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# Broadcasting & Cable

The Newsweekly of Television and Radio

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SPECIAL REPORT

## Music TV Rocks on Cable

*VH1 Strikes  
Chord With  
'Music First'*

**Gloria Tristani:  
Pro-Consumer  
FCC Prospect**

**TV Mourns  
Tartikoff**

VH1's 'Hard Rock Live'  
with Paula Cole

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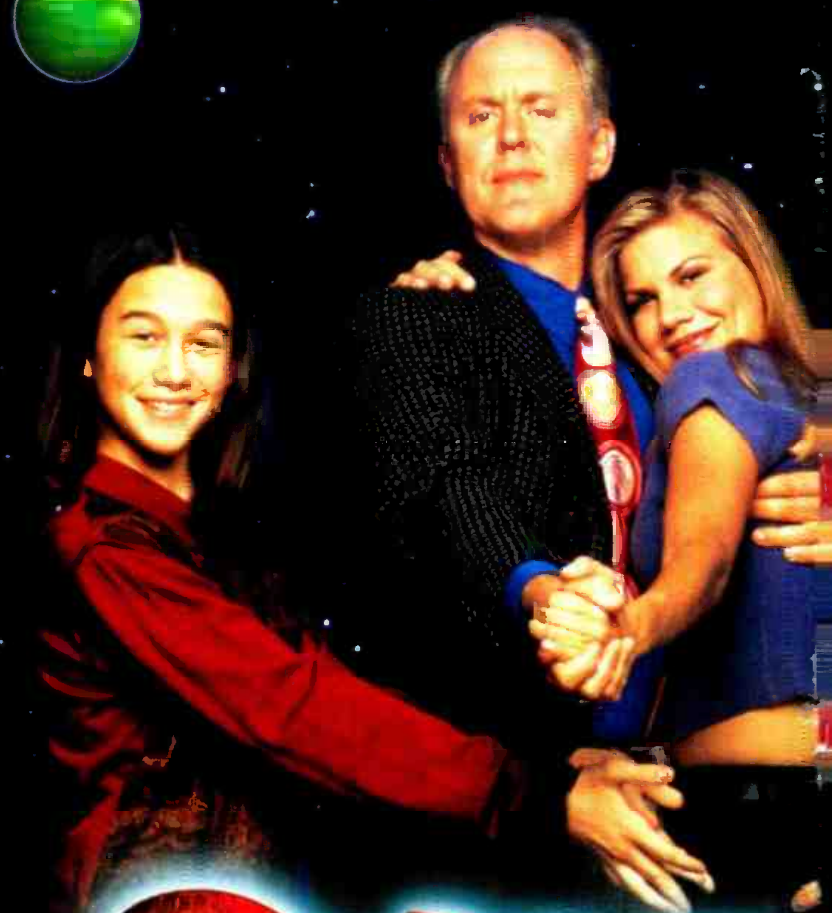


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# Fast Track

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**Broadcasting  
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September 1, 1997

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TV mourns Brandon Tartikoff. / 16

**Malone warns: Watch out for Gates** TCI Chairman John Malone sent a wake-up call to the cable industry last week: Beware of Gates bearing gifts. / 6

**Is Oprah leaving?** Longtime daytime powerhouse Oprah Winfrey is expected to tell King World by Sept. 15 whether she will re-up for another two-year hitch after the 1997-98 season. Meanwhile, TV watches and wonders. / 10

**Copyright panel would boost retransmission fees** An arbitration panel last week recommended an increase in satellite providers' fees of as much as 350% to retransmit distant superstation and network signals, but it lowered the fees for retransmitting local signals into local markets to zero. / 11

**Fox retunes Thursday** Fox may have bought itself some security on Thursdays by replacing a new sitcom starring Scott Baio with the established *Living Single*, originally slated for a midseason return. / 11

**Gloria Tristani, pro-consumer FCC prospect** Gloria Tristani isn't well known in Washington, but in New Mexico the FCC hopeful has a reputation as an aggressive, pro-consumer regulator from a prominent political family. / 14

**Primestar under attack** A cadre of competitors came out in force at the FCC to oppose Primestar's new structure, calling it "a license to collude" for "incumbent cable monopolists." / 22

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Pat O'Brien is joining 'Access Hollywood.' / 24

**'Good News'** First out of the gate last week for the 1997-98 prime time season, UPN was encouraged by the launch of its comedy *Good News*, but had little to show in terms of year-to-year growth. / 24

**'Good Days' in LA** Recent ratings for KTTV's *Good Day LA* show the offbeat morning show winning viewers even from rival KTLA's hit *Morning News*. / 28

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**Sonic adds to Charter buying boom** Charter Communications' buying binge won't end with its deal to buy Sonic Communication's cable systems—which encompass about 117,000 subscribers. / 55

**TCI sues EchoStar over trade secrets** TCI Satellite Entertainment is suing competitor EchoStar Communications Corp. and a former TCI software engineer now working at EchoStar for theft of trade secrets. / 55

**Cable catches summer waves** In the past eight weeks, basic cable ratings, at a combined 20.7 (for 34 basic networks), have outpaced the combined 20.5 rating in prime time for ABC, CBS and NBC. Ratings for August continued the strong gains basic cable has made throughout the summer against the Big Three. / 56

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### Music TV Rocks on Cable

BROADCASTING & CABLE's third annual special report on music shows the highly crowded and competitive field music programming has become. / 42

Cover photo by  
Marc Bryan-Brown



## TECHNOLOGY / 62

**Wabash buys JVC format for two stations** Wabash Valley Broadcasting buys a full complement of JVC Digital-S component digital gear for its WTHI-TV Terre Haute, Ind., and WFTX(TV) Fort Meyers, Fla. The combined buy is worth more than \$1 million. / 62

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**Vivo backs Microsoft standard** Vivo Software's new streaming product—being released this week—will back the Active Streaming Format pushed by Microsoft. / 64

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## Malone's MS Word: Beware

*Says Gates should not be allowed to dominate technology for two-way broadband*

By Price Colman

John Malone sent a wake-up call to the cable industry last week: Beware of Gates bearing gifts.

While Bill Gates and Microsoft may have much to contribute to the evolution of the two-way broadband network of the future, it's crucial for the cable industry to establish open standards that encourage development of diverse hardware and software compatible with the network, said TCI's chairman. That way, neither Microsoft nor any other single technology can develop a lock on supplying the cable industry.

"Bill Gates would like to be the only technology supplier for this whole evolution," Malone told shareholders during Tele-Communications Inc.'s annual meeting. "We would all be very foolish to allow that to happen. That doesn't mean it's a go or no-go with Microsoft. What it really means is that Bill has to accept the fact that he cannot have quite the dominance in supplying our industry that he has developed in supplying the PC industry."



Malone (l) on Gates: "Bill has to accept the fact that he cannot have quite the dominance in supplying our industry that he has developed in supplying the PC industry."



The cable industry, through Cable Television Laboratories, has published interoperability standards in key areas for cable modems, says CableLabs Senior Vice President Tom Elliot. But as for digital set-tops that can function in both video and World Wide Web environments, "there's still a lot of work to be done," Elliot says.

While the cable industry generally has applauded Microsoft's \$1 billion investment in Comcast Corp., seeing it as an endorsement of broadband, there are growing concerns that Gates is angling Microsoft to collect a disproportionate

share of the profits generated by new products and services.

Malone, who has had frequent contact with Gates since the early '90s, suggested that their talks have made him wary.

"I have now been negotiating with Mr. Gates for about six years, and he's not willing to make contributions," Malone said. "He usually wants something for it.... What we don't want is to take sides in what's emerging as a massive battle of the Silicon giants. We really would

prefer to be friendly with everybody."

Indeed, TCI's door is open to a technology partnership that would help the MSO leverage its network to deliver a wide array of new products and services.

"If a technology company wanted to help us exploit those positions, we're all ears," he said. "If it's just basically an injection of equity capital, I don't believe we would be that thrilled."

Microsoft's courting of cable has, predictably, prompted mixed reactions.

"I think there's some schizophrenia about Gates and Microsoft in the cable industry," said an industry observer who requested anonymity. "There are some who are absolutely intrigued [by] what Bill Gates can bring to the table. There are some who are worried about his tendency to dominate."

Others played down the Microsoft dominance threat. "It's a little early to worry about that," said an executive at a major MSO. "Two-way broadband needs technical solutions, and the industry will decide what the best solutions are, based on how they perform in the businesses and homes they serve."

Mark Murray, Microsoft spokesman, responded to Malone: "We think there is going to be lots of competition in this area. Microsoft is working hard to create the best technology for cable set-top boxes. If we can do that, we're hopeful that consumers will support our technology in this area." ■

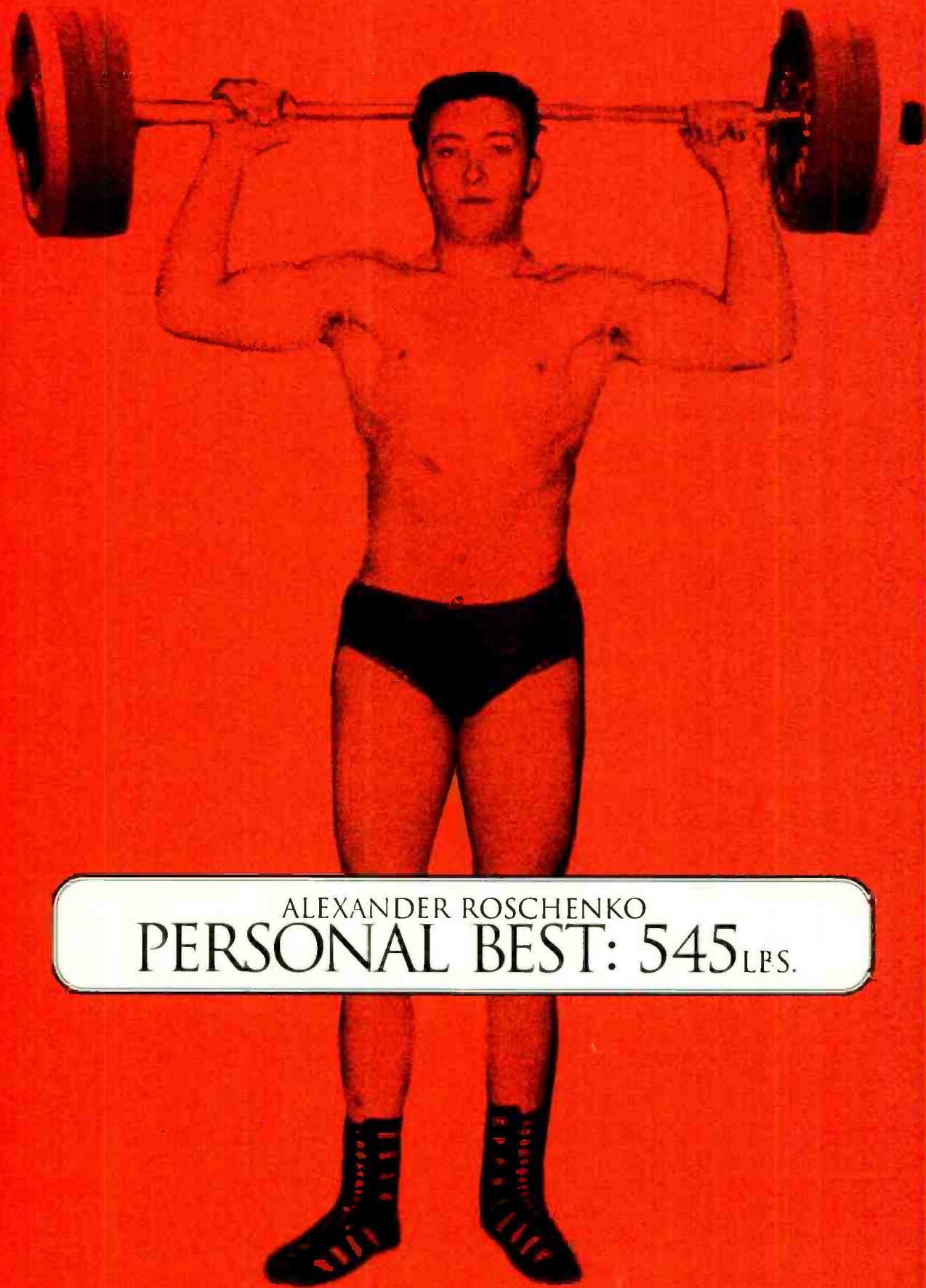
### TCI tracking stock on track

Nearly 80% of TCI shareholders last week voted in favor of creating the TCI Ventures Group (TCIV) tracking stock. Shareholders had already approved creation of a TCI Telephony Group tracking stock, and TCIV is essentially an expansion of that proposal to include other assets. The vote means TCI can make an exchange offer of one share of TCI Group common stock for one share of TCIV common stock. TCI is offering 188.7 million shares of TCIV A shares and slightly more than 16 million shares of TCIV B shares for exchange. The offer closes Sept. 10.

