sat truck and three microwave trucks to juggle. Fax resume and short letter with your news philosophy to Billy Otwell, News Director, WTNH-TV, 203-624-6438 or mail to 8 Elm Street, New Haven, CT 06510. EOE. *No phone calls please.*

Operations Manager. WTVT FOX 13, Tampa-St. Petersburg has an immediate opening for a news operations manager. Responsibilities include supervision of photography and editing staff, management of station fleet and overseeing purchases and maintenance of ENG equipment. Candidates should have a strong background in all aspects of microwave and satellite technologies. Must have a solid knowledge of newsroom computers. Understanding of the budgetary process is a plus. Forward resume with cover letter to: WTVT-FOX 13, Personnel Dept., 3213 W. Kennedy Blvd., Tampa FL 33609. No phone calls please. EOE

Meteorologist: A meteorologist is needed in Tornado Alley. Looking to complete a four-member weather staff at KJRH in Tulsa. Three years on-air experience preferred. No phone calls please. Send resume to KJRH 2 News NBC, Lori Doudican, 3701 S.Peoria, Tulsa, OK 74105. EOE.

Anchor. Join one of the best news teams on the Gulf Coast. Looking for an experienced co-anchor to compliment our female anchor. Will anchor at least one of our daily newscasts. Reporting is also part of the job. Please send tape and resume to Veronica Bilbo, EEO Officer, KPLC-TV, PO Box 1490, Lake Charles, LA 70602. EOE.

Reporter. WISN-TV, an ABC affiliate is looking for highly motivated, creative self-started with strong writing, strong live and presentation skills. Minimum two years experience. EOE. No phone calls. Send tape and resume to Ron Petrovich, News Director, PO Box 402, Milwaukee, WI 53201.

Photographer/Editor: KJRH 2 News NBC in Tulsa seeking aggressive, eager, easy to work with photographer. Previous video photography and editing experience preferred. Must know how to operate a microwave live truck. Send resume to KJRH 2 News NBC, Lori Doudican, 3701 S.Peoria, Tulsa, OK 74105. No phone calls please. EOE.

Anchor/Reporter. A small market network affiliate seeks Anchor/Reporter for its prime newscast. Must be experienced in all phases of broadcast journalism. Minimum 2-years on-air experience. Reply to Box 01209, c/o Broadcasting & Cable, 245 W.17th St., NY, NY. EOE.

Topical Promotions Producer. WJLA, Washington DC's ABC affiliate has immediate openings for a top notch addition to its promotions team. We need conceptually strong, creative talents who have imagination, energy and a contemporary style to make its mark in the #7 market. Promotion and advertising for all on-air news products, local program specials and news topicals. A minimum of 2 years as a news promotion/writer producer at a television station, cable operation or broadcast network. Experience in Top 50 market preferred. *No phone calls.* EEO M/F. Send your resume and a non-returnable reel to Director of Human Resources, WJLA-TV, 3007 Tilden Street, NW, Washington, DC 20008.

Promotion Manager needed for KGWC-TV CBS in beautiful Casper, WY. A Benedek group station. Out where the West begins. Join our team as we prepare to move into our new facility. Responsible for station, news and sales promotions. Creative writing skills and experience in marketing research, ratings, computers is required. Video production skills needed. Communications or marketing degree is desired. Send resume to General Manager, KGWC-TV, P.O. Box 170, Casper, WY 82602. EOE.

One of the most talked about television stations in the nation is looking for a Writer/Producer. Lot's of exciting things are going on at NBC 5 in Chicago. We have two new Avid suites, we're building an aggressive news department, and we're producing lots of killer spots. If you're a great writer who produces smart, targeted promos, come join us in the Windy City. Huge bonus if you can edit on Avid. You'll be producing sweeps, image and concept topical promos. We give you all the tools you need to do great work. I can't possibly answer everyone's phone call, so just send a reel and resume to Donna Bozzo, Creative Services Department, NBC 5-WMAQ-TV, 454 N. Columbus Drive, Chicago, IL 60611. Attn: Job #WP9708BC. National Broadcasting Company/An Equal Opportunity Employer.

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

**HELP WANTED
FINANCIAL & ACCOUNTING**

Sr. Accountant: TV station in NJ. Responsible for preparing financial statements, G/L, account analysis and payroll interface. Candidate should be a quick learner and self-starter. College degree and 2-3 years experience necessary. Spanish bi-lingual is a plus. Send resume to PO Box 1582, Secaucus, NJ 07094.

HELP WANTED PROMOTION

**PROMOTION
PRODUCER**

Chicago's #1 television station needs a wildly creative Promotion Writer/Producer with 3 - 5 years experience in news and programming promotion. Must have experience with linear and non-linear editing, graphics and post-production. Knowledge of film preferred. You will get a taste of everything at WLS-TV (including some great pizza!) WLS-TV is an equal opportunity employer. Experienced applicants send resumé and tape to:

**WLS-TV
Crystal Androvett
Creative Services Director
190 N. State Street
Chicago, IL 60601**



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

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

HELP WANTED PRODUCTION



KDFW DALLAS-FORT WORTH

Post Editor

KDFW, the Fox O&O in Dallas/ Fort Worth, is seeking a creative and motivated post production editor to join the Fox O&O in Dallas. We've got the technology: Quantel Editbox. Applicants must have 3-5 years experience in a digital post production environment and understand the principles of component digital video. Good design skills and a sense of typography required. We're looking for an editor who can work with great design and take it further. Must be proficient in conforming EDLs. Teamwork and good communication skills are essential to this position. Rush tape, resume, and cover letter to: Human Resources Dept. 400 N. Griffin Street Dallas, Texas 75202 EOE/M/F/D/V



Production Assistant. Production assistant needed for live newscasts and other productions. Responsibilities include studio camera operation, floor directing and teleprompter operation. Please send your resume to Human Resources, PO Box 59496, Birmingham, AL 35259. No phone calls please. EEO, M/F. Pre-employment drug testing required.

Production. Shooting & Editing Commercials & Local Programs. One year experience. Send Tape & Resume to KHIZ TV Channel 64, P.O. Box 6464, 15605 Village Drive, Victorville, CA 92392. Attention: Jim Dillman.

ENG Personnel For A Major Broadcast Facility in NYC. ENG field operations with camera (and microwave) experience, video tape editors, and ENG maintenance. employment would commence spring/summer 1997. Out-of-town applicants accepted for these positions will be reimbursed for airfare, hotel and per diem expenses. Send resumes to: Media Management Services, Suite 345, 847A Second Avenue, New York, NY 10017 or fax to 212-338-0360. This employment would occur in the event of a work stoppage, and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

KBMT-TV has an opening for an Executive Producer. Applicants must be well-read, keep abreast of current events, understand broadcast news, have the ability to produce for viewers, and have excellent writing skills. Applicants must have 1 year producer experience in a smaller market and demonstrate the ability to manage the personnel and resources of the news department. Send resume to: EEOC Officer, KBMT-TV, P.O. Box 1550, Beaumont, TX 77704. EOE

Broadcast Personnel Needed. ENG Field Operations with Camera and Microwave experience. Videotape Editors, Studio Operators, and Maintenance. For the Midwest. Would commence Spring/Summer 1997. Out-of-town applicants accepted for these positions will be reimbursed for airfare, hotel, and per diem expenses. Send resumes to: MMS, Suite 345, 847A Second Avenue, New York, NY 10017 or fax: 212-338-0360. This employment would occur in the event of a work stoppage and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An Equal Opportunity Employer.

Electronic Graphic Artist needed for growing NBC affiliate and multimedia production facility with national exposure. Must have strong design and diverse rendering abilities for news graphics and multimedia applications. Knowledge of *Photoshop* required, knowledge of *Liberty* helpful. Must have college degree with an art/design emphasis or 2 years art/design experience in TV broadcast industry or multimedia. Send resume and non-returnable sample of work to The WNDU Stations, Position #00182, Attention: Human Resources, PO Box 1616, South Bend, IN 46634. EOE.

Commercial Producer/Director ready to serve aggressive, local sales force. Minimum 3 years experience writing, producing/directing commercials. Basic skills required and non-linear skills desirable. Must be comfortable working with clients, agencies and sales staff. Send resume and current (non-returnable) demo tape to KOMO TV, Human Resource Department, 100 Fourth Avenue North, Seattle, WA 98109. EOE.

TV News Producer KWTV is seeking a newscast producer with BA and 2 yrs TV news producing or related exp. We are an award-winning, breaking news station looking for someone who can handle the pressure of a highly competitive market. Send resume and non-returnable tape to Billye Gavitt, KWTV, PO Box 14159, Okla. City, OK 73113. EOE M/F

Houston Public Television is searching for an accomplished director for it's live broadcast of Week Night Edition. Membership Drives and other local productions. Individual must possess good technical knowledge and a minimum of 4 years directing live television. Excellent communications abilities, superb inter-personal skills and demonstrable leadership qualities are imperative. If you are truly a team player and are interested in applying, send your resume, salary history, non-returnable VHS resume tape, equipment list and five professional references to Ms. Flor Garcia, KUHT-TV, 4513 Cullen Blvd., Houston, Texas 77004. Closing date: September 8, 1997. Minorities and women are encouraged to apply. KUHT-TV is licensed to the University of Houston System and is an Equal Opportunity Employer.

HELP WANTED MISCELLANEOUS



EXPANDING TV GROUP

WUTR-TV UTICA, NY

Career Track Jobs! Benefits

National Sales Manager- (#U01)

Proven track record. Minimum 3 yrs experience. NSM or rep. exp. a plus. Excellent people skills. **Account Executive- (#U02)**

Exciting growth opportunity. Broadcast sales experience preferred. Must be proactive, detail oriented and self motivated.

Marketing & Promotion- (#U03)

Sales marketing and promotional experience preferred. Excellent writing and verbal skills a must. **Sales Assistant- (#U04)**

Outgoing, detail oriented person w/ computer skills. Knowledge of Microsoft Office a must.

Maintenance Engineer- (#U05)

2 yr. degree in Electronics or Technology desired, equivalent exp. will be considered. Knowledge in all areas of installation and maintenance of broadcast equipment.

Master Control Operator- (#U06)

Some experience in Master Control or Production background helpful.

News Executive Producer- (#U07)

Experienced professional, excellent writer, ability to lead growing staff.

News Producer- (#U08)

Great opportunity for solid news writer.

News Anchor/ Managing Editor- (#U09)

Experienced anchor, outstanding news judgement, ability to produce newscast.

Meteorologist - (#U10)

On-air position. Degree & AMS Seal preferred.

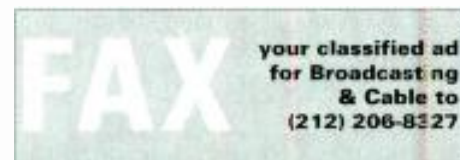
Production Technicians- (#U11)

Audio, Chyron experience required.

Production Director- (#U12)

Minimum one year as newscast director/TD.

Send Resumes to: TV GROUP, Job #, P.O. BOX 699, E. SYRACUSE, NY 13057 An Equal Opportunity Employer



To respond to a blind box ad please see information on the bottom of the following pages.



EXPANDING TV GROUP
WMGC-TV Binghamton, NY
Career Track Jobs! Benefits!

Chief Engineer- (#B01)

5 years TV broadcasting experience. FCC license or SBE certification preferred, UHF experience & knowledge of installation and maintenance of broadcast equipment. Background in master control & production operation helpful.

Maintenance Engineer (#B02)

2 yr. degree in Electronics or Technology desired, equivalent exp. will be considered. Knowledge in all areas of installation and maintenance of broadcast equipment.

Master Control Operator- (#B03)

Some experience in Master Control or Production background helpful.