In other action, shareholders elected Donne Fisher, J.C. Sparkman and Kim Magness to TCI's board of directors until 2000. Magness, son of late TCI founder Bob Magness, is embroiled in a lawsuit over his father's estate and did not attend the meeting. Although shareholders voted against a proposal to eliminate staggered board elections, the proposal garnered enough votes in favor of elimination to prompt TCI Chairman John Malone to say the board will take that into consideration when contemplating the issue in the future.

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SOURCE: NSS, WEEK OF 7/7 - 8/4/97 vs. 7/8 - 8/5/96. GAA% HH RTG.

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show

... K I S U N I V E R S A L .



# Oprah watch

Armed with 'what-if-Oprah-leaves' clauses, Rosie and Roseanne could have inside tracks for vacated slots

By Joe Schlosser

**W**hat if Oprah Winfrey hangs it up at the end of the year and closes her 12-year run in the talk show business?

What shows will move into her time slots? Will King World Productions' new talk show with Roseanne be the next double-digit-rating talk show? Can King World make it without Oprah? Will daytime network television ever be the same?

Those questions hinge on the answer to the "big one." By Sept. 15, Winfrey is obligated to inform King World chiefs Roger and Michael King whether she will re-up for another two-year hitch after the 1997-98 season.

Bill Carroll of Katz Media says many stations already are preparing for life after Oprah. While King

World may be counting on Roseanne, others are looking to morning talk show queen Rosie O'Donnell, he says.

"Most stations that run *Oprah* will replace it with another talk show," Carroll says. "Obviously, the heir apparent is Rosie O'Donnell, and most stations are positioning her show against *Oprah* this year to establish it in the early fringe 4 p.m. time slot."

O'Donnell might be in a better position to take over for Winfrey than many already believe. Sources say Warner Bros., which syndicates *The Rosie O'Donnell Show*, also has a special "what-if-Oprah-leaves" clause in its contracts with stations that carry both Winfrey's and O'Donnell's programs.

If Winfrey leaves after the 1997-98 season, Rosie would move into Winfrey's early-fringe time periods on nearly 50 stations. Warner Bros. officials would not comment, but a number of the stations under contract with the Hollywood syndicator did. Sta-



If Oprah (above) decides to give up her show next year, Rosie O'Donnell (l) and Roseanne could be among the time slot beneficiaries.

tions that now carry both shows include WABC-TV New York, WPVI-TV Philadelphia, KGO-TV San Francisco and WCVB-TV Boston.

On WABC-TV, O'Donnell airs at 10 a.m. and Winfrey at 4 p.m. WABC-TV Program Director Art Moore acknowledges that the station is contractually obligated to put O'Donnell in Winfrey's place if she departs.

"We'd like to see Oprah come back, of course, but Rosie would be a natural replacement," Moore says. "Rosie has been doing very well for us in her morning slot."

Since *Oprah* came on the air in 1986, Winfrey and King World have had six separate contracts, including the current one, which Winfrey signed in 1995. That contract is a two-year deal that runs through the end of the 1997-98 season. Winfrey is currently weighing a two-year option that would start during the 1998-99 season.

Winfrey and officials at her production company, Harpo, are keeping a

tight lid on her pending decision.

King World officials are just as quiet when it comes to Winfrey, who accounts for nearly 40% of the syndicator's annual revenue. (King World grossed \$633 million in 1996, with earnings of more than \$150 million.) But King World officials say their upcoming talk show with Roseanne just might be the answer.

Set to debut in fall 1998, Roseanne's talk show would enter the market just as Winfrey leaves—if she does. Sources say that in case Winfrey does not return, Roseanne, through special clauses in the show's contracts, would assume more than one-third of Winfrey's time slots.

Some top Hollywood syndicators and station managers have expressed reservations about Roseanne in the daytime talk format.

"There is a school of thought out there that says Roseanne is not going to work," says one syndication insider. "Many say she carries a lot of baggage. That she is too volatile. She's not disciplined enough for the kind of grind a talk show will take."

Petry's Dick Kurlander is of the opinion that Roseanne will perform well, but says that starting her off in the valuable early fringe/news-

lead-in time periods carries some risk. "It is dangerous for any program to debut at 4 p.m.," Kurlander says. "That is a huge risk to make that kind of commitment until a show is a proven commodity. I think Roseanne will do well, but I can't imagine King World just automatically putting [Roseanne] in there the day Oprah leaves."

Others syndicators, including Universal, EyeMark, Columbia TriStar and Paramount, also are likely to gain if Winfrey closes up shop. Both Kurlander and Carroll say almost everyone in the talk show business will improve either in ratings or in time slots.

"It really creates a whole new playing field if Oprah steps aside," Kurlander says. "Rosie will likely be the prime beneficiary, but all the shows will benefit in one way or another."

"The main contenders beyond Rosie O'Donnell are Sally [Jessy Raphael], and Montel [Williams], Ricki Lake and possibly Howie [Mandel] and Roseanne," says Carroll. ■



# Panel seeks higher sat-TV fees

Recommendation would boost royalties as much as 350%

By Paige Albinak

**S**atellite-TV companies may soon be paying as much as 350% more to distribute broadcast signals to their subscribers.

An arbitration panel last week recommended that fees for satellite distribution of network and independent TV stations be set at 27 cents per subscriber per month.

However, the panel also ruled that there should be no fees for retransmitting local superstation signals within their markets—a service that EchoStar, the Denver-based DBS company, is planning to offer. The panel agreed with previous rulings that local retransmission of network signals is illegal.

Satellite providers now pay six cents per sub per month to retransmit network signals and 14-17.5 cents to retransmit superstations and other independent signals.

The recommendation is subject to approval by the U.S. Copyright Office. The fee changes would be retroactive to July 1 and would remain in place through Dec. 31, 1999.

"We are very unhappy with so precipitous a rise in rates," says Andy Paul, senior vice president of the Satellite Broadcast & Communications Association. "These rates are so unfair it's almost ridiculous."

Paul says SBCA intends to appeal the panel's ruling before the U.S. Copyright Office. If necessary, it will challenge the fees in federal court, he says.

But broadcasters and programmers who had argued for higher fees were pleased. If satellite operators choose to operate under a blanket copyright license, says Motion Picture Association of America President Jack Valenti, "they should be required to pay program owners a fair marketplace rate for that privilege."

According to SBCA, satellite companies paid a total \$28.9 million in copyright fees in 1996. If the new rates are adopted, the satellite royalty pool will grow to \$80 million–\$90 million a year, it says.

That means satellite companies would pay half as much in broadcast royalties as cable operators; even though the satellite companies have only one-tenth as many subscribers, SBCA says. On a per-sub, per-month basis, it estimates, cable operators pay just 9.7 cents for superstations and 2.7 cents for network signals.

"The panel ignored the need for parity with cable," says Pantelis Michalopoulos, EchoStar's attorney at the Washington law firm of Steptoe & Johnson. "In my view, the ball is now in the FCC's court to even the playing field between satellite and cable."

However, Michalopoulos found the zero rate for transmissions of superstation signals into local markets encouraging in the light of EchoStar's plans to offer such a service. ■

## Fox retunes Thursday

Puts 'Rewind' on hiatus and substitutes 'Living Single'

By Lynette Rice

**F**ox may have bought itself some security on Thursdays by replacing a new sitcom starring Scott Baio with the established *Living Single*, originally slated for midseason.

*Rewind*—a comedy from Warner Bros., the same studio that produces *Living Single*—was set to bow Sept. 11. But Fox Entertainment President Peter Roth apparently was dissatisfied with the show, even though he originally considered it strong enough to open a lineup of new shows on Thursday, typically an NBC juggernaut.

Also to debut on Fox Thursdays this fall are *Between Brothers*, from Columbia TriStar, at 8:30 p.m. and the drama *413 Hope St.*, from 20th Century Fox TV, at 9.

"*Rewind* is a series that's still evolving. So rather than rush the creative process, we've chosen what we believe is the wiser course by returning the venerable hit *Living Single*," Roth says.

Advertisers were not expecting

*Rewind*—which focuses on two lifelong friends, one white and one black—to beat the numbers of *Living Single*, which finished its fourth year last season with a 6.1 Nielsen rating/10 share. In BROADCASTING & CABLE's annual ad agency forecast (July 14), the comedy, along with *Between Brothers* and *413 Hope St.*, was expected to garner a 9 share.

*Living Single*, however, likely will help the network remain competitive on Thursdays by bringing in the same urban audience Fox has attracted in the past with such shows as *Martin* and *New York Undercover* (now a midseason bench warmer for Fox).

*Rewind*'s future remains uncertain, although Fox says the sitcom is still a contender for midseason launch. But the show's potential demise underscores the lack of successful comedies to emerge recently from the network, especially since last season produced more misses than hits. The stellar rollout of *King of the Hill* was barely enough to overshadow early season cancellations of *Lush Life*, *Party Girl*



'Living Single' will be living on Thursday, and *Love & Marriage*—comedies developed under former entertainment chief John Matoian.

Some behind-the-scene changes also could be in store for *Venus on the Hard Drive*, another comedy set for midseason rollout. Creator Chuck Lorre has stepped aside from the 20th Century Fox sitcom so that he can spend more time on his other freshman show, ABC's *Dharma & Greg*. ■



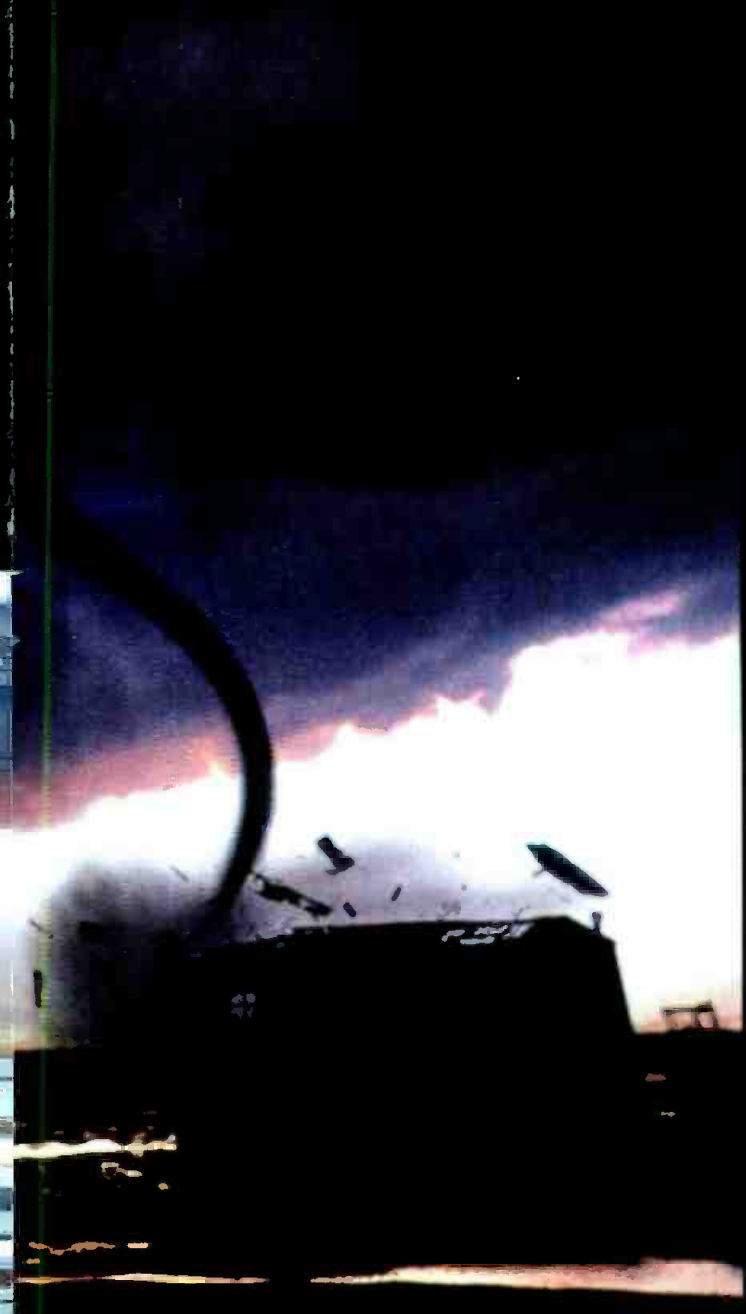


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GLORIA TRISTANI

# Pro-consumer FCC prospect

Potential nominee is New Mexico regulator with history of aggressive stances

By Chris McConnell

**G**loria who? That's what broadcast and cable industry lobbyists had to say about Gloria Tristani when the New Mexico regulator's name surfaced last month as a likely FCC nominee.

"I wouldn't know her from a cord of wood," says one.

But that's not what they say in New Mexico, where they've put up a statue of Tristani's grandfather, the late senator Dennis Chavez. The 43-year-old Tristani this year has been invoking the family ties in her own bid for governor. And since winning a spot on the New Mexico State Corporation Commission in 1994, she also has been crafting a reputation as an aggressive, pro-consumer regulator.

"Commissioner Tristani is committed to protecting the interests of the consumer," her Internet page declares.

Telephone executives in the state have gotten a taste of that pro-consumer commitment. During Tristani's chairmanship of the New Mexico commission last year, that commission ordered US West to act on all requests for service within 30 days or face possible sanctions. The New Mexico Supreme Court upheld the action in July.

And earlier this year Tristani supported a \$125,000 fine against US West for taking too long to offer new services.

"She is not a family favorite of US West," one Washington observer says.

"She's probably one of the most aggressive on telecommunications," concedes Leo Baca, US West's director of regulatory affairs in Albuquerque.

If Tristani secures a seat on the FCC, the self-proclaimed lifelong Democrat will have a chance to apply her pro-consumer regulatory philosophy to such issues as broadcast ownership caps and digital TV public interest obligations.

Such issues will be new to Tristani. But the would-be commissioner has taken steps to learn about the business.

Late last month she paid a visit to a



**Gloria Tristani**  
 Age: 43;  
 Commissioner,  
 New Mexico State  
 Corporation  
 Commission; 1983-  
 87; aide to Sen. Jeff  
 Bingaman (D-N.M.);  
 1990-94; lawyer,  
 Keleher & McLeod,  
 Albuquerque, N.M.;  
 BA, Columbia  
 University, 1987; JD,  
 University of New  
 Mexico School of Law,  
 1990; married to Judge  
 Gerard Thomson;  
 children: Vanesa, Jorge.

luncheon meeting of the New Mexico Broadcasters Association. Paula Maes, the association's executive director, says Tristani asked about issues the industry is facing.

"She's been very gracious and willing to learn," says Maes, who adds that she and the potential commissioner discussed, in general terms, digital TV and broadcast ownership issues. "I think we will be able to keep that door open." Maes hopes to meet with Tristani again in the next few weeks.

The White House is expected to nominate Tristani so that she can be a part of the same confirmation hearings as the three other nominees: Michael Powell, Harold Furchtgott-Roth and chairman designee William Kennard. The hearings before the Senate Commerce Committee could begin later this month.

Tristani's expected addition to the pack is part of a White House effort to avoid a Senate Commerce Committee stalemate over FCC nominations.

Administration officials had hoped to nominate White House economic adviser Kathleen Wallman for the

remaining Democratic seat and to name her chairman. But the plan ran into opposition from committee Democrats from rural states who wanted a rural representative on the FCC and from the committee's ranking Democrat, Ernest Hollings (S.C.), who has been pushing his former aide, Ralph Everett, for the chairman's seat.

To placate the senators, the White House in July decided to drop Wallman, name Tristani to the Democratic seat and tap Kennard as chairman. The administration hopes that Tristani answers the demand for a rural commissioner and that Hollings will eventually accept Kennard, the popular general counsel of the FCC. Kennard would be the first African American to chair the agency.

If she gets the nomination, Tristani will bring to the confirmation hearing a record that extends beyond telecommunications.

In 1995 she proposed new requirements for the amount of coverage that insurance companies should provide new mothers. The new insurance rules took effect last year. She also backed new HMO and managed-care regulations that took effect this year.

She has taken the activist approach to her gubernatorial campaign. Announcing her campaign in late May, Tristani assailed what she termed Governor Gary Johnson's "do-little" philosophy.

The campaign now is in limbo. Tristani is not commenting on the status of her candidacy, nor is she granting interview requests, while the expected FCC nomination is pending.

Political observers in the state say Tristani would face stiff competition in securing her party's nomination for the office. Four other contenders, including Albuquerque Mayor Martin Chavez, already were running for the nomination when Tristani declared herself a candidate.

Should Tristani move to Washington, her stay in the city could be brief. She is slated to inherit FCC Chairman Reed Hundt's term, which expires next

The New Mexican



June. Unless she were reappointed, she could return to New Mexico as early as next summer.

And that might be okay with Tristani. Some who know her say she intends eventually to return to New Mexico to pursue her political ambitions. Tristani's grandfather represented the state in Washington for more than 30 years, a fact that her three-page Internet biography observes in the second paragraph.

Tristani serves as a board member of the Dennis Chavez Foundation, which raises money for scholarships and earlier this year awarded Senator Pete Domenici (R-N.M.) the first Senator Dennis Chavez Excellence in Public Service Award.

New Mexico's other senator is Tristani's former boss. From 1983 to 1987, she worked as an aide to Senator Jeff Bingaman (D-N.M.). Washington insiders say that United Nations Ambassador and former New Mexico congressman Bill Richardson has helped push her FCC bid with the White House.

Tristani's husband, District Judge Ger-

ard Thomson, is a public figure as well. (District judges in the state are first appointed and then must win approval from voters before assuming the job.)

Tristani's career as a public official is relatively new. She earned her law degree in 1990 and practiced law for four years before running for the state commission in 1994. Lawyers at the Albuquerque-based Keleher & McLeod praise her work. "She will do her homework," says William Keleher, whose father knew Tristani's grandfather.

Keleher says Tristani handled a variety of legal tasks, including some utilities work. Keleher & McLeod's clients include the state's largest electric utility.

In 1994, Tristani took on incumbent Louis Gallegos to secure the Democratic nomination for the commission post and then won the general election to become the first woman elected to the commission. Soon after, she won the commission's chair in a vote among the three commissioners. She held the chairmanship in 1996, with Eric Serna

taking over the position this year.

Were she to stay at the New Mexico commission, Tristani would continue her term until the commission merges with the New Mexico Public Utility Commission, an event scheduled for 1999. The new, merged entity will have five elected commissioners. Elections for the five posts will be held next year.

Several colleagues in New Mexico and Washington describe Tristani as low-key and reserved. "She really interacts well with staff," says Brad Ramsay, assistant general counsel for the National Association of Regulatory Utility Commissioners.

The reserved demeanor has not stopped her from occasionally clashing with other New Mexico commissioners.

"She tends to take things a little more personally than she should sometimes," says Commissioner Jerome Block, who nonetheless says he has a good working relationship with Tristani.

"She's not going to be a pushover," says Keleher. ■

## 2000 minus 3: It's time for Interface XI

Breaking into its second decade, Broadcasting & Cable Interface XI will bring together 32 industry experts to track major issues of the telecommunications year, along with the advertising and programming states of the art. Co-sponsors of this year's event are BROADCASTING & CABLE and Prudential Securities. The appointed date and place: Sept. 23 in New York's Grand Hyatt Hotel.

The keynote speech will be given by Preston Padden, president of the ABC Television Network, whose position on digital television (he leans toward multiplexing, broadcast in 480 progressive scan) was page-one news two weeks ago. Padden is expected to elaborate on those views, respond to critics and otherwise address the problems and opportunities of electronic communications media in transition at the dawn of a new millennium.

The day's second keynote will be delivered by Thomas S. Rogers, president of NBC Cable and head of that network's international operations, who will be the luncheon speaker.

In order, these are the five panels that will occupy much of the day:

"International Television" (10-11 a.m.): Larry Lamattina, All American Television; Herb Granath, ABC; Martin Lindskog, Scandinavian Broadcasting System; Ray Joslin, Hearst; Scott Harris, Gibson, Dunn & Crutcher (and former FCC International Bureau chief). Moderator: Melissa



ABC's Preston Padden and NBC Cable's Tom Rogers are Interface XI keynoters.

Cook, Prudential Securities.

"The Fight for Local Ad Dollars" (11:15 a.m.-12:15 p.m.): Martin Nisenholtz, New York Times (New Media); Mike Eigner, Tribune Broadcasting (WPIX[TV] New York); Michael Ferrel, SFX Broadcasting; Randy Swain, Ackerly Group; David Kline, Rainbow Ad Sales; Jerry Tilis, Knight Ridder. Moderator: James Marsh, Prudential Securities.

"Digital TV Debate" (2-3 p.m.): Joe Flaherty, CBS; Stu-

art Beck, Granite Broadcasting; Bob Stearns, Compaq; Michael Petricone, Electronic Industries Association; Preston Davis, ABC Television (invited); Glenn A Reimer, Sarnoff Labs. Moderator: Don West, BROADCASTING & CABLE.

"The Fight for Free Air Time—Promotion, PSAs and Political Candidates" (3-4 p.m.): Ruth Wooden, The Advertising Council; Blair Levin, FCC; Jim Moloshok, Warner Bros. Moderator: Ave Butensky, Television Bureau of Advertising.

"It's the Year 2000—Do You Know Where Your Audience Is?" (4-5 p.m.): Fergus O'Daly Jr., CKS; Ted Leonard, America Online; David Poltrack, CBS; John Dirling, Nielsen; Richard Hochhauser, Harte-Hanks. Moderator: Jim Dougherty, Prudential Securities.

Information and registrations may be obtained through Joan Miller at B&C in New York, 212-337-6940 (see also registration form on page 39).

# TV loses Tartikoff touch

Industry mourns death of former NBC Entertainment chief

By Lynette Rice

**B**randon Tartikoff, the former NBC entertainment chief who helped the network achieve its number-one status in the '80s with such hits as *Cheers*, *Cosby* and *Hill Street Blues*, died Wednesday in Los Angeles after a long battle with Hodgkin's disease. He was 48.

Within hours of his death at the UCLA Medical Center, where Tartikoff had been undergoing chemotherapy for his latest bout with the cancer, a veritable who's who of the television industry spoke out about the man who had once been the youngest head of programming in network TV history.

"His friendship meant so much to us, and to those at NBC whose lives he touched," said Bob Wright, NBC's president. "A programming genius, a broadcasting legend and a dear friend. We will miss him more than words can say."

"All of us at ABC share the tremendous loss of a remarkable talent," said Robert Iger, president, ABC Inc., where Tartikoff got his start in network television. "Brandon was a masterful programmer and a wonderful human being who put his family and his friendships ahead of business."

On Jan. 15, 1980—two days after Tartikoff's 31st birthday—then-NBC president Fred Silverman tapped the Yale graduate to serve as head of programming, calling his young protégé "dynamic and aggressive...[with] a thorough knowledge of what it takes to make prime time work."

Silverman, the former ABC network head, first

helped Tartikoff enter the business in 1976 as a manager of dramatic development for ABC, where he honed his skills on such hit series as *Family*, *Eight Is Enough* and *The Hardy Boys and Nancy Drew Mysteries*. Tartikoff joined NBC in 1977 as a director of comedy programming; Silverman followed in 1978 to become NBC president.

Misfires from the two programming chiefs, such as *Manimal*, ultimately led to Silverman's ouster in the early '80s, when MTM producer Grant Tinker was tapped as his replacement. From then on, Tinker and Tartikoff spawned the glory days of NBC, from the 1982 debuts of *Cheers* and *Family Ties* to *Miami Vice* and *The Cosby Show* in 1984 and *L.A. Law* in 1986. During the wunderkind's tenure, NBC enjoyed a record 68 consecutive weeks at the top from June 1988 to October 1989.

Director James Burrows, the co-creator of *Cheers*, told MSNBC last week that today's network executives only remake shows, while Tartikoff "went in new ways. He had a sense of what people wanted." He also said Tartikoff let executive producers run their shows. Today, Burrows said, "networks really meddle and micromanage."

After becoming president of NBC Entertainment in 1990, Tartikoff chose Warren Littlefield—a programmer who would later repeat Tartikoff's successful reign with the launch of such hits as *Friends*, *Frasier* and *ER*—to replace him at the helm.

After his run at NBC, Tartikoff served 15 months as chairman of Paramount Pictures before stepping down to spend more time with his family. He and his daughter, Calla, had been involved in an auto accident in 1991 that seriously injured



Brandon Tartikoff's portfolio of NBC hits that put the network in first place included (from top) 'Cosby,' 'Hill Street Blues' and 'L.A. Law.'



## THE LEGACY

"I am in shock. I only have feelings, I do not have words."

—Bill Cosby

"Brandon was an irrepressible spirit and an irreplaceable friend. I am heartsick over his loss."

—Steven Bochco

"Wealthy, ambitious, competitive and enormously self-assured, Brandon seemed almost Gatsbyesque in his smooth climb to success."

—Bernard Weintraub, New York Times

"Brandon was my boss, my friend, my mentor and oftentimes the brother I never had."

—Warren Littlefield

"Tartikoff was probably the most influential and broadly successful TV programmer of the 1980s."

—Richard Zoglin, Time

"I felt like a little leaguer working with Babe Ruth."

—David Morgan, president, Litton Syndication

"What [made] him an expert in family values is not anything he accomplished professionally, but that he [had] them."