Business Manager - (#B04)

Experienced in Microsoft Office Suite with CPA/Accounting background.

Account Executive- (#B05)

Exciting growth opportunity. Broadcast sales experience preferred. Must be proactive, detail oriented and self motivated.

Traffic&Continuity Assistant-

(#B06) Broadcast system and/or MS Windows 95 experience preferred.

Anchor/Managing Editor- (#B07)

Experienced anchor, outstanding news judgment, ability to produce newscast.

Videographer/Editor- (#B08)

Talented, organized and fast.

Send Resumes to: TV GROUP,
 Job #, P.O. 80X 699, E. SYRACUSE, NY 13057

An Equal Opportunity Employer

SITUATIONS WANTED NEWS

Sportstalk, P-B-P, Reporter: 10 yrs covering H.S. to the Pro's in Pittsburgh. Current Aide to State Senator. Hungrier than ever! Will relocate. Rob 412-266-6116.

PROGRAMMING SERVICES

ENIGMA THEATER
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Hosted 90 minute spook theater film package via satellite and uplinked each Saturday night. All the great PD chiller titles, including Lugosi, Karloff and all the greats of the golden age wrapped with insightful insert cuts by your host, Edward St. PC. Over 400 other film genre titles also available. All banner terms.
 Call NWN Studios 1-800-353-9177

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

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TRAINING CENTER
 (212) 206-8063

Over 25 years in the TV industry

CREATIVE SERVICES

DESIGN MANAGER

WPLG-TV the Post-Newsweek station in Miami-Fort Lauderdale is looking for a "high end" Design Manager with big market experience. Miami is very design intensive and has become one of the most competitive television markets in the world. When we aren't busy with setting the pace in on-air design, our #1 news department is covering one of the busiest news areas anywhere. We are looking for leadership, coaching, and great design ideas in the same human being, someone with great vision and likes to share. We are a Paintbox/Mac-based operation, which has just undergone a digital renaissance. You will be working with some of the finest editors and producers anywhere. Please send examples of your best work on Beta or VHS wrapped in a resume to:

Oscar Welch
 WPLG-TV
 3900 Biscayne Boulevard
 Miami, FL 33137

WPLG-TV is an
 Equal Opportunity Employer

Creative Services Director. Wanted: creative individual seeking a professional challenge. We're seeking an individual to oversee WGRZ-TV's marketing and promotion department. The successful candidate must have experience in building brand image and awareness and will develop and implement a strategic marketing plan. Experience in media planning, excellent interpersonal and organizational skills a must. Individuals who prefer to follow the rule and play it safe, need not apply! We're not looking for a promotion producer. Please send resume and tape to Larry Herbster, President/General Manager, WGRZ-TV, 259 Delaware Avenue, Buffalo, New York 14202.

Art Director. ABC 40/29 Fort Smith, Arkansas seeks creative designer with experience in AVID, Photoshop, Quark, and Chyron to manage our graphics department. On-air and print experience preferred. Send resume and tape to Jane Harmon, ABC 40/29, 2415 North Albert Pike, Fort Smith, AR 72904. EOE.

2
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 Sandra Frey
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 New York, NY 10011

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(212) 337-7073
 or (212) 337-6941

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

CABLE

HELP WANTED MANAGEMENT

ESPN takes pride in a well-deserved reputation as a major player in total sports coverage and broadcast programming. If your goal is to join an award-winning team, the following opportunity is available at our New York location:

CORPORATE COMMUNICATIONS COORDINATOR/MANAGER

This highly visible, fast-paced position requires you to see that all ESPN major business stories are related to national trade and business press media; anticipate and develop critical statements; make independent decisions; write press releases, feature stories, bios, etc.; arrange interviews and engagements for key personnel; and represent us at industry and media events. We seek a confident, sports-knowledgeable dynamo with 5+ years public relations experience, including cable TV publicity activities, to work in our New York City office. Superior communication, PR and management skills essential.

We offer a competitive salary and comprehensive benefits package, in addition to a stimulating work environment. Qualified candidates should send resume and salary history to: **Human Resources, ESPN, ESPN Plaza, Bristol, CT 06010-7454. Applications without salary history will not be considered.**

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



HELP WANTED SALES

DIRECTOR OF AFFILIATE RELATIONS

E! Entertainment Television is seeking a Director of Affiliate Relations, Southwestern region to increase affiliate distribution of E! and manage affiliate cable systems for MSO's and systems in a multi-state region, including Texas, Oklahoma, Arizona, New Mexico and southern California. The qualified candidate will have a minimum of five years sales experience related to cable, media or the entertainment industries. Knowledge of cable television and network operations preferred. Excellent communication, interpersonal, presentation and negotiation skills required. Prior management experience desired. Successful candidate must demonstrate excellent work ethic and have a proven track record in sales. Extensive travel required. Salary plus bonus.

Excellent benefits package and 401(k) Savings Plan. Please send resume with salary history to:

E! Entertainment Television
Attn: Human Resources - DIR AFFIL
5670 Wilshire Blvd.
Los Angeles, CA 90036
E-Mail: hr@eentertainment.com
(please send all documents in MS Word for Mac 5.0)
Equal Opportunity Employer



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Send resume/tape to:
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SALES

VIDEO PRODUCTION SALES

Close The Deal On Success!

Parkside Studios is seeking a talented go-getter to sell our Video Production facility. You will be responsible for selling a 40' x 40', fully-equipped studio, a 22' mobile production truck, edit and remote facilities. Your hard work will be rewarded with an excellent salary, commission and bonuses!! Full benefits and an outstanding opportunity to turn some heads! We are a growing facility in Philadelphia with the support of a large corporation. Join our winning team NOW! If interested, please forward a cover letter and resume with salary requirements to:

Human Resources
1700 North 49th Street
Philadelphia, PA 19131
Fax: 215-581-6949

Only Serious Sales Pros Need Apply!
EOE M/F/D/V

HELP WANTED PRODUCTION

TNT

DIRECTOR OF PROGRAM PRODUCTION

Basic cable's prime time leader is seeking a Director of Program Production with strong creative vision to executive produce non-fiction entertainment programming. Responsible for the creation and production of innovative short form programming, including BTS, interstitial stunts and franchises, and daily movie entertainment news. Supervises a thirty minute weekly series on movies, and other related long form entertainment specials. Must manage multiple projects, staff and freelance production teams, and interact with production companies, movie studios, publicists, agents, and celebrity talent. Position requires a minimum of five years experience in TV production and a keen interest in movies. Solid writing and editorial skills are essential, as is experience in all aspects of production and post production. Candidate must have strong management skills, be a team player, and enjoy growing staff members.

Please send your resume, salary history and non-returnable vhs sample reel to:

Lisa Woodley
Administrative Manager
1050 Techwood Drive
Atlanta, GA 30318

(No calls please.)

Editor. Major market opportunity for minor market star editor. Midsized full service production facility in Top 10 market seeks Editor for online edit suite with D3 and Betacam. Microtime DVE. Quanta CG. Non-linear experience a plus. Send resume to: Media General Productions. P.O. Box 10800. Chantilly, VA 20151. Attn: Human Resources.

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800.564.4622

ALLIED FIELDS

HELP WANTED EDITORIAL



Get Inside. TV Guide.™

TV Guide Magazine has several immediate opportunities for **Editorial Market Coordinators**. Principal duties: collect, analyze and interpret TV market information from a variety of internal and external sources (e.g., viewership, cable systems, broadcast stations, magazine sales and trends, et al.); formulate recommendations for appropriate editorial coverage of local TV markets. The qualified applicant will have 3-5 years of work experience; a basic understanding of the TV industry; college degree in communications, business, marketing or related fields; some experience with research; excellent analytical and mathematical abilities; ability to work with large volumes of data; excellent written and interpersonal communication skills; competence with MS Word and Excel; familiarity with database tools such as MS Access; knowledge of the internet a plus.

TV Guide offers a competitive salary and a comprehensive benefits package including 401(k) and tuition reimbursement. Please send resume and cover letter including salary history/expectations to:

TV Guide Magazine
 #4 Radnor Corporate Center
 Human Resources Department
 Code # 1579EMC
 Radnor, PA 19088

Equal Opportunity Employer

**DIRECTOR OF LOCAL MEDIA OUTREACH & DEVELOPMENT
 THE ADVERTISING COUNCIL, INC.**

The Advertising Council, the leading provider of public service announcements in the US (Smokey Bear. "A Mind is a Terrible Thing to Waste". "Friends Don't Let Friends Drive Drunk") is looking for a Director of Local Media Outreach & Development. Candidates should have a solid media background with 3-5 years of experience in an ad agency media department, advertising company or in media sales.

This position is responsible for developing unique community-based programs between non-profits and the media as well as marketing the Ad Council's public service advertising to local media, tracking results and strengthening existing relationships with media partners.

The ideal candidate is a strategic thinker, detail oriented and highly motivated with the ability to work in a team environment. Must also possess excellent written, verbal and interpersonal skills. Concern for and interest in social issues is a must.

Apply in writing to:

Ms. Frances Thompson, Director, Human resources
The Advertising Council, Inc.
 261 Madison Avenue - 11th Floor
 New York, NY 10016-2303
 Fax (212) 922-1676
 E-mail fthompson@adconcil.org
 No Calls Please



HELP WANTED PUBLISHING



Get Inside. TV Guide.™

TV Guide Magazine has an immediate opportunity for a **Custom Publishing Manager**, who will oversee the creation and production of promotional/editorial materials related to satellite and cable system pay-per-view and premium programming. Qualified applicants will have 5 or more years of business experience; college degree in communication, business, marketing or related fields; an understanding of the TV industry, especially cable and PPV operations; professional presence and demeanor; competence in MS Word and Excel; excellent organizational, interpersonal and problem-solving skills. TV Guide offers a competitive salary and a comprehensive benefits package including 401(k) and tuition reimbursement. Please send resume and cover letter including salary history/expectations to:

TV Guide Magazine
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 Human Resources Department
 Code #1592CPM
 Radnor, PA 19088

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Acrodyne Tru/30 KV TV Transmitter. 2 years old currently at channel 45 complete with factory power supply and heat exchange system. Transfer switch, electrical disconnects and other associated equipment included. H.C. Jeffries 512-847-2449. \$180,000.

SWR 24 bay TV Antenna Model #SWFPS 24/45. Channel 45-60 KW input with cardioid pattern. 2 years old. With Radomes. H.C. Jeffries 512-847-2449. \$15,000.

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AM and FM transmitters, used, excellent condition. tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454. 215-884-0888. Fax 215-884-0738.

520' 6 1/8" 75 OHM Rigid Transmission Line. 2 years old with spring hangers. 19.75" long each. SWR k-line. Like new condition. H.C. Jeffries 512-847-2449. \$29,000.

2-Rohn SSV series self supporting towers. Sections 11-N thru 3 WN 180' tall each. \$7,500 each. H.C. Jeffries 512-847-2449.

1100' 6 1/8" Andrew Ridgid Transmission Line. 20" sections 75 OHM new watch bands and teflons. \$800.00 per stick. H.C. Jeffries 512-847-2449.

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kady.

TELEVISION

SOUTHERN CALIFORNIA TV STATION AUCTION!

An auction of the FCC license and broadcast assets of
KADY-TV, Channel 63
Oxnard, California
to be held by the U.S. Bankruptcy Court
222 East Carrillo St., Santa Barbara, CA
at 2 p.m. (PST) on
September 29, 1997.

Interested parties must submit financial qualifications and bids to
John W. Hyde, the Chapter 11 Trustee
for **KADY-TV**, by 5 p.m. (PST)
on September 23, 1997.

**FOR INFORMATION ON STATION AND AUCTION PROCEDURES CONTACT BROKER
MEDIA SERVICES GROUP, INC.:
MITT YOUNTS (804) 282-5561 or
TOM MCKINLEY (415) 289-3790**

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E-Mail: CCRcollect@AOL.com

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Broadcasting & Cable

(212) 206-8327

PUBLIC NOTICE

**UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK**

UNITED STATES OF AMERICA

Plaintiff,

-v-

THE AMERICAN SOCIETY OF COMPOSERS,
AUTHORS AND PUBLISHERS,

Defendant.

X
: Civ. Action No. 42-245
:

: **EXHIBIT I**
:

: **NOTICE OF PROPOSED
MODIFICATION OF
THE CONSENT JUDGMENT
ENTERED ON MARCH 14, 1950**
:

X

PLEASE TAKE NOTICE that the United State of America ("Government") named a plaintiff in the consent judgment entered by the Court in the captioned matter on March 14, 1950, has asked this Court to enter a judgment modifying the consent judgment.

The Government has filed with the court a memorandum setting forth the reasons why it believes that modification of the consent judgment would serve the public interest. Copies of the Government's motion to modify, the stipulation containing defendant's consent, the Government's memorandum and all further papers filed with the court in connection with this motion will be available for inspection at Room 300, Antitrust Division, Department of Justice, 325 Seventh Street, N.W., Washington, D.C. 20530, and at the Office of the Clerk of the United States District Court for the Southern District of New York, 500 Pearl Street, New York, New York 10007. Copies of any of these materials may be obtained from the Antitrust Division upon request and payment of the copying fee set by Department of Justice regulations.

Interested persons may submit comments regarding the proposed modification of the consent judgment to the Government. Such comments must be received by the Division within sixty (60) days and will be filed with the court by the government. Comments should be addressed to Mary Jean Moltenbrey, Antitrust Division, Department of Justice, 325 Seventh Street, N.W., United States Room 300, Washington, D.C. 20530.



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Broadcasting & Cable
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Ad Copy: _____

Date(s) of insertion: _____

Amount enclosed: _____

Name: _____

Company: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Authorized Signature: _____

Payment:

Check **Visa** **MasterCard** **Amex**

Credit Card #: _____

Name on Card: _____

Exp. Date: _____ **Phone:** _____

Clip and Fax or Mail this form to:

B & C

245 W. 17 Street • NYC 10011 • Attention: Antoinette Pellegrino or Sandra Frey

FAX NUMBER: 212-206-8327

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All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call Antoinette Pellegrino at (212) 337-7373 or Sandra Frey at (212)337-6941.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

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For the Record

<http://www.broadcastingcable.com>

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italic*.

Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; CP—construction permit; D.I.P.—debtor in possession; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; TOC—transfer of control; w—watts. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Filed/accepted for filing

Victoria, Tex. (BALH-970731GO)—Yolanda G. Dorsett for KEPG-FM: involuntary AOL from Dorsett to Gulfstar Communications Inc. *Aug. 19*

NEW STATIONS

Dismissed/canceled

Punta Rassa, Fla. (BPH-880303MG)—Southwest Florida FM B/C Ltd. *dismissed* for FM at 97.7 mhz, 3 kw, ant. 100 m. *July 24*

Punta Rassa, Fla. (BPH-880303MH)—D/B/A Kight B/C LP *dismissed* for FM at 97.7 mhz, 3 kw, ant. 100 m. *July 24*

Punta Rassa, Fla. (BPH-880303MQ)—Palm Tree FM LP *dismissed* for FM at 97.7 mhz, 3 kw, ant. 100 m. *July 24*

Returned

Oro Valley, Ariz. (BPH-970724MT)—Birnamwood Broadcasting for FM at 101.9 mhz. *Aug. 13*

Pocatello, Idaho (BPH-970724MI)—Riverside Broadcasting Co. for FM at 92.1 mhz. *Aug. 13*

Glen Arbor, Mich. (BPH-970724MG)—Birnamwood Broadcasting for FM at 93.3 mhz. *Aug. 13*

Piconning, Mich. (BPH-970724MH)—Birnamwood Broadcasting for FM at 104.1 mhz. *Aug. 13*

Rogers Heights, Mich. (BPED-970515-MI)—Great Lakes Broadcast Academy Inc. for FM at 91.9 mhz. *Aug. 14*

Lubbock, Tex. (BPED-961230MA)—Christian Broadcasting Co. Inc. for noncommercial FM at 91.9 mhz. *Aug. 7*

Birnamwood, Wis. (BPH-970724M5)—Birnamwood Broadcasting for FM at 92.9 mhz. *Aug. 13*

Filed/accepted for filing

Troy, Ala. (BPED-970807MF)—Positive Programming Foundation (R. Barton Irby, president, 5521 Greenville Ave., Suites 104-532, Dallas, Tex. 75206) for noncommercial FM at 91.1 mhz, 2 kw, ant. 75 m. *Aug. 14*

Oro Valley, Ariz. (BPH-970724M9)—Lotus Communications Corp. (Howard A. Kalmenson, president, 6290 Sunset Blvd., Suite 1600, Los Angeles 90028) for FM at 101.9 mhz, 3.7 kw, ant. -115.9 m., E side of Hwy. 89 between La Reserve Drive and Hanley

Bldv. Lotus owns 19 radios. *July 24*

Oro Valley, Ariz. (970724NA)—Radio Oro Broadcasting (Todd Robinson, owner, 8280 Greensboro Drive, 7th Floor, McLean, Va. 22102-3807) for FM at 101.9 mhz, 2.2 kw, ant. 100 m., 2250 W Ina Road. *Aug. 18*

Des Arc, Ark. (BPH-970806ME)—Greers Ferry Broadcasting (Reita D. Rhodes, president, 11101 Amherst Ave., Wheaton, Md. 20902) for FM at 104.7 mhz, 6 kw, ant. 100 m., adjacent to Belcher Cemetery, Rhodes has 90% ownership interest in two other applications for new FMs. *Aug. 6*

Horseshoe Bend, Ark. (970407MM0)—W R D Entertainment Inc. for FM at 106.5 mhz. *Aug. 15*

Salida, Colo. (970724NB)—Marc Scott Communications Inc. for FM at 93.7 mhz. *Aug. 18*

Dededo, Guam (BPH-970728MN)—Jon A. Anderson (Helena Condominiums, #A-3, Tamuning, Guam 96931) for FM at 105.1 mhz, 12 kw, ant. 153 m., atop Mount Barrigada. *Aug. 18*

Driggs, Idaho (BPH-970806MD)—Chaparral Broadcasting Inc. (Jerrold Lundquist, president, P.O. Box 100, Jackson, Wyo. 83001) for FM at 102.1 mhz, 6 kw, ant. -129 m., 91.4 m. E of Hwy. 33 on Little Road. *Aug. 18*

Driggs, Idaho (BPH-970805MC)—Scott Daryl Parker (4350 N. Fairfax Drive, Suite 900, Arlington, Va. 22203) for FM at 102.1 mhz, .18 kw, ant. 548 m., Freds Mountain, 16 km NE of Driggs. Parker has interest in KECH-FM Sun Valley, Idaho, KZJH(FM) Jackson, Wyo.; is building a new FM in Wallace, Idaho and has applications for three FMs in Idaho and Mont. *Aug. 5*

Homedale, Idaho (BPH-970804MC)—R & S Media (Leopoldo L. Ramos and Jose Silva Jr., partners, 30721 Driftwood Dr., Laguna Beach, Calif. 92677) for FM at 106.3 mhz, 100 kw, ant. 438.8 m., off Bully Creek Road between Graham Boulevard and Bully

Creek Reservoir, R&S Media has several applications pending for new FMs and are selling KSVE (AM)-KINT(FM) El Paso, Tex. *Aug. 14*

Idaho Falls, Idaho (970728ME)—James W. Fox (P.O. Box 697, Pocatello, Idaho 83204) for new FM at 107.1 mhz, 1.8 kw, ant. 184 m., 10 km E of Shelley. Fox has applications for new FMs in Pocatello and Twin Falls, Idaho. *Aug. 18*

Idaho Falls, Idaho (970731MP)—R & S Media (Leopoldo L. Ramos and Jose Silva Jr., partners, 30721 Driftwood Dr., Laguna Beach, Calif. 92677) for FM at 107.1 mhz, 6 kw, ant. -29 m., N side of Country Club Road, E of St. Clair Road. R&S Media has several applications pending for new FMs and is selling KSVE(AM)-KINT(FM) El Paso, Tex. *Aug. 14*

Pocatello, Idaho (970723MQ)—Harris Broadcasting Co. (Stephen R. Harris, president/50% owner, 417 W Plumb Lane, Reno, Nev. 89509) for FM at 92.1 mhz, KPVI-TV site, 8 km NE of Pocatello has applied for three TVs and two radios in Idaho and Nev. *Aug. 14*

Twin Falls, Idaho (970731MG)—E-DA-Hoe Inc. (W. Clinton Stennett, president/75% owner, P.O. Box 1568, Sun Valley, Idaho 83353) for FM at 98.3 mhz, 100 kw, ant. 272.2 m., Flat Top Butte, 8.5 km from Jerome State Court House. E-DA-Hoe owns KSKI-FM Sun Valley. *Aug. 14*

Twin Falls, Idaho (BPH-970731MY)—James W. Fox (P.O. Box 697, Pocatello, Idaho 83204) for FM at 98.3 mhz, 100 kw, ant. 281 m., Flat Top Butte. Fox has applications for FMs in Pocatello and Idaho Falls, Idaho. *July 31*

Twin Falls, Idaho (970729MF)—Harris Broadcasting Co. (Stephen R. Harris, president/50% owner, 417 W Plumb Lane, Reno, Nev. 89509) for FM at 98.3 mhz, 100 kw, ant. 152 m., atop Flat Top Butte 8.4 km E of

BY THE NUMBERS

BROADCAST STATIONS

Service	Total
Commercial AM	4,811
Commercial FM	5,477
Educational FM	1,889
Total Radio	12,177
VHF LPTV	555
UHF LPTV	1,446
Total LPTV	2,001
FM translators & boosters	2,800
VHF translators	2,270
UHF translators	2,721
Total Translators	7,791

Service	Total
Commercial VHF TV	558
Commercial UHF TV	637
Educational VHF TV	124
Educational UHF TV	241
Total TV	1,560

CABLE

Total systems	11,600
Basic subscribers	64,800,000
Homes passed	93,790,000
Basic penetration*	68.3%

*Based on TV household universe of 97 million
Sources: FCC, Nielsen, Paul Kagan Associates
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For the Record

Jerome. Harris has applied for three TVs and two radios in Idaho and Nev. *Aug. 14*

Twin Falls, Idaho (BPH-970731MX)—Inter-Mart Broadcasting Twin Falls Inc. (James E. Martin Jr., president/50% owner, 4810 Deltona Drive, Punta Gorda, Fla. 33950) for FM at 98.3 mhz, 100 kw, ant. 299 m., .8 km SSE of 4200 N Rd./2300 E Rd. intersection, Martin owns WCCF(AM)-WIKX-FM Punta Gorda, WCVU(FM) Solana, WKZY(FM) LaBelle, interest in WTPX(FM) Jupiter, all Fla., has applied to build 6 new FMs. *July 31*

Twin Falls, Idaho (970731MS)—JBS Broadcasting Inc. (George S. Beasley, secretary/33.3% owner, 101 Martinique Court, Cary, N.C. 27511) for FM at 98.3 mhz, 100 kw, ant. 282 m, 8.45 km E of Jerome, Flat Top Butte, Beasley owns/is buying 17 FMs and nine AMs. *Aug. 14*