—Curt Schleier, The Detroit News

"He transformed television by creating groundbreaking programs that entertained while shining a spotlight on the human condition."

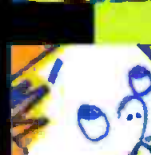
—Robert Iger

Craig Mathew



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With a broadcast distribution of 97% US HH and an integrated marketing network including Totally Fox Kids Magazine, Fox Kids Countdown radio show, Fox Kids Club, Fox Kids Cyberstation, and Fox Kids larger-than-life Promotions, Fox Kids is more than just TV. Fox Kids is everywhere kids are.

We're jazzed about what we do, and frankly, we think you should be too.

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'Cheers' was just one of Tartikoff's hits.

the then-eight-year-old.

Tartikoff's interests extended beyond network programming. Besides forming his own production company, H. Beale Co., which develops TV and feature projects, Tartikoff signed on with America Online this year to create cyber-series.

Just who will take over supervision of H. Beale Co. in Los Angeles remained up in the air last week. Eight full-time employees were on Tartikoff's payroll at the small company—working on the AOL venture, in the publishing arm, or in the television division, where a Spike Lee project remains in development.

Tartikoff also had a hand in the syndication business, creating the quiz show *Know It Alls*, which Litton Syndications has since franchised to stations in Texas, Georgia and Ohio.

"One of Brandon's great quotes was, 'Why follow a trend when you can start one?' From that, we took the concept [of *Know It Alls*] across the country and have done very well with it," said David Morgan, Litton president.

Born on Long Island, Tartikoff studied English at Yale while writing scripts on the side. Within a few months of graduating, he was hired by a New Haven, Conn., station as a promotion director, but ultimately sat on the newsroom assignment desk and helped out the sales department. In the meantime, he compiled an audition reel of station productions he directed and edited.

Tartikoff is survived by his wife, Lilly, and their two daughters. ■



Tartikoff celebrated one of his early sweeps wins with this 1985 sweatshirt.

# Closed Circuit

## NEW YORK

### Fox on the ball

Sources tell BROADCASTING & CABLE that Fox cable network FX is close



to getting a package of Monday night NBA basketball games. Fox insiders say the cable network, which just added Major League Baseball to its lineup this past season, will likely get a national NBA game starting in the spring of 1999. Both NBA and Fox Sports officials were mum on the issue. Rupert Murdoch is said to be trying to build the 33 million-subscriber cable network into something akin to Turner's TNT and TBS, which have important sports presences in the form of big-league sports.

### Wait 'til next year

Major League Baseball's plans to audiocast two or three games daily on its Website (MLB@Bat) have been put on hold until next season. The original game plan was to start featuring audiocasts of games from different regions shortly after the All-Star break. But just as the MLB was slow to grant teams the rights to put game audio on the Internet, it has been slow about lining up a technology provider to put games on its site.

Meanwhile, many teams are putting audiocasts up on their own sites, or through AudioNet, which may eventually carry a comprehensive lineup of games. The start of audiocasts on the MLB site will be part of a major revamp with more multimedia, according to an MLB source.

### Comark plans DTV multiplexer

Looking to make life easier for broadcasters in their transition to digital, transmitter supplier Comark is developing an ATSC-compliant encoding product with a

leading MPEG-2 company. The product, an MPEG-2 ad/drop multiplexer, will allow broadcasters to take multiple SDTV signals and/or data services, combine them in a multiplex and feed them to a DTV transmitter. "We're focusing on the use of transport-level multiplexers and demultiplexers to fill the notion of the 'DTV encoder gap,'" says Mark Aitken, Comark director of marketing. "We want to provide ATSC compliance to the MPEG bitstream." Aitken says the ad/drop multiplexer, which will probably be sold under the new Comark Digital Services brand name, will allow broadcasters to take a modular approach to encoding their DTV signals instead of buying a "huge black box."

## HOLLYWOOD

### Oprah at the movies

Some station heads are none too thrilled with Oprah Winfrey's ongoing movie career. Winfrey, who is in the middle of a five-year contract with Disney to produce and star in a handful of films, is going to get a late start this year with her talk show. The reason: Filming for "Beloved" in Philadelphia is running behind schedule. *Oprah* will begin the season Sept. 8 with reruns and, if all goes as planned, will have new shows ready for the week of Sept. 15.

## WASHINGTON

### Mr. November



Quello

FCC Commissioner James Quello has set Nov. 1 as the outside date for his departure, regardless of the Senate fate of his successor. He is eager to begin his association with Michigan State University, where he will be the first occupant of the Quello Chair.





THE  
#1  
GROWTH  
STORY...

# O'Shaughnessy's 1st crusade

NAB Radio Board member's call for First Amendment task force lacks support

by Paige Albiniak

**T**he NAB Executive Committee agrees with NAB Radio Board member Bill O'Shaughnessy that the NAB needs to focus on First Amendment issues, but they aren't sure that O'Shaughnessy's proposed task force is the way to go.

"It's certainly an issue that we are all concerned about. I haven't heard any definitive arguments for a task force that would take us beyond what the association is already involved in," says Eddie Fritts, NAB president. The executive committee meets in Washington on Wednesday.

"All this [work] is being done anyway. Why do we need another committee? What's the point?" asks Phil Jones, immediate past chairman of the NAB's joint board. Jones is known within the NAB for his strong stance on First Amendment issues, and he advocates challenging in court some of Congress's and the FCC's actions re-

garding broadcast content.

O'Shaughnessy, president of Whitney Radio in New York, is using this week's meeting as an opportunity to pitch the creation of a First Amendment/public interest task force answerable to the NAB board. The NAB is putting a great deal of staff resources and money into its Education Foundation, which will fund long-term research projects on First Amendment issues, among other things (see box).

"These are issues that need to be addressed and confronted," O'Shaughnessy says. "I will leave the tactics and the timing and strategy to the elders of the board and the senior staff of the



**"These are issues that need to be addressed and confronted."**

**Bill O'Shaughnessy**

NAB. Their judgment can only be informed by the counsel and advice of these people."

O'Shaughnessy does not propose that he should serve on the task force, but he has suggested a list of 39 people that could serve on it.

The list is mostly composed of experts such as retiring FCC Commissioner James Quello, Media Institute President Patrick Maines, former president of Shamrock Broadcasting Bill Clark, First Amendment lawyer Tim Dyk, and BMI Chairman (and former NAB chairman) Don Thurston. O'Shaugh-

nessy also suggests current NAB senior staff members.

O'Shaughnessy, who has met with or talked to some of those on the list, such as Maines and Thurston, says they expressed interest in working on the task force. Others appear on the list because of their "keen interest and expertise in this subject.... I would expect that most or all would be very agreeable to being considered." O'Shaughnessy says.

The executive committee cannot approve a task force on its own, but if it gives its blessing, the rest of the joint board can vote it into existence by fax and phone.

The remainder of the meeting will focus on upcoming fights that the NAB faces in Washington. Fritts is especially concerned about the Gore commission on public interest obligations for digital broadcasters.

The White House has named one broadcaster, CBS Television President Leslie Moonves, to co-chair the commission, but the other White House choice is Norm Ornstein, who advocates free political airtime.

Earlier this summer, Fritts wrote to the White House to express his dissatisfaction with Ornstein. He admits that replacing Ornstein "is frankly a long shot at this point. We can only hope that there will be some sem-

## Renewed Education Foundation kicks off

NAB is relaunching its Education Foundation with a new emphasis on long-term research projects, First Amendment issues and educational efforts for the association.

The foundation, which eventually will be a multimillion-dollar operation, was rejuvenated about six months ago by the NAB board, says Chuck Sherman, president of the foundation and NAB's senior vice president of television. When the foundation was started two years ago, it primarily focused on opportunities for minorities in the media. "I think that NAB now is in a position where it can look further out at the impact of broadcasting in society," Sherman says.

The foundation will take on such projects as gathering economic data on the value of free, advertiser-supported broadcasting; conducting technical research on digital broadcasting; providing funds to broadcast management training programs at Northwestern University and Notre Dame University; and presenting intellectual and moral arguments for broadcasters' First Amendment rights.

NAB will collect money for the foundation through fund-raising drives, through matching funds from the NAB and by approaching other foundations that have similar interests, Sherman says.

The first of the fund-raising efforts takes place in October, with a dinner to announce the foundation's aims and goals and to elicit broadcasters' support for it.

NAB has appointed its joint board chairman, Dick Ferguson of Cox Radio, and Gary Chapman of LIN Television to co-chair the advisory committees. Ferguson will seek radio executive participation on the committees, and Chapman will do the same on the television side.

NAB also is selecting executives to serve on the foundation's board of directors, which it will announce later this year.

—PA



TOP

10

PRIMETIME

PERFORMER...

blance of balance and objectivity with the remainder of those who are appointed."

Broadcasters may face a fight over campaign finance reform this month. Several proposals are floating around the Hill that would require broadcasters to give more free airtime to political candidates in an attempt to reduce the amount of money candidates need to run a campaign.

Senate Commerce Committee Chairman John McCain (R-Ariz.)

promised in July to force the issue to the floor when the Senate returns to session.

Broadcasters already provide candidates with reduced-rate airtime, and they argue that providing free time is unaffordable because it takes up time they would sell to advertisers.

"It seems [politicians] want broadcasters to finance campaigns. It seems the government wants broadcasters to solve all their problems," says Howard Anderson, radio board chair-

man and president of KHWY Inc. in Los Angeles.

On another issue, Fritts says NAB still will wage the battle at the FCC to keep as much electronic newsgathering spectrum as possible. Broadcasters lost a large chunk of that spectrum in the recently passed balanced-budget legislation.

"I operate on a very simple agenda," Fritts says. "There are no final victories and no final defeats." ■

# New Primestar is under attack

*Merger plans called anticompetitive in comments at FCC*

By Paige Albinaki

**P**rimestar's competitors came out in full force at the FCC last week against the new company's proposed structure, calling it "a license to collude" for "incumbent cable monopolists."

In their challenge at the FCC to Primestar's initial rollup plans, DIRECTV EchoStar, the Small Cable Business Association, the Wireless Cable Association and several consumer groups said the transfer of TCI Satellite Entertainment's 11 direct broadcast satellite channels at 119 degrees would be anticompetitive and in violation of antitrust laws.

Primestar, a DBS company formed by five MSOs and TCI Satellite Entertainment (TSAT), announced plans in June to combine the six interests into one public company under TSAT's umbrella. The partners also said that News Corp.'s U.S. DBS division, ASkyB, would take a 31.3% nonvoting stake in the new company.

Primestar is working to get the deal approved in two parts: the first concerns merging the MSO partners' interests with TSAT and transferring TSAT's DBS license to Primestar; the second involves transferring to Primestar ownership of News Corp. partner MCI's plum DBS slot at 110 degrees.

Primestar's competitors will oppose both parts of the deal at both the FCC and the Department of Justice.

DIRECTV, which started speaking



DIRECTV CEO Eddy Hartenstein opposes Primestar plans.

out publicly against the plan at a House Telecommunications Subcommittee hearing in July, said commission approval of the application could "make the playing field even more tilted than it already is against emerging [multichannel video programming distribution] competitors to incumbent cable monopolists."

DIRECTV recommended that the commission approve the application to transfer to Primestar the 11 TSAT channels only if the commission agreed to install measures ensuring a competitive marketplace.

These measures would include the FCC preventing Primestar's MSO owners from subsidizing its infant DBS service, keeping Primestar from pricing its service below the going market rate and disallowing special offers for Primestar service for subscribers to Primestar-affiliated cable operators.

EchoStar, whose similar partnership with News Corp. fell apart in May, said the deal was "carefully designed to thwart any likelihood that an entity unaffiliated with cable operators, or indeed any one cable operator, might influence the use of the DBS spectrum to compete against other cable operators."

EchoStar argues that the new Primestar would have little incentive to compete with cable, that it would allow the MSOs to spread the cost of the endeavor among themselves and that it would give the MSOs a

"license to collude."

The Wireless Cable Association and the Small Cable Business Association are worried about program-access issues, saying their members will have difficulty gaining access to programming controlled by News Corp., which owns Fox Broadcasting and several cable channels.

WCA said it would oppose granting the News Corp. part of the deal unless it was conditioned on wireless cable operators receiving "full and fair" access to programming.

Consumer groups, including the Office of Communication of the United Church of Christ, Consumers Union and the National Association for Better Broadcasting, banded together to oppose the transaction. Media Access Project filed the petition.

"The proposed transaction is profoundly anticompetitive. It would deploy the collective resources of the nation's largest cable TV operators to undermine the growth of the cable TV industry's major competitive threat— independently owned direct broadcast satellites providing multichannel video," the petition reads.

Not surprised by the outcry against its plans, Primestar expressed confidence as it proceeds with its filings.

"Taken as a group, the filings of opposition seem most intent on thwarting increased competition and interfering with consumer choice. We are confident the FCC will rule favorably on our petition," says Karen Muldoon Geus, Primestar spokeswoman.

Petitions to deny Primestar's application to transfer to it the MCI channels are due at the FCC by Sept. 25, with reply comments due Oct. 6. ■



THE  
#2  
DRAMA  
ON  
TELEVISION...



# Broadcasting

September 1, 1997

## UPN slow out of blocks

Network's new season debuts with flat to down ratings, but it finds some good news in 'Good News'

By Lynette Rice

**U**PN, which was first out of the gate last Monday for the 1997-98 prime time season, had good news to report with the launch of its comedy *Good News*, but little to show in terms of year-to-year growth.

The emerging network's new season debuted Aug. 25 with a 5.2 rating/9 share in households, according to Nielsen Media Research overnights—a drop of 0.9 rating point from last season's premiere—while Tuesday's night of comedy finished with a 4.5/8 HH, a 12% drop in rating but no change in share from last year. Because UPN runs out-of-pattern in some markets, national numbers are not yet available.

Some of the drop can be attributed to last year's Democratic National Convention, which aired on the Big Three and gave the emerging networks a chance to shine. The new urban programming strategy also took hold last fall, a UPN spokesperson said, when comedies such as *In the House*, *Malcolm & Eddie* and *Sparks* bowed with marquee names and likely attracted additional viewers to the netlet.

The new comedy *Good News* gave UPN some bragging rights, premiering with a 5.5/9 at 9 p.m. Monday—barely off its *Malcolm & Eddie* lead-in (5.6/9). Yet the *In the House* premiere at 8 p.m. (4.9/8) saw a 23% drop from last year's debut, while *Malcolm & Eddie* dropped 14% and *Sparks* (4.9/8) dropped 9% from last season's opener.

UPN enjoyed its best numbers for the night in Memphis, where Monday's lineup garnered an 11.6/16 to finish second in the 8-10 p.m. block.

Tuesday featured a double-header of *Moesha*, which scored a 5.1/9 with its first installment and a 5.2/9 for its second. *Moesha*'s 8 p.m. performance saw double-digit declines in ratings over

last year, but the second half performed slightly better than the 1996 debut of *Homeboys in Outer Space*, which bowed with a 5.0/8.

*Hitz* (4.0/6), starring Andrew Dice Clay, and *Head Over Heels* (3.8/6) lost some of the *Moesha* lead-in and didn't improve on last year's performance of *The Burning Zone*, which premiered in the 9-10 p.m. block with a 4.8/7.

Still, UPN was the number-one broadcast network on Tuesday in Atlanta (7.7/12) and was number two in Miami (7.7/11) and Memphis (9.1/14).

UPN will roll out *Star Trek: Voyager*



'Good News' had good numbers.

at 9 p.m. Wednesday, Sept. 3; *The Sentinel* at 8 p.m. Wednesday, Sept. 10, and *Clueless*, 9 p.m. Tuesday, Sept. 23. ■

## O'Brien goes 'Hollywood'

CBS Sports veteran will co-host access magazine

By Joe Schlosser

**V**eteran CBS Sports anchor Pat O'Brien is leaving the sidelines for the bright lights of Hollywood, where he will co-host Twentieth Television's *Access Hollywood*.

O'Brien, who has been with CBS Sports for 20 years, will join Giselle Fernandez for *Access Hollywood*'s second season, which gets under way on Sept. 8.

O'Brien replaces Larry Mendte, who is returning to his hometown of Philadelphia to be a news anchor at WCAU(TV). Sources say Mendte "had known for a while that he would not be coming back" to the show and had been given plenty of time to secure other work.

With Mendte and Fernandez, the NBC-produced program averaged a 2.7 national Nielsen household rating in its first season.



Pat O'Brien trades sports for the 'Hollywood' spotlight.

As a former backup host and reporter on *Entertainment Tonight* for eight seasons, O'Brien comes to *Access* less green than some in the industry might think. He has covered the Academy Awards, the Emmys and a handful of other Hollywood-related events during his time with the syndicated news magazine. O'Brien is currently co-host of The Learning Channel's *How'd*

*They Do That?* series and has hosted a number of non-sports-related prime time specials for CBS.

While at *Entertainment Tonight*, O'Brien worked with Jim Van Messel, *ET*'s executive producer at the time and now *Access Hollywood*'s top executive. The two became close friends, and Van Messel says he attempted to lure O'Brien to *Access Hollywood* for its first season a year ago.

"The timing just wasn't right last year



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for Pat," Van Messel says. "Twelve months later, the stars and the moon and everything are all lined up and it's a go."

Van Messel says he was "not courting anybody else" for the anchor position and that O'Brien had been expressing interest in the show for a few months. O'Brien, who lives with his family in Los Angeles, has been commuting to New York to fulfill his CBS Sports duties for years. Van Messel says *Access Hollywood's* Los Angeles location sealed the deal.

"He's going to be a big help for us," Van Messel says. "He gives us another marquee player to go along with Fernandez. Together they have a very solid following from coast to coast."

O'Brien is currently anchoring CBS's coverage of the U.S. Open tennis tournament in New York. The tournament will likely be his last event with the network, although CBS officials have expressed interest in keeping him on for the coming winter Olympics. Both sides will likely work out an arrangement in the next few weeks. Van Messel says. ■

## Good days for 'Good Day LA'

*More nudes is good news for offbeat morning show that has taken a page from the competition*

By Joe Schlosser

**T**wo weeks ago, KTTV(TV) Los Angeles's morning news program *Good Day LA* provided extensive coverage of a suntan lotion competition at a Southern California nudist colony.

That installment outdrew the three national broadcast morning shows and almost everything else on the tube in Los Angeles. Only KTLA(TV) Los Angeles's *Morning News* collected more viewers, barely edging out the nudists with a 3.3 rating and a 12 share to *Good Day LA's* 3.2/12.

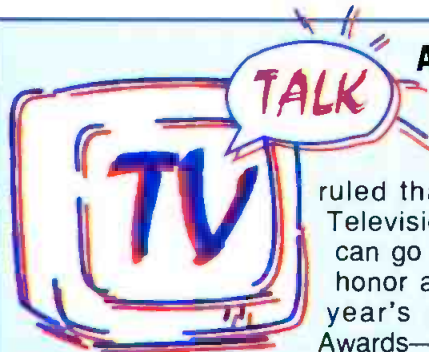
It is not every morning that *Good Day LA* goes to a nudist colony or a bikini store, but it would be hard to tell that from the show's recent ratings. *Good Day LA's* wacky, sometimes over-the-

top news format is winning viewers in Southern California—even from rival KTLA's *Morning News*.

KTLA started the 7-9 a.m. morning news craze in October 1991; its *Morning News* has been a major hit in the market ever since. Its ratings topped those of NBC's *Today* show, ABC's *Good Morning America* and CBS's *This Morning* for most of that period. No local Los Angeles station came close to KTLA's numbers—until now.

"I used to say when I came to this show two years ago that there were five morning news shows on the air here and we were 12th," says *Good Day LA's* lead anchor and longtime Los Angeles TV personality Steve Edwards. "I was partly kidding, but that wasn't too far off."

Then in 1995 *Good Day LA* moved



### Ads to get Emmys

Bring on the HBO Chimps. An arbitrator last week ruled that the Academy of Television Arts & Sciences can go ahead with plans to honor a commercial at this year's prime time Emmy Awards—a first in the organization's 49-year history (among the nominees: a commercial for HBO that spoofs Jane Goodall and her primates). The New York-based National Academy of Television Arts & Sciences had attempted to block the nominations, saying the new category was in violation of the 1977 agreement that resulted in the split of the two organizations (the East Coast academy presents the Emmys for daytime, news and sports, among other awards). Five commercials are up for the statuette, which will be awarded during the nontelevised creative arts awards portion Sept. 7. In the meantime, NATAS, which called the decision "irrational and unreasoned," was talking with its lawyers at press time about possible further action.

### Freebies are good

While ABC's marketing department is alive and kicking with its controversial "TV Is Good" campaign, someone seems to be asleep in the licensing department. Viewers are calling the network to request items that feature the playful slogans ("Husband Not Funny?" and "You can talk to your wife anytime" top the request line). Problem is, there are no plans to peddle "TV Is Good" artifacts anytime soon, an ABC spokesperson says.

Affiliates, however, can take pleasure in knowing they possess what few giveaways do exist: yellow memo (and mouse) pads.

### Grace under rehabilitation

Staying true to its name, ABC's *Grace Under Fire* had another incendiary issue to deal with last week—a star in need of some serious time off. Production halted Tuesday after star Brett Butler returned to rehabilitation for abuse of painkillers, a repeat of last October when she sought help on an outpatient basis. The Carsey-Werner show—which remains dark this week, a scheduled hiatus—is not set to bow until spring, yet Butler and crew owe ABC 25 episodes.

### Copy, NBC

One of the more peculiar stories of the decade is about to show up on NBC as a movie of the week. *Cloned* stars Elizabeth Perkins as a mother who discovers her son has been cloned—several times at that—and adopted by couples across the country. The movie (from NBC Studios) also stars Alan Rosenberg (*Cybill*) and Bradley Whitford (*ER*) and airs at 9-11 p.m. Sunday, Sept. 28.

### Isn't that special

A special effects category gave NBC the desired effect at this year's Emmys. NBC was able to secure the No. 1 slot in total nominations, thanks to some additional nods in the Outstanding Special Visual Effects category. One nomination each went to *3rd Rock from the Sun* and miniseries *Asteroid* and *The Odyssey*. NBC goes into the Sept. 14 ceremony on CBS with 92 nominations, two ahead of HBO's 90. —LR



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**Relationship. Performance. Growth.**



away from straight news and toward its lighter, slightly comic bent. The KTTV morning show has taken KTLA's *Morning News* style and carried it to a new level, both in antics and in ratings.

In July 1995, *Morning News* averaged a 4.1 rating to *Good Day LA*'s lowly 1.2. In July 1996, KTLA slipped to a 3.4, while *Good Day LA* increased slightly, to a 1.4. In July, however, KTLA fell to a 2.9 and *Good Day LA* climbed to a 2.4. And on Aug. 19, the day after the trip to the nudist colony, *Good Day LA* beat KTLA's *Morning News* for the first time.

Some critics say KTTV officials simply swooped in and ripped off KTLA's offbeat format. KTLA officials had no comment, declining to discuss any aspect of this story. Jose Rios, KTTV's news director, says he has heard the criticism and understands that some viewers might see it that way.

"*Good Day LA* had its origins with a lot of people here, and I think our station was looking to do a similar show [to KTLA's]," Rios says. "KTLA was on first. But I think our show has just evolved from a lot of different things and people. What is nice is that we are trending up right now and they are not."

*Good Day LA*'s Edwards is seated



News anchor Tony McEwing, weathercaster Jillian Barberie, host Steve Edwards and entertainment reporter Dorothy Lucey of KTTV's 'Good Day LA.'

each morning between two female anchors, Jillian Barberie and Dorothy Lucey. Barberie is the show's weathercaster/comic lead, and Lucey is the Hollywood gossip and entertainment reporter. For most of the show's two hours, the three are on together, trading barbs, butting into each other's stories and having what appears to be a good time.

"This is the most unself-conscious show," says Josh Kaplan, *Good Day LA*'s executive producer. "We have created the environment where we are going to take risks, and things are going to go wrong. And a lot of times those things wind up being highlights of that day's show."

Barberie, who was brought to the

morning program from KTTV's rather more serious 10 p.m. newscast, says she and fellow anchors are not acting.

"The audience knows that we are very real: they would know if we were totally contrived," she says. "The audience isn't stupid. If we were to come out with something that looked fake and contrived, they wouldn't buy it, and we wouldn't be doing as well as we are."

*Good Day LA* does a little serious news as well. Tony McEwing sits in an adjacent studio and leads off every half hour with the morning's top stories.

"I'm physically separated from the rest of them, which might be a good idea," McEwing says with a laugh. "Seriously, though, it provides a barrier so the audience understands something different is about to happen. It breaks up the fun stuff."

Could KTTV take the wide-open format of *Good Day LA* and do the same thing with the station's evening news?

"At 10 o'clock we're much more straight ahead," Rios says. "And I think what people want at that time is a wrap-up of the day's news. But there may be someplace where that might work at night, and I never say never." ■

SYNDICATION MARKETPLACE

O'Boyle solos

Maureen O'Boyle has been named solo anchor of *Extra*. Warner Bros. Domestic Television Distribution's syndicated news magazine. The move comes as little surprise, since officials at the show had been experimenting with the single-anchor format with O'Boyle since mid-July. Three weeks ago Warner Bros. announced that co-anchor Brad Goode's contract was not being renewed.

Oprah gets new director

Joseph Terry has been named the new director of *The Oprah Winfrey Show*. Terry has been the director of *The Maury Povich Show* for the past six years. He will join *Oprah* at the outset of the season, Winfrey's 12th in syndication.