Twin Falls, Idaho (BPH-970731MU)—Kart Broadcasting Co. Inc. (Allen D. Lee, president, 313 7th Ave. E, Jerome, Idaho 83338) for FM at 98.3 mhz, 100 kw, ant. 232 m., Flat Top Butte, 8.45 km E of Jerome, owns KART(AM)-KMX-FM Jerome, KFTZ(FM) and KOSZ(FM) Idaho Falls and KBBK(AM)-KKMV(FM) Rupert Idaho. *July 31*

Twin Falls, Idaho (970731MD)—Clark D. Parrish (1248 Juniper Street N, Twin Falls 83301) for FM at 98.3 mhz, 95 kw, ant. 303 m, Jerome Butte, 8.4 km E of Jerome. *Aug. 14*

Twin Falls, Idaho (970731ME)—The Patten Corporation (Thomas J. Beauvais, president/50% owner, P.O. Box 2150, Southfield, Mich. 48034) for FM at 98.3 mhz, 100 kw, ant. 269 m., Flat Top Butte, 17.6 NNW of Twin Falls, owns WFGR-FM Grand Rapids, Mich. *Aug. 14*

Twin Falls, Idaho (BPH-970731MR)—R & S Media (Leopoldo L. Ramos and Jose Silva Jr., partners, 30721 Driftwood Dr., Laguna Beach, Calif. 92677) for FM at 98.3 mhz, 100 kw, ant. 23.8 m., 2860 E 2700 N, have several applications pending for new FMs and are selling KSVE(AM)-KINT(FM) El Paso, Tex. *Aug. 14*

Chicago (970801MF)—The Moody Bible Institute of Chicago for noncommercial FM at 90.1 mhz. *Aug. 14*

Bloomfield, Ind. (BPH-970721MA)—Good Samaritan Educational Radio Inc. (Keith Reising, principal, 1680 Hwy 62 NE, Corydon, Ind. 47112) for FM at 101.1 mhz, 6 kw, ant. 100 m., 3.8 mi WNW of Solsberry, Reising owns WJCP-FM Austin, WKLO-FM Veedersburg and 66% of WTRE(AM)-WRZQ-FM Greensburg, Ind., GSER has applied for FMs in Jasper and Columbus, Ind. *July 21*

Lebanon, Ind. (BPED-970805MB)—Hoosier Broadcasting Corp. (William S. Poorman, president/80% owner, 6264 La Pas Trail, Indianapolis 46268) for noncommercial FM at 91.1 mhz, .3 kw, ant. 33 m., West Street, .8 mi W of N 146 Street Road, Poorman has interests in WGGR-FM Greenwood and WHHH-FM Indianapolis, Ind. *Aug. 5*

Kinder, La. (970807MB)—Positive Programming Foundation (R. Barton Irby, president, 5521 Greenville Ave., Suites 104-532, Dallas, Tex. 75206) for noncommercial FM at 90.3 mhz. *Aug. 14*

Lake Charles, La. (970805MA)—Hymn Time Inc. (William G. Emert, president, P.O. Box 106, Roaring Springs, Pa. 16673) for noncommercial FM at 90.3 mhz, 100 kw, ant. 150 m., 179 Otto Simmons Road, Dry Creek, has applied for noncommercial FM in Lafayette, Ind. *Aug. 15*

Natchitoches, La. (970807MH)—Positive Programming Foundation (R. Barton Irby, president, 5521 Greenville Ave., Suites 104-532, Dallas, Tex. 75206) for noncommercial FM at 89.3 mhz, 1 kw, ant. 89 m., W of Hwy 1, 3.5 mi. NW of Natchitoches. *Aug. 14*

Nantucket, Mass. (970804MD)—Nantucket Public Radio Inc. (Lois Shapiro, president, 57 Pocomo Road, Nantucket, Mass. 02554) for noncommercial FM at 89.5 mhz, .5 kw, ant. 36 m., .3 km NW of intersection of Eel Point Road and Madaket Road. *Aug. 15*

Harrietta, Mich. (970731MI)—Melinda Hancock (P.O. Box 99, Okemos, Mich. 48805) for FM at 93.7 mhz, 1.18 kw, ant. 221 m., 3 km S of Harrietta. *Aug. 14*

Harrietta, Mich. (970730MK)—Donald James Noordyk (400 E Maple, Fremont, Mich. 49412) for FM at 93.7 mhz, 6 kw, ant. 100 m., 1.8 km S of Harrietta, owns WSHN-AM-FM Fremont, Mich. and has applied for a new FM in Iron Mountain. *Aug. 18*

Indianola, Miss. (BPED-970807MC)—Positive Programming Foundation (R. Barton Irby, president, 5521 Greenville, Ave., Suites 104-532, Dallas, Tex. 75206) for noncommercial FM at 88.7 mhz, 71 kw, ant. 197 m., Bobby Kirk Road, Sunflower County. *Aug. 14*

Kirksville, Mo. (970806MA)—Great Commission Broadcasting Corp. (John T. Inghram IV, president, P.O. Box 467, Quincy, Ill. 62306) for noncommercial FM at 91.9 mhz, 1 kw, ant. 94 m., Rt. P 3.6 km NE of intersection with US 63, owns WGCA-FM Quincy. *Aug. 14*

Belgrade, Mont. (970731ML)—Danna Billis (1133 South Spruce, Bozeman, Mont. 59715) for FM at 99.1 mhz, 4.1 kw, ant. 121 m., 4.43 km NE of Bozeman, . *Aug. 14*

Belgrade, Mont. (970728MK)—Gallatin Valley Witness Inc. (Mark Brashear, president/62.5% owner, 2050 Amsterdam Road, Belgrade 59714) for FM at 99.1 mhz, 6 kw, ant. 61 m, 2050 Amsterdam Road, owns KGVV(AM) Belgrade. *Aug. 18*

Belgrade, Mont. (970728MJ)—Scott Daryl Parker (4350 N. Fairfax Drive, Suite 900, Arlington, Va. 22203) for FM at 99.1 mhz. 6 kw, ant. 6 m., 100 S Broadway, owns interest in KECH-FM Sun Valley, Idaho and KZJH (FM) Jackson, Wyo. and applications for two new FMs in Sun Valley and Island Park, Idaho. *Aug. 18*

Colstrip, Mont. (BPH-970731MK)—Brian M. Encke (1503 Copperville Road, Cheyenne, Wyo. 82001) for FM at 93.7 mhz, 3 kw, ant. 135 m., 1.2 km NE of Colestrip. *Aug. 14*

Blair, Neb. (BPH-970724MO)—Mitchell Broadcasting Fremont Inc. (John C. Mitchell Sr. and John C. Mitchell II, partners, 1001 Farman-on-the-Mall, Omaha 68102) for FM at 97.3 mhz, 25 kw, ant. 100 m., 5.98 km WNW of Herman, own KOIL(AM) Bellevue, KKR(AM) Omaha, KGFV(AM)-KOKY(FM) Kear-

ney, KODY(AM)-KXNP(FM) North Platte and KGDE(FM) Lincoln, all Neb. and KOKO Council Bluffs, Iowa. *July 24*

Blair, Neb. (970724NC)—Richard Wagner for FM at 97.3 mhz. *Aug. 18*

West Wendover, Nev. (BPED-970806-MF)—Metro Schools Inc. (Brent Larson, director, 2613 Seashore Drive, Las Vegas, Nev. 89128) for noncommercial FM at 89.7 mhz, .105 kw, ant. -43.7 m., section 15, Range 70 E, Larson has interest in KSOS(AM)-KLZX-FM Brigham City, Utah. *Aug. 6*

Port Republic, N.J. (970807MG)—In His Sign Network (Dominic R. Lettieri, president, 136 Garrett Ave., Rosemont, Pa. 19010) for noncommercial FM at 88.3 mhz, 1 kw, ant. 88 m., .12 mi. S of Stage Road .77 mi SE of overpass of Stage Road and Garden State Parkway. *Aug. 14*

Cloudcroft, N.M. (970731MM)—A-O Broadcasting Corp. (Robert J. Flotte, president, 1505 Crescent Drive, Alamogordo, N.M. 88310) for FM at 96.7 mhz, 40.5 kw, ant. 882.8 m. *Aug. 14*

Cloudcroft, N.M. (BPH-970728MH)—BK Radio (James S. Bumpous and Bryan A. King, partners, 1809 Lightsey Road, Austin, Tex. 78704) for FM at 96.7 mhz, 37 kw, ant. 908 m., USFS Buck Mountain Electronics Site, owns KAHX-FM Ingleside, Tex., has applications for six new FMs. *Aug. 18*

Cloudcroft, N.M. (BPH-970731MJ)—Cloud Broadcasting Co. (Kent Richards and Thomas K. Kerley, partners, P.O. Box 630, Cloudcroft, N.M. 88317) for FM at 96.7 mhz, 100 kw, ant. 305 m., N end of Mescalero Road .62 km N of intersection with US 82. *Aug. 14*

Cloudcroft, N.M. (BPH-970731MV)—Dewey Matthews Runnels (815 E 19th Street, Roswell, N.M. 88202) for FM at 96.7 mhz, 33.5 kw, ant. 900 m., 12 km N of Ruidoso at Buck Mountain Electronic Site, owns KRSY(AM) Roswell, has applied to build four FMs in N.M. *July 31*

Cloudcroft, N.M. (970731MO)—Richard E. Oppenheimer (2201 Nothland Drive, Suite C, Austin, Tex. 78756) for FM at 96.7 mhz, 40 kw, ant. 876 m, existing tower atop Buck Mountain 12 km NW of Ruidoso, owns WRFX(FM) Kansas City, Mo., KXOA(FM) Sacramento, applied for FM in Ruidoso, N.M. *Aug. 14*

Cloudcroft, N.M. (BPH-970731MW)—John B. Walton (P.O. Box 776, Kermit, Tex. 79745) for FM at 96.7 mhz, 33.5 kw, ant. 900 m., 12 km N of Ruidoso at Buck Mountain Electronic Site, owns KBUY(AM)-KWES(FM) Ruidoso. *July 31*

Lordsburg, N.M. (BPH-970725MO)—BBC Radio (James S. Bumpous, 51% owner, 13915 Lakeview Drive, Austin, Tex. 787832) for FM at 105.7 mhz, 63. kw, ant. 54 m., SH 494 at S city limits of Lordsburg, owns KAHX-FM Ingleside, Tex., has applications for seven FM in Tex. and N.M. *July 25*

Ruidoso, N.M. (970728MI)—BK Radio (James S. Bumpous and Bryan A. King, partners, 1809 Lightsey Road, Austin, Tex. 78704) for FM at 101.5 mhz, .07 kw, ant. 874 m., USFS Buck Mountain Electronics Site, owns KAHX-FM Ingleside, has applications for six new FMs. *Aug. 18*

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(202) 659-2340

Ruidoso, N.M. (970731MZ)—Blaze Broadcasting Corp. (Warren Scott, president/owner, 200 W 1st Street, Suite 648, Roswell, N.M. 88201) for FM at 101.5 mhz/1.8 kw, ant. 32 m., Camelot Peak, 2.85 km SE of Ruidoso, owns KMOU-FM Roswell. *Aug. 15*

Ruidoso, N.M. (970731MT)—William E. & Kellie K. Brown (P.O. Box 4396, Ruidoso, N.M. 88355) for FM at 101.5 mhz, 6 kw, ant. 66 m, 6.3 km N of Ruidoso, Alto Hill Electronic Site. *Aug. 14*

Ruidoso, N.M. (970731MH)—Dewey Matthews Runnels (815 E 19th Street, Roswell, N.M. 88202) for FM at 101.5 mhz, .0535 kw, ant. 889 m, 12 km N of Ruidoso at Buck Mountain Electronic Site, owns KRSY(AM) Roswell, has applied to build 4 FMs in N.M. *Aug. 14*

Ruidoso, N.M. (970731MN)—Richard E. Oppenheimer (2201 Northland Drive, Suite C, Austin, Tex. 78756) for FM at 101.5 mhz, .067 kw, ant. 882 m., existing tower atop Buck Mountain, 12 km NW of Ruidoso, owns WRFX(FM) Kannapolis, N.C., KXOA(FM) Sacramento, has applied for FM in Cloudcroft, N.M. *Aug. 14*

Remsen, N.Y. (BPED-970807MM)—WAMC (Alan Chartock, chair, 318 Central Ave., Albany, N.Y. 12206) for noncommercial FM at 90.3 mhz, .8 kw, ant. 79 m., WADR tower, SR 288, .7 km E of Remsen, owns WAMC(FM) Albany, WCAN(FM) Canajoharie, WAMK(FM) Kingston, WOSR(FM) Middletown, WANC(FM) Ticonderoga, WCEL(FM) Plattsburgh, all N.Y. and WAMO(FM) Great Barrington, Mass. *Aug. 7*

Ashtabula, Ohio (970728MP)—Ashtabula Broadcasting Corp. Inc. (Richard D. Rowley, president/50% owner, P.O. Box 738, Ashtabula, Ohio 44004) for FM at 98.3 mhz, 2.15 kw, ant. 118 m., 3226 Jefferson Road. *Aug. 14*

Chickasha, Okla. (970807MJ)—Positive Programming Foundation (R. Barton Irby, president, 5521 Greenville, Ave., Suites 104-532, Dallas, Tex. 75206) for noncommercial FM at 90.5 mhz, 1 kw, ant. 78 m., 4000 State Hwy. 92 S. *Aug. 14*

Seminole, Okla. (970807ME)—Positive Programming Foundation (R. Barton Irby, president, 5521 Greenville Ave. Suite 104-532, Dallas Tex. 75206) for noncommercial FM at 89.1 mhz, .5 kw, ant. 43 m., 3105 Hwy. 3 N. *Aug. 14*

Forest City, Pa. (BPH-970717MK)—Athomic Broadcasting (Victor A. Michael Jr. and Robin B. Thomas, partners, 7901 Stoneridge Drive, Cheyenne, Wyo. 82009) for FM at 100.1 mhz, .25 kw, ant. 218 m., 4 km ENE of Forest City, Michael owns 65% of KIGN(FM), KOLZ(FM), and KLEN(FM) Cheyenne, KGAM(AM) Orchard Valley, Wyo.; WILK(AM)-WKRR(FM) Wilkes Barre, WGBI(AM)-WGGY(FM) Scranton, WKRF(FM) Mount Pocono, Pa. *July 17*

Meadville, Pa. (BPED-970801MG)—The Moody Bible Institute of Chicago (Joseph M. Stowell, president, 820 N LaSalle Boulevard, Chicago 60610) for noncommercial FM at 91.9 mhz, 4.2 kw, ant. 120 m., 1.9 km E of Meadville on Williams Road, owns five AMs and 17 FMs and has applied for 17 new noncommercial FMs, is selling two FMs. *Aug. 15*

Middleton, Pa. (970806MC)—Four Rivers Community Broadcasting Corp. (Charles W.

Loughery, president, P.O. Box 186, Sellersville, Pa. 18960) for noncommercial FM at 88.7 mhz, 3.1 kw, ant. 148 m, 4.5 mi. W of Mount Wolf off 1360 Copenhaffer Rd. Conwago Township. *Aug. 15*

Sioux Falls, S.D. (BPED-970801MH)—American Family Assoc. (P.O. Drawer 2440, Tupelo, Miss. 38803) for noncommercial FM at 90.1 mhz, 1 kw, ant. 36 m., 500 S Phillips Ave. *Aug. 15*

Portland, Tenn. (BPED-970728MB)—Nashville Chamber of Commerce and Convention & Visitors Bureau (Joe B. Wyatt, chairman, 161 Fourth Ave. N, Nashville, Tenn. 37219) for noncommercial FM at 91.5 mhz, .4 kw, ant. 75 m., N of SR 109 .4 km NW of Portland. *July 28*

Canadian, Tex. (BPH-970724NE)—Pampa Broadcasters Inc. (James B. Hughes, president, P.O. Box 3121, Carlsbad, N.M. 88221) for FM at 94.9 mhz, 100 kw, ant. 157 m., intersection of RRs 3367 and 1268, 11 km SE of Miami, Tex. *Aug. 18*

Denison, Tex. (970807MD)—Denison Educational Foundation for noncommercial FM at 91.5 mhz. *Aug. 14*

Denison, Tex. (970807MA)—Positive Programming Foundation (R. Barton Irby, president, 5521 Greenville, Ave., Suites 104-532, Dallas, Tex. 75206) for noncommercial FM at 91.5 mhz, 4 kw, ant. 63 m., 1 km N of SR 691 1.6 km S of Denison. *Aug. 14*

Denison, Tex. (BPED-970807MK)—Research Educational Foundation Inc. (Scott Thomas, president/33% owner, 11061 Shady Trail, Dallas 75229) for noncommercial FM at 91.5 mhz, 3 kw, ant. 134.2 m., 1.5 km NE of US 75 and 82, owns KVTT-FM Dallas and KLTJ-TV Galveston, Tex. *Aug. 7*

Ashland, Va. (BPED-970807MN)—Broadcasting for the Challenged Inc. (George S. Flinn Jr., president, 188 S Bellevue Suite 222, Memphis 38104) for noncommercial FM at 88.1 mhz, 1.1 kw, ant. 43 m., NW corner of intersection of I-95 and SR 54, Flinn owns WHBO(AM) Memphis, WOWW(AM) Germantown, WFBI(TV) Memphis, Tenn.; KXHT(FM) Marion, KDRE(FM) North Little Rock, Ark.; WCCL(TV) New Orleans, La., is building 3 FMs. *Aug. 7*

Richmond, Va. (BPED-970806MB)—American Family Assoc. (P.O. Drawer 2440, Tupelo, Miss. 38803) for noncommercial FM at 88.1 mhz, 12 kw, ant. 107 m., CR 622. *Aug. 14*

Birnamwood, Wis. (970724ND)—Charles P. Mills (N. 6571 CR DD, Burlington, Wis. 53105) for FM at 92.9 mhz, 6 kw, ant. 100 m., 1.05 km NW intersection of County Hwy. Y and Eau Claire River Road. *Aug. 18*

Ellensburg, Wash. (970729MG)—Trustees of Central Washington University (Gwen Chaplin, chair, 400 E. 8th St., Ellensburg, Wash. 98926-7594) for noncommercial FM at 88.1 mhz, .5 kw, ant. -58.7 m., 1300 N. Pfenning Road. *Aug. 15*

Cuba City, Wis. (970807ML)—Positive Programming Foundation (R. Barton Irby, president, 5521 Greenville Ave., Suites 104-532, Dallas, Tex. 75206) for noncommercial FM at 89.7 mhz, 9.9 kw, ant. 122 m., Hwy 0 E 5.4 mi to intersection with Oak Road. *Aug. 14*

—Compiled by Sarah A. Brown

Changing Hands

Continued from page 32

owns/is buying 94 FMs and 58 AMs
Seller: Cablevision Systems Corp., Woodbury, N.Y. (Charles Dolan, president); owns cable systems
Facilities: 1220 khz, 50 kw
Format: Sports

WTWB(AM) Auburndale, Fla.

Price: \$275,010 for stock
Buyer: Evangel Christian School, Lakeland, Fla. (Karl Strader, president); no other broadcast interests
Seller: L.M. Hughey, Tampa
Facilities: 1570 khz, 5 kw
Format: Southern gospel

WIFN(AM) Marine City, Mich.

Price: \$150,000
Buyer: Hancom LLC, Port Huron, Mich. (Lee C. Hanson, managing member/33.3% owner); owns WPHM (AM) Port Huron and WBTI(FM) Lexington, Mich.

Seller: Barr-Schremp Communications, Fort Gratiot, Mich. (David W. Barr, principal); no other broadcast interests

Facilities: 1590 khz, 1 kw day, 102 w night

Format: News/talk

Broker: Hanson Communications Inc.

WBZB(AM) Selma, N.C.

Price: \$130,000
Buyer: The Word Became Flesh Ministries Inc., Smithfield, N.C. (Eugene Bruton, president); no other broadcast interests

Seller: C & J Broadcasting Inc., Selma (Jim Massengill, president); no other broadcast interests

Facilities: 1090 khz, 1 kw

Format: Country

WELP(AM) Easley, S.C.

Price: \$50,000
Buyer: Associated Broadcasting Corp., Spartanburg, S.C. (T.C. Lewis, president); owns WMMZ(AM)
Seller: Communications Enterprises Inc., Wrightsville Beach, N.C. (Carl Venters, president); Venters owns 66% of WMFD(AM)-WRQR(FM) and WAHH(AM) Wilmington, N.C.

Facilities: 1360 khz, 1 kw day, 87 w night

Format: Big band, news, nostalgia

WMVA(AM) Martinsville, Va.

Price: \$10 + debt
Buyer: Billy D. Wilson, Martinsville; no other broadcast interests

Seller: Hans P. Blum, Martinsville

Facilities: 1450 khz, 1 kw

Format: AC, news, talk, country

—Compiled by Sara A. Brown

Datebook

THIS WEEK

- Aug. 24-26**—*National Religious Broadcasters* western regional convention. South Coast Plaza Hotel. Costa Mesa. Calif. Contact: (714) 575-5000.
- Aug. 25**—1996 Community Service and Public Service Announcement Emmy Awards. presented by the *National Academy of Television Arts and Sciences*. Marriott Marquis Hotel. New York City. Contact: Trudy Wilson. (212) 586-8424.
- Aug. 27-29**—3rd annual Pan-Asia VSAT Satellite Communications Conference. presented by *Centre for AsiaTelecomms*. Sheraton Towers. Singapore. Contact: (65) 737 6888.
- Aug. 28-31**—*National Lesbian and Gay Journalists Association* 6th annual convention. Sheraton Towers Chicago. Chicago. Contact: Mike Frederickson. (202) 588-9888.