'Rock' on

Carsey-Werner Distribution has licensed sitcom *3rd Rock from the*

NSS POCKETPIECE

Top ranked syndicated shows for the week ending Aug. 17, as reported by Nielsen Media Research. Numbers represent average audience/stations/% coverage.

1. Wheel of Fortune	9.5/227/97
2. Jeopardy!	7.4/221/98
3. Home Improvement	7.3/231/98
4. Buena Vista III	6.9/191/96
5. Oprah Winfrey Show	6.8/235/99
6. Seinfeld	6.7/226/99
7. Simpsons	5.7/204/95
8. Entertainment Tonight	5.2/186/95
9. Xena: Warrior Princess	4.9/222/98
10. Wheel of Fortune-wknd	4.6/176/80
11. Jenny Jones Show	4.4/186/94
12. Baywatch	4.3/217/96
13. Inside Edition	4.1/156/90
14. Hercules, Journeys of	4.0/229/98
14. Montel Williams Show	4.0/194/96
14. Sally Jessy Raphael	4.0/175/93

*Sim* in 118 markets, representing 82% of the country. New clearances for the show include KBHK-TV San Francisco, WDRB-TV Louisville, Ky., and KLB-TV Davenport, Iowa. Of *3rd Rock*'s 118 markets, 88 are Fox affiliates, says Carsey-Werner President Joe Zaleski.

Pro at spotting cons

Television personality and scam expert Chuck Whitlock has joined Telepictures Productions' syndicated magazine series *Extra*. Starting this week, Whitlock will file reports on avoiding scams and cons. Telepictures has also signed him to do a number of specials and reality-based series.

Thumbs up for Cleland

Stuart Cleland has been named executive producer of Buena Vista Television's *Siskel & Ebert*. Cleland has been an associate producer for the syndicated movie review show since 1987. He replaces Larry Dieckhaus, the show's executive producer for the past 10 years.

Sharkey to Journal

Producer Lisa Sharkey has joined syndicated news magazine *American Journal*. Sharkey, former senior producer for Fox News in New York, will focus on hard news for the show.—JS



# NATPE'S 31ST ANNUAL

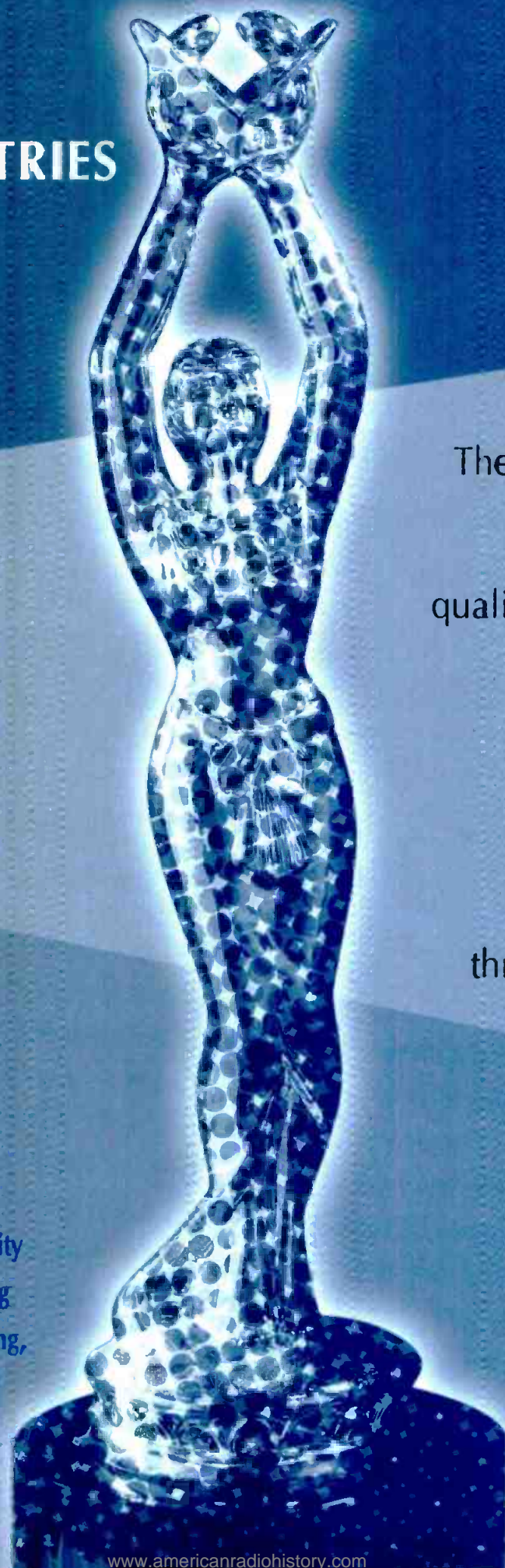
## IRIS AWARDS

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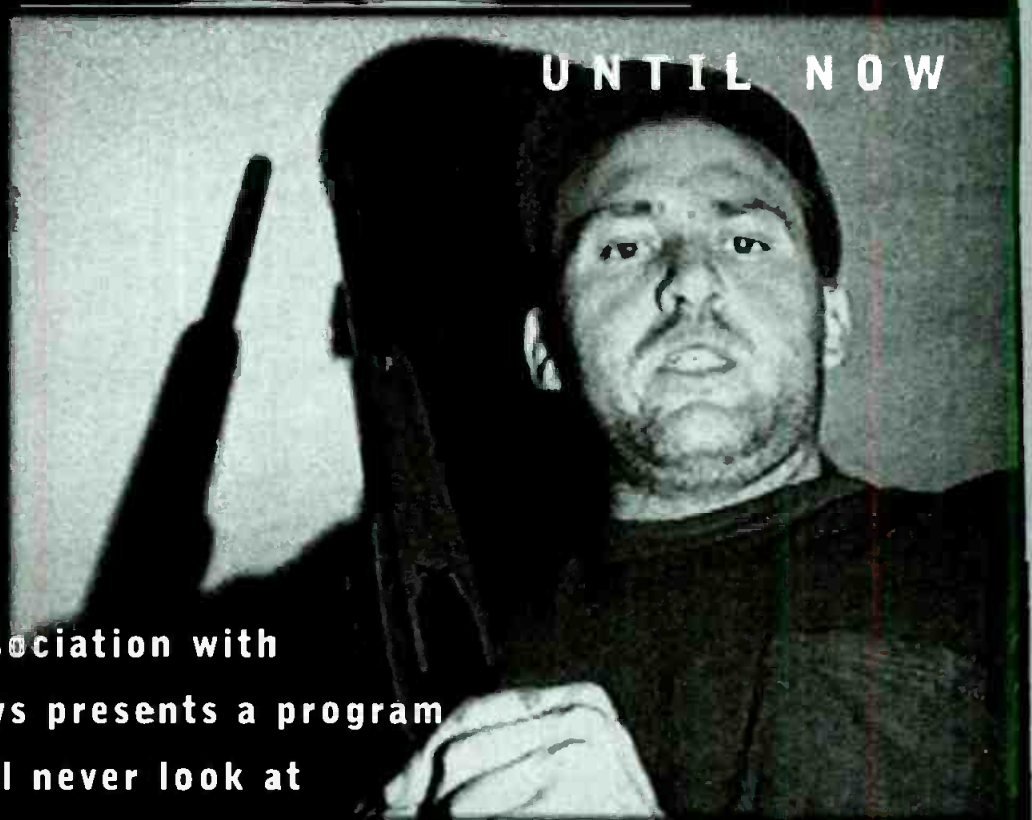


KEY: RANKING/SHOW [PROGRAM RATING/SHARE] • TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED • TELEVISION UNIVERSE ESTIMATED AT 97.0 MILLION HOUSEHOLDS: ONE RATINGS POINT=970,000 TV HOMES  
 YELLOW TINT IS WINNER OF TIME SLOT • (NR)=NOT RANKED; RATING/SHARE ESTIMATED FOR PERIOD SHOWN • \*PREMIERE • SOURCES: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

Week 48	abc	CBS	NBC	FOX	U/PIN	WB	
	7.7/14	6.9/12	9.4/16	4.9/9	2.9/5	2.3/4	
MONDAY	8:00		24. <b>Cosby</b> 7.7/14	58. <b>Suddenly Susan</b> 6.1/11	67. <b>More Secrets of The X-Files</b> 5.3/10	100. <b>In the House</b> 2.7/5	102. <b>7th Heaven</b> 2.5/5
	8:30	24. <b>NFL Preseason Football—Philadelphia Eagles vs. Pittsburgh Steelers</b> 7.7/14	34. <b>Ev Loves Raymd</b> 7.1/13	47. <b>Suddenly Susan</b> 6.4/11		99. <b>In the House</b> 2.8/5	
	9:00		32. <b>Cybill</b> 7.2/12	31. <b>Caroline in/City</b> 7.3/12		91. <b>Mal &amp; Eddie</b> 3.1/5	106. <b>Buffy/Ampire Slayer</b> 2.2/4
	9:30		39. <b>Murphy Brown</b> 6.8/11	22. <b>Caroline in/City</b> 7.9/13	77. <b>Roar</b> 4.5/7	91. <b>Mal &amp; Eddie</b> 3.1/5	
	10:00		54. <b>Chicago Hope</b> 6.2/11	1. <b>Dateline NBC</b> 14.2/25			
TUESDAY	8:00	7.3/13	6.2/11	8.8/16	5.2/9	3.1/5	
	8:30	67. <b>Roseanne</b> 5.3/10	50. <b>JAG</b> 6.3/12	29. <b>Mad About You</b> 7.4/14	71. <b>Fox Tuesday Night Movie—If Looks Could Kill: AMW</b> 5.2/9	97. <b>Moesha</b> 2.9/6	
	9:00	15. <b>Home Imprvmt</b> 9.1/15	54. <b>CBS Tuesday Movie—The Naked Gun 2 1/2</b> 6.2/11	42. <b>NewsRadio</b> 6.7/12		88. <b>Moesha</b> 3.2/6	
	9:30	20. <b>Spin City</b> 8.3/14		21. <b>Frasier</b> 8.2/14		97. <b>In the House</b> 2.9/5	
	10:00	28. <b>NYPD Blue</b> 7.5/14		35. <b>Just Shoot Me</b> 7.0/12		88. <b>In the House</b> 3.2/5	
WEDNESDAY	8:00	8.8/16	7.6/13	8.4/15	4.7/8	2.8/5	3.1/6
	8:30	35. <b>Drew Carey</b> 7.0/13	50. <b>The Nanny</b> 6.3/12	18. <b>NBC Movie of the Week—Sweet Dreams</b> 8.4/15	47. <b>World's Greatest Animal Outtakes</b> 6.4/12	102. <b>The Sentinel</b> 2.5/5	102. <b>Sister, Sist</b> 2.5/5
	9:00	32. <b>Spin City</b> 7.2/13	66. <b>Murphy Brown</b> 5.4/10			91. <b>Smart Guy</b> 3.1/6	
	9:30	15. <b>Drew Carey</b> 9.1/16	18. <b>Miss Teen USA</b> 8.4/15		94. <b>Party of Five</b> 3.0/5	94. <b>Star Trek: Voyager</b> 3.0/5	84. <b>Wayans Bro</b> 3.4/6
	10:00	26. <b>Ellen</b> 7.6/13		17. <b>Law &amp; Order</b> 8.5/15			84. <b>Steve Harvey</b> 3.4/6
THURSDAY	8:00	6.7/12	6.9/12	11.1/20	4.1/7		
	8:30	80. <b>High Incident</b> 4.1/8	50. <b>Promised Land</b> 6.3/12	11. <b>Friends</b> 10.4/20	83. <b>Martin</b> 3.8/7		
	9:00	43. <b>Turning Point</b> 6.6/11	26. <b>Diagnosis Murder</b> 7.6/13	13. <b>Men Bhvg Badly</b> 9.7/17	81. <b>Living Single</b> 4.0/7		
	9:30	14. <b>John Stossel Special</b> 9.3/17	39. <b>48 Hours</b> 6.8/12	2. <b>Seinfeld</b> 13.5/23	78. <b>New York Undercover</b> 4.3/7		
	10:00			5. <b>3rd Rock fr/Sun</b> 11.2/19			
FRIDAY	8:00	7.8/15	5.3/10	7.2/14	2.6/5		
	8:30	63. <b>Step by Step</b> 5.8/12	75. <b>Ordinary/Extraordinary</b> 4.8/10	63. <b>Unsolved Mysteries</b> 5.8/12	106. <b>Roar</b> 2.2/5		
	9:00	44. <b>Boy Meets World</b> 6.5/13	67. <b>JAG</b> 5.3/10	12. <b>Dateline NBC</b> 10.2/19	94. <b>Millennium</b> 3.0/6		
	9:30	39. <b>Sabrina/Witch</b> 6.8/13	60. <b>Nash Bridges</b> 6.0/11	65. <b>Homicide: Life on the Streets</b> 5.5/11			
	10:00	44. <b>Hangin' w/Mr. C</b> 6.5/12					
SATURDAY	8:00	4.2/9	6.3/13	6.0/12	4.2/9		
	8:30	86. <b>Family Matters</b> 3.3/8	71. <b>Dr. Quinn, Medicine Woman</b> 5.2/11	67. <b>The Pretender</b> 5.3/12	(nr) <b>Fox Saturday Baseball</b> 1.8/4		
	9:00	86. <b>Hangin' w/Mr. C</b> 3.3/7	58. <b>Early Edition</b> 6.1/12	50. <b>NBC Saturday Night Movie—A Time to Heal</b> 6.3/13	64. <b>Fox Preseason Football—San Francisco 49ers vs. Denver Broncos</b> 5.5/11		
	9:30	75. <b>Primetime Live Special</b> 4.8/10	23. <b>Walker, Texas Ranger</b> 7.8/15				
	10:00	78. <b>The Practice</b> 4.3/9					
SUNDAY	7:00	5.3/10	10.8/20	6.8/12	5.8/11	2.0/4	
	7:30	88. <b>All-Star T.G.I.F. Magic</b> 3.2/7	4. <b>60 Minutes</b> 11.3/23	60. <b>Dateline NBC</b> 6.0/12	82. <b>Beyond Belief: Fact or Fiction?</b> 3.9/8	110. <b>Nick Frano</b> 1.5/3	
	8:00	73. <b>Am Fun Hm Vid</b> 5.0/9	6. <b>Touched by an Angel</b> 11.0/20	47. <b>3rd Rock fr/Sun</b> 6.4/12	37. <b>The Simpsons</b> 6.9/13	110. <b>Parent Hood</b> 1.5/3	
	8:30			54. <b>Men Bhvg Badly</b> 6.2/11	37. <b>King of the Hill</b> 6.9/12	109. <b>Jamie Foxx</b> 1.8/3	
	9:00	54. <b>ABC Sunday Night Movie—The Last of the Mohicans</b> 6.2/11	8. <b>CBS Sunday Movie—The Man Without a Face</b> 10.8/19	29. <b>NBC Saturday Night Movie—The Beast, Part 1</b> 7.4/13	44. <b>The X-Files</b> 6.5/11	108. <b>Jamie Foxx</b> 2.0/4	
10:00					105. <b>Unhap Ev Af</b> 2.4/4		
10:30					101. <b>Wayans Bros</b> 2.6/4		
WEEK AVG	6.7/12	7.3/13	8.2/15	4.8/8	2.9/5	2.4/4	
STD AVG	8.4/15	8.9/15	9.8/17	6.9/12	3.0/5	2.5/4	