SEPTEMBER

- Sept. 3-5**—Telco-Cable IX. ninth annual conference on telco-cable opportunities in residential video and telecommunications markets. presented by *Telecommunications Reports International Inc.* J.W. Marriott Hotel. Washington. Contact: (800) 822-6338.
- Sept. 5-6**—ShowBiz Expo Canada. trade show presented by *Variety and Reed Exhibition Companies*. Metro Toronto Convention Centre. Toronto. Contact: Vanessa Pfaff. (416) 491-3999.
- Sept. 7-9**—2nd annual high-integrity hybrid fiber/coax network technical workshop. presented by the *Society of Cable Telecommunications Engineers*. The Wigwam Resort. Phoenix. Contact: Anna Riker. (610) 363-6888.
- Sept. 8-14**—Telecom Interactive '97. presented by the *International Telecommunication Union*. PALEXPO. Geneva. Contact: Gray Jessup. (703) 907-7736.
- Sept. 9**—"OSHA Safety." regional training seminar presented by the *Society of Cable Telecommunications Engineers*. Ramada Hotel. Albuquerque. Contact: Ralph Haimowitz. (610) 363-6888.
- Sept. 9-12**—"The Big Chill: Has Minority Ownership Been Put on Ice?." 21st annual *National Association of Black Owned Broadcasters Fall Broadcast Conference*. Sheraton Washington Hotel. Washington. Contact: Danielle Grassi. (212) 370-5483.
- Sept. 10**—18th annual News and Documentary Emmy Awards. presented by the *National Academy of Television Arts & Sciences*. Marriott Marquis Hotel. New York City. Contact: Stew Stoltz. (212) 586-8424.
- Sept. 10-12**—"Technology for Technicians II." regional training seminar presented by the *Society of Cable Telecommunications Engineers*. Ramada Hotel. Albuquerque. Contact: Ralph Haimowitz. (610) 363-6888.
- Sept. 11**—"Network Entertainment Presidents." *Hollywood Radio & Television Society* newsmaker luncheon. Beverly Hilton Hotel. Beverly Hills. Calif. Contact: (818) 789-1182.
- Sept. 11-13**—*National Religious Broadcasters* midwestern regional convention. Maranatha National Bible and Missionary Conference. Muskegon. Mich. Contact: Scott Keegan. (616) 772-7300.
- Sept. 12-16**—1997 *International Broadcasting Convention*. Amsterdam. Holland. Contact: 011 44 171 240 3839.
- Sept. 13-14**—"Follow the Money: Covering Campaign Finance." workshop sponsored by the *Radio and TV News Directors Foundation*. Windsor Court Hotel. New Orleans. Contact: Cy Porter. (202) 467-5219.
- Sept. 14-16**—"Electronic Retailing Worldwide: Marketplace of the Next Millennium." *NIMA International '97* meeting and trade expo. Marriott Hotel and Marina. San Diego. Contact: Jennifer Harding. (202) 289-6462.
- Sept. 15**—Deadline for overseas entries to the 40th *New York Festivals International TV Programming & Promotion Awards* competition. Contact: (914) 238-4481.
- Sept. 15-16**—*National Association of Minorities in Communications* 11th annual Urban Markets Conference. Grand Hyatt Hotel. New York City. Contact: (212) 838-2660.
- Sept. 16**—SkyFORUM VIII. presented by the *Satellite Broadcasting & Communications Association of America*. Marriott World Trade Center. New York City. Contact: (800) 654-9276.
- Sept. 16**—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria. New York City. Contact: Marilyn Ellis. (212) 867-6650.
- Sept. 16**—Deadline for entries to the 40th *New York Festivals International TV & Cinema Advertising Awards* competition. Contact: (914) 238-4481.
- Sept. 17-19**—19th annual Satellite Communications Expo and Conference. presented by *Intersec Trade Show*. Washington Convention Center. Washington. Contact: (303) 220-0600.
- Sept. 17-20**—*National Association of Broadcasters Radio Show*. New Orleans Convention Center. New Orleans. Contact: (202) 429-5419.
- Sept. 17-20**—*Radio-Television News Directors Association* international conference and exhibition. New Orleans Convention Center. New Orleans. Contact: Rick Osanski. (202) 467-5200.
- Sept. 20-22**—*National Association of Broadcasters Hundred Plus Exchange*. Hotel Monteleone. New Orleans. Contact: Carolyn Wilkins. (202) 429-5366.
- Sept. 23**—*BROADCASTING & CABLE* Interface XI conference. New York Grand Hyatt. New York City. Contact: Circles Special Events. (212) 213-5266.
- Sept. 23-25**—TV Link '97. official congress and trade show of *ABTA (Brazilian Association of Pay Television)*. International Trade Mart. Sao Paulo. Brazil. Contact: Stephen Orlick. (203) 840-5402.
- Sept. 24-25**—MIPCOM Junior. youth programming market and screenings. presented by the *Reed Midem Organization*. Palais des Festivals. Cannes. France. Contact: 33 1 41 90 44 15.
- Sept. 24-26**—*IEEE Broadcast Technology Society* 47th annual Broadcast Symposium. Sheraton City Centre Hotel. Washington. Contact: Dr. Gerald Berman. (301) 881-4310.
- Sept. 24-28**—ANTENNES & Collectives-Réseaux. satellite. cable and digital TV exhibition presented by *Reed OIP*. Parc des Expositions Hall. Paris. Contact: Alain Cognard. (33) 01 41 90 47 56.
- Sept. 25-27**—*Society of Broadcast Engineers* national meeting and 25th annual Central New York SBE regional convention. Four Points Hotel and Conference Center. Syracuse. N.Y. Contact: John Poray. (317) 253-1640.
- Sept. 25-27**—*Oregon Association of Broadcasters* 57th annual Fall Conference. Portland Airport Shilo Suites. Portland. Ore. Contact: Bill Johnstone. (541) 343-2101.
- Sept. 25-27**—*Variety ShowBiz Expo* New York exhibition and conference. Jacob K. Javits Convention Center. New York City. Contact: (800) 840-5688.
- Sept. 25-27**—*Qualitative Research Consultants Association* 12th annual conference. New York Hilton. New York City. Contact: (888) 674-7722.
- Sept. 26-28**—*Maine Association of Broadcasters* 50th annual convention. Sebasco Lodge. Phippsburg. Me. Contact: Suzanne Goucher. (207) 623-3870.
- Sept. 26-29**—*Audio Engineering Society* 103rd annual convention and Broadcast Forum on Digital Audio Broadcasting. Jacob K. Javits Convention Center. New York City. Contact: Howard Sherman. (212) 777-4711.
- Sept. 26-30**—MIPCOM '97. international film and program market for TV. video. cable and satellite. presented by the *Reed Midem Organization*. Palais des Festivals. Cannes. France. Contact: Steve Orlick. (203) 840-5402.
- Sept. 27-29**—*Tennessee Association of Broadcasters* 50th annual convention. Meadowview Inn and Conference Center. Kingsport. Tenn. Contact: (615) 399-3791
- Sept. 28-30**—Annual convention of the Eastern

- chapter of the *National Religious Broadcasters* Sandy Cove Convention Center. North East. Md. Contact: (301) 582-0285.
- Sept. 29-30**—Annual general membership meeting of the *Kentucky Cable Telecommunications Association*. University Plaza Hotel. Bowling Green. Ky. Contact: Randa Wright. (502) 864-5352.
- Sept. 29-Oct. 1**—"East Coast Cable '97." 16th annual *Atlantic Cable Show*. Baltimore Convention Center. Baltimore. Contact: Heather Zahn. (410) 568-8801.

OCTOBER

- Oct. 3-5**—*Society of Professional Journalists* national convention. Marriott City Center. Denver. Contact: (317) 653-3333.
- Oct. 5-9**—*Electronic Industries Association* 73rd annual fall conference. The Fairmont Hotel. San Francisco. Contact: (800) 527-4727.
- Oct. 8**—*The Caucus for Producers, Writers & Directors* general membership meeting. Jimmy's Restaurant. Beverly Hills. Calif. Contact: David Levy. (818) 843-7572.
- Oct. 8-10**—15th Annual Private & Wireless Show. private and wireless cable conference presented by *Global Exposition Holdings*. Wyndham Anatole Hotel. Dallas. Contact: (281) 342-982E.
- Oct. 14-16**—*Mid-America Cable Telecommunications Association* 40th anniversary annual meeting and show. Overland Park International Trade Show. Overland Park. Kan. Contact: Parly O'Connor. (913) 841-9241.
- Oct. 17-21**—*Association of National Advertisers* 88th annual meeting and business conference Ritz Carlton Laguna Niguel. Laguna Niguel. Calif. Contact: (212) 697-5950.
- Oct. 19**—1997 Radio Hall of Fame Awards. presented by *The Museum of Broadcast Communications*. Chicago Cultural Center. Chicago. Contact: (312) 629-6005.
- Oct. 19-21**—71st annual *Canadian Association of Broadcasters* convention and National Broadcasting and Media Expo. Metro Toronto Convention Centre. Toronto. Contact: (613) 233-4035.

NOVEMBER

- Nov. 10**—*BROADCASTING & CABLE* 1997 Hall of Fame Dinner. Marriott Marquis Hotel. New York City. Contact: Circle Special Events. (212) 213-5266.
- Nov. 21-24**—*Society of Motion Picture and Television Engineers* 139th technical conference. Marriott Marquis Hotel. New York City. Contact: (914) 761-1100.

DECEMBER

- Dec. 9-12**—The Western Show. presented by *California Cable Television Association*. Anaheim Convention Center. Anaheim. Calif. Contact: (510) 428-2225.

JANUARY 1998

- Jan. 19-22**—*National Association of Television Programming Executives* 34th annual program conference and exhibition. Ernest Morial Convention Center. New Orleans. Contact: (310) 453-4440.

APRIL 1998

- April 6-9**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center. Las Vegas. Contact: (202) 429-5300.

MAY 1998

- May 17-20**—38th annual *Broadcast Cable Financial Management Association* conference. Hyatt Regency Hotel. New Orleans. Contact: Mary Teister. (847) 296-0200.

Major Meeting dates in red

—Compiled by Kenneth Ray
(ken.ray@b&c.cahners.com)

Wrestling with the competition

After 30 years of staging battles, Vince McMahon knows the value of being perceived as an underdog. That ubiquitous David-and-Goliath sports analogy hasn't been kept alive all these years by supporters of Goliath.

The bombastic and controversial wrestling promoter has faced prison on charges in federal court of steroid use and distribution. He's faced charges in the court of public opinion that his company, Titan Sports, was a hotbed of homosexual harassment. He was acquitted on the federal charges, but the jury of public opinion is still out on McMahon. "We will have to outlive our reputation," McMahon concedes.

Except, perhaps, among wrestling fans. Even his detractors will admit that Vince McMahon took a burlesque masquerading as a sport and turned it into a major entertainment—and perhaps came to personify the game along the way. McMahon has been instrumental in turning regional promotions into national television events and local performers into international stars. As McMahon built the World Wrestling Federation, started by his father, he centered the sport on outrageous and heavily promoted stars, heightened the drama and the rivalries and created wrestling super-events that sold tickets inside and outside the arena. While pay per view's biggest events involve boxing superstars, WWF wrestling may be its most consistent performer. McMahon boasts nearly half of the top 100 PPV events.

But after years as professional wrestling's dominant figure, McMahon faces a challenge from someone he contends dwarfs his own substantial empire. The rivalry between McMahon and Ted Turner—"Billionaire Ted," as he has come to be known to WWF fans—often imitates the sport, at least in the rhetoric that flies between McMahon and Turner.

Turner comes armed with many of the weapons that made McMahon successful—the same weapons, in fact. Turner's World Championship Wrestling has lured away some of McMahon's top draws, including stars Randy Savage and Roddy Piper and wrestling icon Hulk Hogan.

The WWF's shows on USA Network now yield ratings superiority to the WCW, which, McMahon notes, comes with advantages that include not only Time Warner's deep pockets but Turner's two male-oriented cable networks. McMahon



"I remember driving around with [wrestler Jerry Graham] in Washington, D.C., in 1959 in an open convertible, and thinking, 'life cannot get any better than this.'"

Vincent Kennedy McMahon

Chairman, Titan Sports Inc., World Wrestling Federation, Stamford, Conn.; b. Aug. 24, 1945, Pinehurst, N.C.; BS, business administration, East Carolina State University, Greenville, N.C., 1968; various sales jobs, 1968-71; announcer/promoter, World Wide Wrestling Federation, Bangor, Me., 1971-82; present position since 1982; m. Linda Edwards, Aug. 6, 1966; children: Shane, 27, Stephanie, 21

still holds the edge in live shows and in pay per view. McMahon accuses Turner of substituting money for originality, stealing his stars and trying to put him out of business. Verbal sparring between WCW point man Eric Bischoff and McMahon often degenerates into insult.

McMahon is the third wrestling promoter in a family business going back more than 50 years. His early exposure to wrestling left a lasting impression. "My favorite wrestler was Jerry Graham. He was a 300-pound guy with peroxided hair. He was so flamboyant. In 1959 he bought a Cadillac convertible. I remember driving around with him in Washington, D.C., in the open convertible, and thinking, 'life cannot get any better than this.'"

Starting small, he worked for his father promoting and announcing local shows around New England and by 1982 he had bought the business from his dad.

A convergence of events and personalities changed wrestling in the mid-1980s. Six-and-a-half-foot, 200-pound-plus Hulk Hogan emerged as the sport's biggest star. Also, at the peak of her career, singer Cyndi Lauper took center stage with Hogan and manager and former wrestler Lou Albano. Stars acted as referees and timekeepers, and even more sat ringside as the sport crossed over from its blue-collar roots to rock fans and yuppies.

More painful for McMahon was the government's 1993 prosecution against him on steroid charges. McMahon faced a \$500,000 fine and eight years in prison. He says the government was on a fishing expedition that cost him millions in legal fees and untold anguish. A bodybuilder, he concedes that he's used steroids, and knew of their use by wrestlers, but says "steroids were not illegal at the time." He was acquitted.

No criminal charges were filed against McMahon or Titan on charges that employees were sexually harassed, although there was a settlement with a departed employe.

McMahon's father didn't want him in the business, but McMahon is hoping to pass his empire along to his children. That's why, he says, he's working so hard to fight off the WCW. "I am a fighter," the promoter says. "Whether it's the U.S. government or the collective forces of Ted Turner, [The rivalry with WCW] is not going to kill me. It will make me stronger."

—DT

"I wasn't prepared for this conference to be so profound ..."

Bill Gates, Chairman & CEO, Microsoft Corp.

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The reason behind the theme of the **TED** conference in New York City is both a celebration & the establishment of credibility of an observation. The observation is the emergence of an extraordinary group of creative ideas, programs & products that address parallel systems of learning independent of our various entrenched educational systems. These ideas have been created by those in the information & entertainment industries, thus the name **Technotainment**. This is clearly the great American business for the 21st Century – the business of learning.

TED/NYC will be held in the **SONY-IMAX® THEATRE @ 68th & Broadway**. Registration 11:30–2:30 pm on Wednesday 24 September with conference sessions running from

2:30–8:00 pm & continuing 8:00 am–8:00 pm Thursday 25 September – Friday 26 September, with final sessions beginning @ 8:00 am on Saturday 27 September & ending after the Intel Closing Lunch. All breaks & lunches are included.

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Fates & Fortunes

BROADCAST TV



Gray

Linda Gray, VP/GM, WSYT(TV) and WNYS-TV Syracuse, N.Y., joins WXIN(TV) Indianapolis, in same capacity.

Daniel Rivkin, senior producer, Reuters Television, Brussels,

moves to Paris office in same capacity.

Alfred Resnick, director, engineering, ABC Radio, named director, digital transmission engineering, ABC Owned Television Stations, New York.

Kathy Baske Young, VP, sales, WNCN-TV Raleigh, N.C., joins WRC-TV Washington in same capacity.



Gantt

Sonja Gantt, co-anchor, WGN-TV Chicago, joins WNCN-TV Charlotte, N.C., as anchor.

Maureen Ruddy, news producer, WTOG-TV Tampa/St. Petersburg, Fla., named executive news

producer.

Larry Manne, VP/GM, WREX-TV Rockford, Ill., joins WBAK(TV) Terre Haute, Ind., as GM.

Jennifer Bjorklund, anchor/reporter, KEYT-TV Santa Barbara, Calif., joins KTTV(TV) Los Angeles as general assignment reporter, reporting from Sky 11, the station's news and traffic helicopter.

Anne Marie Riccitelli, director, media relations, ABC Television Network, New York, named executive director.

W. Wilson Dorward, treasurer, Susquehanna Media Co., York, Pa., joins Gocom Television, Charlotte, N.C., as VP/CFO.

Michael Brunette, GM, WTNZ(TV) Knoxville, Tenn., joins WLSL-TV Roanoke, Va., as president/GM.

David Rosch, operations manager, WATE-TV Knoxville, Tenn., joins WLWT(TV) Cincinnati as production manager.

Christopher Conti, manager, prime time series, NBC Entertainment, Burbank, Calif., named director.

Joby Smith, sports anchor, Scoreboard Central, PrimeSports Channel, New York, and contributing sports anchor, WFAN(AM) New York, joins WXIA-TV Atlanta as weekend sports anchor.



Escobar

Ramon Escobar, managing editor, WTVJ(TV) Miami, named VP, news and news director.

Vicki Turjan, program manager, WJAC-TV Johnstown, Pa., joins WGAL(TV) Lancaster, Pa., in same capacity.

Appointments at TeleRep, New York:

Kerry Boehme, VP/director, management systems, named VP/director, information services; **Linda Puccio**, account executive, Wildcats, named sales manager, Wildcat team.

Michael Friedmann, meteorologist, WHUV(TV) Harrisburg, Va., joins WTIC-TV Hartford, Conn., as weekend meteorologist.

PROGRAMING



Conte

joins Carsey-Werner Distribution, Studio City, as territory manager, West.

Appointments at Trident Entertainment, Universal City, Calif.: **Antonio Rego** named VP, production; **Jeff Richardson** named director, production.

George Scanlon, chief administrative officer, Children's Television Workshop, New York, joins Alfred Haber Distribution Inc., Palisades Park, N.J., as executive VP/CFO.

Appointments at Saban Entertainment, Los Angeles: **Bruce Bridges** named director, marketing; **Roslyn Forrester**

named director, domestic marketing.

Andrew Plotkin named VP, creative affairs, Rysher Entertainment, Los Angeles.

David Fournier, director, accounting, National Mentor Inc., joins American Program Service, Boston, as VP, finance and administration.

RADIO



Wexler

Steve Wexler, program director, WTMJ(AM) Milwaukee, named VP/GM, Journal Broadcast Group-Tucson, Ariz., operations.

Appointments at ABC Radio Networks' affiliate marketing

department, Dallas: **Cathleen Whitelow**, territory sales representative, Janssen Pharmaceutical, Dallas, joins as regional manager, small markets; **Karen Childress**, senior director, West and Southwest regions, and **T.J. Lambert**, senior director, small markets, named VPs.

Grover Collins, program director/afternoon drive personality/music director, WAIB(FM), Tallahassee, Fla., joins WUBE-FM Cincinnati as assistant program director/on-air personality.



Brown

Fred Brown, assistant director, news and programming, WWJ(AM) Detroit, joins American Urban Radio Networks, Pittsburgh, as VP, news and sports programming.

Appointments at Northwestern College Radio Network, St. Paul, Minn.: **Wayne Pederson**, executive director, SkyLight Satellite Network (Northwestern College operation), named executive VP, radio, overseeing all college radio operations; **Harv Hendrickson**, executive director, radio network, named VP, broadcast group; **Dale Davis**, broadcast representative, Briargate Media, joins as VP, communications.

Appointments at KLYY(FM) Arcadia/Los Angeles, Calif.: **Evan Hartz** joins as weekday overnight host; **Eddie Bower** named commercial production director; **David Howard**, general sales manager, named VP/station manager.

Susan Seifert, director, sales, Chancellor Broadcasting's San Francisco stations, joins KLLC(FM) there as general sales manager.

CABLE

Suzanne Jennings, director, communications, American Business Press, joins USA Networks, New York, as senior publicist, corporate communications.

Don Deal, GM, TCI of Virginia Inc., Chesapeake, Va., joins Marcus Cable, Petersburg, Va., as district manager.

Appointments at Fox News Channel affiliate sales and marketing division, New York: **Judy Wormington**, VP, affiliate relations, Odyssey, joins as VP, Eastern region; **Susan Scott**, director, international business development,



Wormington



Scott

Turner Broadcasting Systems, joins as VP, national accounts and sales development; **Suzy Feldman**, director, affiliate relations, Southwest, E! Entertainment, joins as VP, Western region; **Dave Noguero**, area manager, Showtime Networks, joins as manager, Eastern division; **Walter Oden**, director, marketing, Comcast, Charleston, S.C., joins in same capacity; **Nicole Uzel**, regional manager, E! Entertainment, joins in same capacity; **Nathalie Trouillot**, coordinator, named manager, affiliate marketing.

Brian Graden, senior VP, Foxlab, and executive producer, South Park, joins MTV: Music Television, New York, as executive VP, television programming.

Kristin Reynolds, regional sales manager, Mid-Atlantic region and New York, American Movie Classics, joins MuchMusic USA, New York, as director, Northeast region.

Doug Coblens, senior counsel, Interna-

tional Channel, Englewood, Colo., named chief corporate counsel.



Thomas

Barbara Thomas, VP, sports program planning and finance, HBO, New York, joins Time Warner Sports there as senior VP, operations and finance.

Dara Altman, senior VP/general counsel, Reiss Media

Enterprises Inc., joins Discovery Communications Inc., Bethesda, Md., as senior VP, business affairs.

Daniel Lovinger, VP, international business development, Turner Broadcasting Systems, joins NBC, New York, as VP, international sales.

Alejandro Pels, producer, MTV International, Miami, and **Drana Prekelezaj**, director, production manager, VHI, and director, international operations, MTV Networks, named VPs, programming and production, MTV Latin America, Miami.

Peter Risafi, creative director/executive producer, Nickelodeon Latin America, joins Lifetime Television, New York, as VP, creative services.

Tami Corbin, director, employe relations, Disney Consumer Products, joins Disney Channel, Burbank, Calif., as director, human resources.

ASSOCIATIONS/LAW FIRMS

Appointments at National Association of Broadcasters, Washington: **Dennis Wharton**, VP, media relations, named senior VP, corporate communications; **Dos Schuette**, head, graphic design, named VP, communications operations.

Craig Tanner, senior VP, advanced technologies, Tele-TV Systems, joins Advanced Television Systems Committee as executive director.

DEATHS

Reid L. Shaw, 67, broadcast executive, died Aug. 16. Shaw began his career as a member of the General Electric manufacturing training program. He worked for GE for almost 30 years, except for a one-year stint at McKinsey & Company, a management consulting firm in New York. In 1965

Shaw was named vice president/general manager of GE Broadcasting, which then operated one television station and two radio stations in Schenectady, N.Y. During the next 14 years he built the broadcast subsidiary to full group status. He negotiated the acquisition of two TV and six radio stations. In 1967 he was named president of both the broadcasting company and GE Cablevision Corp. While president, Shaw directed the construction of nine cable TV systems and increased by 400% the number of subscribers. Shaw resigned from GE in 1979 and joined John Blair & Co. as president of the broadcasting stations division. In that position he continued to acquire stations and later formed BlairSpan, a company specializing in Spanish-language television programming. Shaw retired in 1987. He is survived by his wife, Marilyn, and three children.

Kirby Perkins, political reporter, WCVB-TV Boston, died July 24 after having a heart attack while playing tennis in Brookline, Mass. Beginning in 1972 as a desk assistant and writer in WCVB-TV's news department, Perkins became an award-winning political and government reporter. He is survived by his wife, Emily Rooney, host of *Greater Boston*, a public affairs show on WGBH-TV, and a daughter.

Ernest Weatherall, 82, journalist, died July 16 at the Veteran Affairs Medical Center in Washington. Weatherall began writing for newspapers and then moved to radio and television as a writer for Walter Cronkite at CBS News, New York. He was also a radio correspondent and TV producer for CBS in New Delhi and Bonn and a touring correspondent in Pakistan, Bangladesh and Vietnam. Weatherall is survived by his wife, Ute, and a son.