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## Changing Hands

The week's tabulation  
of station sales

### TV

**WCEE(TV) Mt. Vernon, Ill./St. Louis and WILV(TV) Battle Creek/Grand Rapids, Mich.**

**Price:** \$11.8 million (\$4.8 million for WCEE, \$7 million for WILV)

**Buyer:** D.P. Media Inc., Palm Beach, Fla. (Devon Paxson, president); owns WMTO-FM Port St. Joe, Fla.; is buying WRMV(TV) Rocky Mount/Raleigh/Durham, N.C., and WSHE(TV) Martinsburg, W.Va./Washington

**Seller:** Paxson Communications Corp., West Palm Beach, Fla. (Lowell W. "Bud" Paxson, chairman/owner); Paxson owns/is buying 43 TVs

**Facilities:** WCEE: ch. 13, 302 kw visual, 30.2 kw aural, ant. 991 ft.; WILV: ch. 43, 5,000 kw visual, 500 kw aural, ant. 1,058 ft.

**Affiliation:** Both inTV

### COMBOS

**KZMQ-AM-FM Greybull, Wyo.**

**Price:** \$18 million

**Buyer:** Forbach Inc., San Francisco (Frederick A. Forester, president); no

other broadcast interests

**Seller:** Big Horn Communications Inc., Billings, Mont. (Thomas Hendrickson, president); is selling ksvi-TV Billings

**Facilities:** AM: 1140 khz, 10 kw; FM: 100.2 mhz, 56 kw, ant. 2,443 ft.

**Formats:** Both country

**WGSM(AM) Huntington, WMJC(FM) Smithtown, WRHD(AM)-WRCN-FM Riverhead, N.Y.**

**Price:** \$11 million

**Buyer:** IW LLC, Newton, Mass. (Albert J. Kaneb, member/14.29% owner); owns KKSO(AM)-KJJY(FM) Des Moines and KRKQ(FM) Boone, Iowa; WGKX(FM) Memphis; WHLI(AM)-WKJY(FM) Hempstead, WBZO(FM) Bay Shore, N.Y.; WTOU(AM)-WKDD(FM) Akron, Ohio, and WSRF-FM Millington, Tenn.

**Seller:** Islandwide Broadcasting LP, Riverhead, N.Y. (Hoyt J. Goodrich, principal); partnership entities own interests in WRPC(FM) San German, WQQI(FM) and WIOC(FM) Ponce, WIOA (FM) and WZNT(FM) San Juan, WOYE (FM) and WIOB(FM) Mayaguez and WCOM (FM) Bayamon, all Puerto Rico; WFXL(TV) Albany, Ga., and KTVE(TV) Monroe, La.

**Facilities:** WGSM: 740 khz, 25 kw; WMJC: 94.3 mhz, 3 kw, ant. 300 ft.; WRHD: 1570 khz, 1 kw day, 500 w night; WRCN-

## Proposed station trades

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

THIS WEEK:

TVs □ \$11,800,000 □ 1

Combos □ \$31,500,000 □ 4

FMs □ \$10,352,599 □ 13

AMs □ \$19,195,000 □ 5

Total □ \$72,847,599 □ 23

SO FAR IN 1997:

TVs □ \$5,865,086,684 □ 81

Combos □ \$6,654,880,551 □ 220

FMs □ \$1,705,864,244 □ 288

AMs □ \$284,621,781 □ 155

Total □ \$14,510,453,260 □ 744

SAME PERIOD IN 1996:

TVs □ \$5,335,830,845 □ 70

Combos □ \$10,202,620,479 □ 249

FMs □ \$1,847,513,590 □ 283

AMs □ \$151,838,913 □ 167

Total □ \$17,537,803,827 □ 769

Source: BROADCASTING & CABLE

FM: 103.9 mhz, 1.5 kw, ant. 466 ft.

**Formats:** WGSM: country; WMJC: AOR; WRHD: country; WRCN-FM: rock/AOR

**KAMO-AM-FM Rogers and KREB(FM) Huntsville, Ark.**

**Price:** \$1.4 million (\$900,000 for KAMO-AM-FM, \$500,000 for KREB)

**Buyer:** Hochman Communications Inc., Fayetteville, Ark. (George Hochman, president); owns KZRA(AM) Springdale and KMCK(FM) Siloam Springs, Ark.

**Seller:** Vekony Communications Inc., Plantation, Fla. (Istvan Vekony, president); no other broadcast interests

**Facilities:** KAMO(AM): 1390 khz, 1 kw; KAMO-FM: 94.3 mhz, 5.2 kw, ant. 709 ft.; KREB: 99.5 mhz, 13.5 kw, ant. 443 ft.

**Formats:** KAMO(AM): country; KAMO-FM: country; KREB: oldies, sports

**Broker:** Media Services Group Inc.

**WNTR(AM)-WROG(FM) Cumberland, Md.**

**Value:** \$1.1 million (includes outstanding liabilities)

**Buyer:** Tschudy Investment Corp., Luray, Va. (Earl Judy Jr., president/owner); owns WURN(FM) Marietta, Ohio; WMQC(FM) Westover and WPDX-AM-FM Clarksburg, W.Va.

**Seller:** Northeast Broadcasting Group, P., Cumberland (James P. O'Leary, president); no other broadcast interests

**Facilities:** AM: 1230 khz, 1 kw; FM: 102.9 mhz, 32 kw, ant. 1,440 ft.

**Formats:** AM: news/talk, sports; FM: contemporary country

### RADIO: FM

**WSUY(FM) Charleston and WRFQ(FM) Mt. Pleasant, S.C.**

**Price:** \$3.85 million

# CLOSED

## M.G. Radio, L.L.C.

Gregory Marcus and Anthony Gazzana, Principals  
has agreed to sell

## WRJN(AM) and WEZY(FM)

Racine, Wisconsin

for

\$5,000,000

to

## Bliss Communications, Inc.

S.H. Bliss, President

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



PATRICK COMMUNICATIONS

410-740-0250



**Buyer:** Regent Communications, Covington, Ky. (Terry S. Jacobs, president/80% owner); owns/is buying 17 FMs and eight AMs.

**Seller:** William G. Dudley III, Mt. Pleasant; owns WKBF(AM)-WHTS(FM) Rock Island, S.C., and 50% of WSSP (FM) Goose Creek, S.C.

**Facilities:** WSUY: 100.3 mhz, 17.5 kw, ant. 394 ft.; WRFQ: 104.5 mhz, 28 kw, ant. 656 ft.

**Formats:** WSUY: AC; WRFQ: greatest hits of the '70s

**WXZZ-FM Georgetown, Ky.**

**Price:** \$3.5 million

**Buyer:** HMH Broadcasting, Lexington, Ky. (Ralph Hacker, president); owns WVLK-AM-FM Lexington

**Seller:** Regent Communications Inc., Covington, Ky. (Terry S. Jacobs, chairman/80% owner); owns/is buying 16 FMs and eight AMs

**Facilities:** 103.3 mhz, 1.8 kw, ant. 607 ft.

**Formats:** Oldies

**KQLA(FM) Ogden/Manhattan, Kan.**

**Price:** \$650,000

**Buyer:** Platinum Broadcasting Co., Junction City, Kan. (Robert K. Weary, chairman/49% owner); owns KJCK-AM-FM Junction City

**Seller:** Kaw Valley Broadcasting Co., Colorado Springs (James R. Bond Jr., principal); Bond has interests in WKJX(FM) Elizabeth City, N.C., and KSKX(FM) Security, Colo.

**Facilities:** 103.5 mhz, 50 kw, ant. 660 ft.

**Format:** Classic rock

**WHEL(FM) Helen, Ga.**

**Price:** \$618,000

**Buyer:** Southeast Radio Co. Inc., Punta Gorda, Fla. (James E. Martin Jr., president/50% owner); Martin owns WCCF(AM)-WIKX(FM) Punta Gorda, WCVU(FM) Solana, WKZY(FM) LaBelle and 50% of WTPX(FM) Jupiter, all Fla.; is building a new FM in Punta Rassa, Fla., and has applied for eight new FMs.

**Seller:** Helen Broadcasters Inc., Atlanta (Charles Smithgall, president); no other broadcast interests

**Facilities:** 105.1 mhz, 1.68 kw, ant. 613 ft.

**Format:** Oldies

**KWRQ(FM) Clifton, Ariz.**

**Price:** \$350,000

**Buyer:** McMurray Communications Inc., Modesto, Calif. (Harry S. McMurray, president); owns KATO(AM)-KXKQ(FM) Safford, Ariz.

**Seller:** DWB&G Media Partners, Safford, Ariz. (Shawn Groves, president); owns KJJJ(FM) Clifton, Ariz.

**Facilities:** 101.2 mhz, 2.8 kw, ant. 2,221 ft.

**Big Deal**

A total of \$41.9 million is involved in the three-way deal in which Cox Broadcasting Inc. is buying WUPL (TV) Slidell, La./New Orleans, then transferring control to Viacom International Inc. and its Paramount Stations Group Inc. (B&C, Aug. 11). At the bottom of the chain, Middle America Communications Inc. is getting \$9.4 million from Cox for WUPL. Cox then will sell the UPN affiliate to Viacom for \$32.5 million.

**Format:** AC

**WØZI(FM) Presque Isle, Me.**

**Price:** \$350,000

**Buyer:** Quantum Investments Inc., Chagrin Falls, Ohio (Timothy D. Martz, president/owner); owns WHRR (FM) Dennysville, Me.; Martz owns WYUL(FM) Chateaugay, N.Y.; 90% of WZNL(FM) Norway, Mich., WBPW(FM) and WQHR(FM) Presque Isle; WSRG (FM) Sturgeon Bay, Wis., WKNW(FM) Canaan, Vt., and 81% of WKNW(FM)-WYSS(FM) Sault Ste. Marie, Mich.

**Seller:** Media Marketing Inc., Lyndonville, Vt. (Richard M. Davis, pres-

ident); no other broadcast interests  
**Facilities:** 101.9 mhz, 4.1 kw, ant. 1,148 ft.