Jim Tomlin, 64, GM, WGBA(TV) Green Bay, Wis., died of cancer July 13. Tomlin was general manager of WLUC-TV Marquette, Mich., and WLUC-TV Green Bay, before spending 10 years as general sales manager at WTOG(TV) St. Petersburg, Fla. Tomlin returned to Green Bay as GM, WLRE-TV (now WGBA), and turned the bankrupt independent into the area's NBC affiliate. He is survived by his wife and four children.

—Compiled by Denise Smith
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Fox Sports West and Anaheim Sports, Walt Disney Co.'s sports division (which runs the Anaheim Angels and the Mighty Ducks of Anaheim), announced they **have come to a truce** regarding the two team's cable carriage. Under an accord reached out of court, both sides have agreed to dismiss all pending legal actions against each other. Fox Sports West 2, Fox Sports West's newly created partner channel, will carry Mighty Ducks games through the end of the 1997-98 NHL season, including the playoffs. Fox Sports West will telecast Angels games through the end of the 1999 baseball season. The legal battles stemmed from the Ducks being relegated to Fox Sports West 2. In January, Anaheim Sports (on behalf of the Mighty Ducks) sued Fox Sports over the placement of the team on the lesser-carried cable network. Fox countered with an antitrust suit, and other suits have followed regarding the Angels and other issues. The legal battles might not be over for long, however. One published report says Disney is looking to start its

Clouston soon to leave TCI

Brendan Clouston's long-rumored departure from Tele-Communications Inc. is imminent and could come as early as this week, sources say. "It's over," says a source familiar with the situation.

At the latest, Clouston's departure will come before TCI completes a tender-exchange offer for the new TCI Ventures Group tracking stock. That's set to close Sept. 10.

Clouston, executive vice president and TCI's highest-compensated executive in 1996, will clearly have a soft landing. TCI last year granted him stock options and stock appreciation rights worth roughly \$22.8 million; late in the year the company signed an agreement to buy back those options and rights for \$10 million if Clouston chooses.

Unlike Clouston, executives Barney Schotters, Jedd Palmer and Jerry Gaines reportedly have come to terms with their altered roles under TCI President Leo Hindery and will stay on, at least for the time being. —PC

own regional cable sports network with Disney-owned ESPN to carry its two professional teams in Southern California. Neither Disney nor Fox Sports officials would comment at press time. Sources tell B&C that Fox offered "big money" to lock up the Angels and Dodgers in long-term deals. They say Disney refused, and is looking to go its own way when current contracts expire.

ABC has released an official statement in response to the Catholic

League's complaints about the new drama

Nothing Sacred, which debuts Thursday, Sept. 18, at 8 p.m. The New York-based Catholic League for Religious and Civil Rights last month announced a petition drive to persuade ABC to pull the show, which depicts a young Catholic priest struggling with his faith. The ABC statement said: "We understand their sensitivities, and we respect their beliefs. However, we feel *Nothing Sacred* is a quality program

that offers an honest depiction of one young priest's desire to balance his faith in God with the challenges of modern day life. It is our hope that through subsequent episodes, they'll come to find that the series reflects positively on the issues of faith, for that is our intention."

The FCC last week signed off on the MCI/British Telecommunications merger. As part of its approval, the FCC granted BT's acquisition of the DBS license that MCI acquired in an auction early in 1996. Regulators said BT's ownership of the license will remain subject "to any final rules adopted in proceedings relating to DBS licenses." FCC approval came as the companies were striking a new merger deal that reduced the merger's price tag.

The FCC last week moved to streamline its process for reviewing requests to make minor changes to broadcast facilities. Regulators said they are replacing the current two-step approval process with a one-step procedure.

Satellite operator **GE**

TCI enlarges deals with MSOs

Tele-Communications Inc. is expanding impending deals with Time Warner Cable and US West Media Group's MediaOne to encompass more systems and subscribers.

TCI, as reported in *BROADCASTING & CABLE*, is looking to leave Florida and increase its presence in metro Chicago. Expansion of its deals with Time Warner and MediaOne would bolster that strategy as well as help the three MSOs to consolidate other clusters and shed nonstrategic operations.

All three companies declined to comment.

Sources say TCI will contribute about 650,000 subscribers to a joint venture with Time Warner that Time Warner will manage and in which TCI will hold a large minority interest. In addition, TCI will swap systems encompassing about 560,000 subscribers with Time Warner for a like number.

Along with acquiring TCI systems in central and northern Florida, south Texas, Hawaii and Portland, Ore., Time Warner will assume a chunk of TCI debt, although how much is unclear. Details of the transactions are likely to be announced this week.

TCI also has increased the scope of its upcoming system swap with MediaOne to encompass about 525,000 subs. A major part of that deal has TCI systems in and around Miami and the Florida Keys going to MediaOne in exchange for MediaOne systems encompassing about 350,000 subscribers in metro Chicago. Expansion of the deal suggests that MediaOne, in an effort to further its own clustering strategy, may be seeking to leave Illinois.

"UMG could very well take the attitude that if you want Chicago, you're going to have to take the whole state," says Denver cable analyst Chuck Kersch. —PC

Americom has postponed the launch of GE-3, its new hybrid C/Ku-band bird, until Sept. 4. The satellite, which will be the new distribution home of PBS and several cable networks, originally was scheduled to launch from Cape Canaveral, Fla., this Wednesday, Aug. 27 (see story, page 48).

Clear Channel Communications Inc. stock rose \$2.18, to \$62, last Friday, the day after Standard & Poor's said Clear Channel will take Tandy Computers Inc.'s place on the S&P 500 Index. S&P's indexes are considered key barometers of stock market activity. However, a surge in stock price is expected when a company is named to the index.

Bank loans to radio companies totaled more than \$9.67 billion by the end of July, BancAmerica Securities Inc. says. BASI also reported last Wednesday that such loans rose more than 16% in 1996, to a record \$5.7 billion, compared with \$2.6 billion in 1995. "Bank loan investors understand the profound changes [in] the radio industry...and recognize these changes as opportunities," BASI Managing Director Michael Rushmore said in a news release. Before the Telecommunications Act of 1996 was enacted, "financing radio companies was a high-risk proposition," he said.

Outgoing FCC Chairman Reed Hundt probably will be teaching on a part-time basis after he leaves the FCC. Appear-

ing on CNBC's *Inside Opinion*, Hundt said the teaching post will give him some time to organize thoughts for his planned book, "You Say You Want a Revolution: How Communications Can Change the World."

Columbia TriStar Domestic Television Distribution has added nine new markets for Donny & Marie, bringing clearances for the upcoming syndicated talker to more than 40% of the country. Set to debut in fall 1998, *Donny & Marie* is cleared in 25 markets, including those of the five Fox O&Os. All clearances for the Columbia TriStar show are on Big Four affiliates, with the exception of one UPN affiliate.

"Tom Clancy's Net Force," a thriller about electronic-based terrorism and crime, **will be made into a four-hour miniseries on ABC** in 1998. ABC Pictures, together with the C.P. Group and BIG Entertainment, will produce the series, which will focus on an elite, military-style division of the FBI.

Newly-installed chairman of ABC Entertainment, **Stu Bloomberg, has joined the board of directors of the Hollywood Radio and Television Society.** Other new members are: Tony Jonas, Warner Bros. TV; Rob Kenneally, Rysler Entertainment; Greg Meidel, MCA TV Group; David Tenzer, Creative Arts Agency, and Peter Roth, Fox Entertainment Group. Board terms are three years.

Argyle Television says that KTV (TV), its ABC affiliate in Honolulu, **will move into a new DTV facility in December** and begin DTV broadcasts then. Argyle says it has invested \$15 million and two years of research and planning into the facility. The company has purchased DTV transmitters from Italian manufacturer Itelco for KTV and its satellite stations, KMAU Wailuku, Maui, and KHVO Hilo.

Litton Syndications is in production with a new weekly sitcom *Gravy USA*, to be sold via first-run syndication, sources say. Litton is producing 23 episodes of the show, billed as *Andy Griffith meets Northern Exposure*, for a June 1998 launch. J.D. Hinton will star as a former country musician who comes home to raise his nine-year-old daughter.

Silicon chip manufacturer C-Cube Microsystems has developed a new family of MPEG-2 encoder chips designed

for use in digital television (DTV) encoders. The new DVxpert product line includes a single-chip MPEG-2 4:2:0 (Main Level @ Main Profile) encoder designed for multichannel DTV broadcasting, the 5110 Broadcast Encoder, which compresses at data rates up to 15 Mb/s and includes statistical multiplexing.

Errata: B&C's Aug. 18 story on broadcasters' digital television plans ("Low blows against high-def") mistakenly referred to Tribune rather than Sinclair at one point. Tribune has yet to reveal its DTV format plans.

■ **WNDS(TV) Boston** was incorrectly included in a list of stations that bankrupt Global Broadcasting Systems had a purchase contract with, an attorney for the station says (B&C, Aug. 18). The contract has been terminated, he says. Also, the auction of Global's stations is not expected to be completed until the end of October.

STUDIO 2



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Room in the tent

We are all for a flexible digital television system for broadcasting, one that can accommodate the full range of digital possibilities up to *and including* full-blown HDTV (a tip of the visor to Joe Flaherty, an early champion of HDTV, who marks 40 years with CBS this week). That said, we were put off by Billy Tauzin's breast-beating about the issue last week. If broadcasters do not provide at least some HDTV, he said, "they can expect serious new obligations—both financial and public interest." Not much of a threat, actually, since broadcasters already have been threatened with both just for getting the new channels. But it is an unnecessary threat as well.

Broadcasters will offer HDTV. If there's anything a broadcaster hears even louder than the whisper of a would-be regulator, it's the cry of viewers with an insatiable appetite for more and better television. (Some, like non-commercial WETA-TV Washington, already are broadcasting some HDTV and producing more programming to stockpile for the future.)

Broadcasters will carry as much HDTV as the market demands. That doesn't mean every broadcaster will broadcast every program in HDTV, or that every broadcaster will broadcast some HDTV. It means that there will be plenty of HDTV to satisfy Tauzin and whatever constituency he believes he is protecting here.

FCC Chairman Reed Hundt, who championed DTV flexibility, said it well in praising ABC for exploring DTV services beyond HDTV: "[T]he market, not government, should determine that use of the [digital] spectrum."

Air traffic cop

The FCC recently reminded us of just how important a role it plays in the regulation of broadcasting. It has been stick-

ing its collective nose in so many places it has no business being lately—usually between the public and its primary communications medium on questions of content—that we needed a couple of serious issues to remind us of what the FCC's proper focus ought to be.

The commission says it has been receiving reports of aircraft collisions with radio towers. As frequent flyers, we encourage the commission to use any size stick it wants to enforce its marking and lighting requirements for such towers. Then last week the FCC moved to revoke the license of an owner who had misrepresented facts to the commission. Bad enough, but it didn't help that the owner also was going to jail for multiple sex offenses. We don't usually hit people when they're down, but we make exceptions for convicted child molesters. The FCC doesn't have a stick big enough. We take that back. It has a big-enough stick. It's just that it's been using it to batter away at the First Amendment.

Speed the plow

While we're in the mood to grant the FCC more regulatory power, we think the commission should be able to preempt local ordinances or light a fire under decisionmakers if they threaten broadcasters' ability to meet federal construction requirements and timetables for DTV conversion. The top 10 markets have a scant 18 months, the top 30 a little more than two years to get a DTV signal on the air. In the geologic time that records the inching of tectonic plates and the decisionmaking of local governments, that is a blink.

The National Association of Broadcasters and the Association of Maximum Service Television want the FCC to limit the time a local government has to act on requests to relocate or modify towers. Sounds reasonable to us. If the FCC can step in to make sure that some guy with a backyard dish doesn't lose it to a local covenant, it should be free to step in to ensure that the remake of the entire broadcast system is not lost in a maze of local ordinances.

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