**Format:** Country

**KBFL(FM) Buffalo, Mo.**

**Price:** \$350,000

**Buyer:** Pacific Broadcasting of Missouri Inc., Clayton, Mo. (P. Stephen Bunyard, president/33.3% owner); owns KTCX(FM) Beaumont, Tex., and KSNA(FM) Laramie, Wyo.

**Seller:** KBFL Broadcasting Co., Bolivar, Mo. (Mel Pulley, limited partner); Pulley owns KHST-FM Lamar and 49% of KCTG-FM Ozark, Mo.; selling KYOO (AM) Bolivar

**Facilities:** 99.9 mhz, 4.1 kw, ant. 328 ft.

**Format:** Oldies, news/talk

**WBZF(FM) Marion, S.C.**

**Price:** \$275,000

**Buyer:** Pamplico Broadcasting LP, Florence, S.C. (James C. Fort, 70% owner); owns WMXT(FM) Pamplico, S.C.

**Seller:** Clarendon Broadcasting Co. Inc., Manning, S.C. (Betty Roper, president); owns WYMB(AM) Manning  
**Facilities:** 100.5 mhz, 21.5 kw, ant. 354 ft.

**Format:** Country

**KAUI(FM) Kekaha and KSRF(FM) Poipu, Hawaii**

**Kelly Callan, Fred Kalil, Frank Higney,  
Dick Beesemyer, Tom Zlaket  
and Frank Kalil**

will be at the

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**Kalil & Co., Inc.**

3444 North Country Club Tucson, Arizona 85716 (520) 795-1050

**Price:** \$180,000

**Buyer:** Visionary Related Entertainment Inc., Santa Rosa, Calif. (John Detz Jr., president/66.7% owner); no other broadcast interests

**Seller:** Stangl Broadcasting Inc., Koloa, Kauai, Hawaii (Casey Stangl, president); no other broadcast interests

**Facilities:** KAUI: 103.3 mhz, 85 kw, ant. 810 ft.; KSRF: 95.9 mhz, 1.13 kw, ant. 738 ft.

**Formats:** KAUI: rock; KSRF: dark

**Frequency of WMSJ(FM) Harpswell, Me.**

**Price:** \$150,000

**Buyer:** Bible Broadcasting Network Inc., Charlotte, N.C. (Lowell L. Davey, president); owns/is buying 26 FMs and three AMs, has applied for two new noncommercial FMs

**Seller:** Downeast Christian Communications Inc., Freeport, Me. (John Libby, president); no other broadcast interests

**Facilities:** 91.9 mhz, 6 kw, ant. 144 ft.

**Format:** AC Christian

**KEPG(FM) Victoria, Tex.**

**Price:** \$47,500 (to cover unpaid taxes)

**Buyer:** CapStar Communications, Austin, Tex. (Thomas O. Hicks, president/owner); owns/is buying 165 FMs and 76 AMs

**Seller:** John W. Barger, San Antonio, Tex.; Barger has interest in KONO(AM) San Antonio-KONO(FM) Fredericksburg and KRIO(FM) Floresville, Tex., and application to build FM in Round Rock, Tex.

**Facilities:** 100.9 mhz, 2.7 kw, ant. 312 ft.

**Format:** Tejano, country, top 40

**KAUJ-FM Walhalla, N.D.**

**Price:** \$25,000

**Buyer:** Two Rivers Broadcasting Inc., Valley City, N.D. (Janice M. Ingstad, Robert J. Ingstad, owners); Ingstads own/are buying 17 FMs and 15 AMs

**Seller:** Norex Broadcasting Inc., Breckenridge, Minn. (Charles Rutledge, president); no other broadcast interests

**Facilities:** 106.7 mhz

**Format:** Dark

**WNRN(FM) Charlottesville, Va.**

**Price:** \$7,099.38

**Buyer:** Stu-Comm Inc., Charlottesville (J. Emmet Beazley, principal); no other broadcast interests

**Seller:** C.A.P.R.A. Inc., Mechanicsville, Va. (Ben Cleary, president); no other broadcast interests

**Facilities:** 91.1 mhz, 400 w, ant. 945 ft.

**Format:** Dark

**RADIO: AM**

**WEJM(AM) Chicago**

**Price:** \$10 million

**Buyer:** One-on-One Sports, Chicago (Christopher J. Brennan, president); is buying KXMG(AM) Los Angeles, WCMO(AM) Miami, WXLX(AM) New York and WNRB(AM) Boston

**Seller:** Douglas Broadcasting Inc./Par Holdings Inc., Palo Alto, Calif. (N. John Douglas, chairman; Duane E. Hill and Cleveland A. Christophe, principals); owns/is buying two FMs and 21 AMs

**Facilities:** 950 khz, 1 kw day, 5 kw night

**Format:** Rap

**WNRB(AM) Boston**

**Price:** \$8 million

**Buyer:** One-on-One Sports, Chicago (Christopher J. Brennan, president); is buying KXMG(AM) Los Angeles, WCMO(AM) Miami and WXLX(AM) New York

**Seller:** Communicom, Denver (Rich Kylberg and Carl DiMaria, principals); owns WLNO(AM) New Orleans

**Facilities:** 1510 khz, 50 kw

**Format:** talk

**Broker:** Questcom

**WCSN-FM Gulf Shores/Orange Beach, Ala.**

**Price:** \$800,000

**Buyer:** Purchase Broadcasting, Paducah, Ky. (R. Lee Hagan, president); owns WCND(AM)-WTHQ(FM) Shelbyville, WKED-AM-FM Frankfort, Ky.; is buying WKFY(AM)-WKYW(FM) Frankfort

**Seller:** Pleasure Island Broadcasting, Gulf Shores (Vic Bosiger, president); no other broadcast interests

**Facilities:** 105.7 mhz, 5 kw, ant. 328 ft.

**Format:** AC

**Broker:** Henson Media Inc.

**KKEY(AM) Portland, Ore.**

**Price:** \$345,000 for stock

**Buyer:** Jeannine Jolicoeur Wells, Portland

**Seller:** Florinda J. Weagant, Vancouver, Wash.; no other broadcast interests

**Facilities:** 1150 khz, 5 kw day, 47 w night

**Format:** Talk

**WNSH(AM) Beverly, Mass.**

**Price:** \$50,000

**Buyer:** Willow Farm Inc., Hamilton, Mass. (Keating Willcox, president/owner); no other broadcast interests

**Seller:** FSAM Crop., Beverly (Neil Whitehouse, president); no other broadcast interests

**Facilities:** 1570 khz, 1 kw

**Format:** AC

—Compiled by Sara A. Brown

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## Interface XI Agenda

- 9:00 - 9:15 am**      **Welcome/Introductions**  
Peggy Conlon, Broadcasting & Cable and Mark Leavitt, Prudential Securities
- 9:15 - 10:00 am**      **Opening Keynote: Preston Padden, President, ABC Television Network**
- 10:00 - 11:00 am**      **Panel: "International Television"**  
*Moderator: Melissa Cook, Prudential Securities*  
Larry Lamattina, All American Television  
Herb Granath, ABC  
Martin Lindskog, SBS  
Ray Joslin, Hearst  
Scott Harris, Gibson, Dunn & Crutcher, LLP
- 11:15 - 12:15 pm**      **Panel: "The Fight for Local Ad Dollars"**  
*Moderator: James Marsh, Prudential Securities*  
Martin Nisenholtz, Pres. NY Times (New Media)  
Mike Eigner, Tribune (WPIX)  
Michael Ferrel, CEO, SFX Broadcasting  
Randy Swain, Pres. Ackerly Group  
David Kline, Rainbow Ad Sales  
Jerry Tilis, VP Mkt., Knight Ridder
- 12:30 - 2:00 pm**      **Lunch Keynote: Thomas S. Rogers, President, NBC Cable**
- 2:00 - 3:00 pm**      **Panel: "The Fight for Free Air Time — Promotion, PSAs and Political Candidates"**  
*Moderator: Ave Butensky, TVB*  
Ruth Wooden, Ad Council  
Blair Levin, FCC  
Jim Moloshok, Warner Bros.
- 3:00 - 4:00 pm**      **Digital TV Debate**  
*Moderator: Don West, Broadcasting & Cable*  
Joe Flaherty, CBS  
Stuart Beck, Granite Broadcasting  
Bob Stearns, Compaq  
Michael Petricone, EIA  
Preston Davis, ABC Television (invited)  
Glenn A. Reitmeier, Sarnoff Labs
- 4:00 - 5:00 pm**      **Panel: "It's the Year 2000 — Do You Know Where Your Audience Is?"**  
*Moderator: Jim Dougherty, Prudential Securities*  
Fergus O'Daly Jr., CKS  
Ted Leonsis, America On Line  
David Poltrack, CBS  
John Dimling, Nielsen  
Richard Hochhauser, Harte-Hanks



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# CapStar/SFX merger detailed

SEC documents show that Sillerman will get over \$218 million for his shares

## Radio

By Elizabeth A. Rathbun

One month ago, CapStar Broadcasting Partners LP and SFX Broadcasting Inc. signed a confidentiality agreement as they negotiated a merger, according to documents filed by SFX with the Securities and Exchange Commission on Aug. 25.

That agreement was signed Friday, Aug. 1. By the following Monday, SFX's stock price had jumped \$4.75, to \$64.25, its biggest daily increase of the year. The number of shares traded nearly doubled.

Since then, SFX's stock price has skyrocketed as rumors of the company's sale have grown. The price topped out last Monday at a 52-week high of \$75. That is the price per share that Hicks, Muse, Tate & Furst Inc., which is chaired by CapStar owner Thomas O. Hicks, agreed to pay for SFX's 72 radio stations on Aug. 23. With the assumption of \$900 million in debt, the value of

the deal works out to \$2.1 billion, or about 14 times estimated 1998 cash flow (B&C, Aug. 25).

Including options to buy his company's stock, SFX Executive Chairman Robert F.X. Sillerman will pocket more than \$218.9 million, the SEC documents show. He owns more than 141,500 shares of SFX's Class A voting stock, which is going for \$75 per share, and has options for about 1.47 million more, the documents say. He also owns more than 1 million shares of SFX's Class B voting stock, which is going for \$97.50 per share. SFX went public in October 1993 at \$15 per share.

Meanwhile, Sillerman gets to keep his concert-producing business, Delsener/Slater Enterprises Ltd., which reported revenue of \$23.2 million in the second quarter of this year. He will rename the group SFX Concerts Inc. and also will take that company public.

With SFX, Hicks will account for



Sillerman will keep his concert business.

more radio stations and more radio revenue than any other broadcaster: 413 and \$1.38 billion, respectively, according to BIA Research Inc. He will chair both Chancellor Media Corp. and the new company to be formed by CapStar and SFX. The new company is called SBI Holding Corp., the SEC documents say.

Despite investments totaling over \$25 million since 1989, private investment firm Hicks Muse says the SFX deal is its largest. Hicks Muse's other holdings include hotels, Ghirardelli Chocolate Co., Chef Boyardee and Hat Brands (makers of Stetson). The firm will invest about \$400 million in SBI, it says.

"I am particularly pleased to be associated once again with SFX, a company I helped to create," says CapStar Chairman R. Steven Hicks. Hicks was president of SFX until April 1996 and will be president of the combined company.

Standard & Poor's last Tuesday placed its ratings of both CapStar and SFX with "developing" implications. That means the ratings may be raised or lowered. But continued high debt levels for both companies are likely to result in the ratings being affirmed at the single "B+" level, S&P said.

If the deal falls through, Sillerman could have to forfeit up to \$60 million, the SEC documents say. They also show that Sillerman will enter into a non-compete agreement and that by six months after the closing, Hicks Muse will have to give up any use of the name "SFX." Sillerman was on vacation last week and was not available for comment.

In a statement, Sillerman said, "Much as we believe in [radio's] continued status as a very attractive business and in its prospects, the premiums being placed upon companies such as SFX have led us to respond to the flurry of acquisition offers which we have received."

The merger, which requires FCC and Justice Department approval, is expected to close by May 31, 1998, but not before Jan. 2, 1998, the documents say. If the SFX Concerts spin-off is not completed by then, Sillerman gets another \$42.5 million. ■

## RIDING GAIN

### Clear Channel reconsiders

A \$693 million deal between Clear Channel Communications Inc. and Paxson Communications Inc. has been reduced to \$600 million. The companies said last week that while Clear Channel will acquire Paxson's 46 radio stations, six radio networks and 348 billboards, it won't buy 178 additional billboards or Paxson's two minor-league sports teams (B&C, June 30). Clear Channel scaled back its billboard buy because it faced antitrust problems in Tampa, Fla., Lowell W. "Bud" Paxson told Bloomberg Business News. Clear Channel also is assuming Paxson's \$33 million purchase in June of two AMs and two FMs in Palm Beach, Fla.

### Howard Stern, eh?

Shock jock Howard Stern begins his first Canadian gigs tomorrow (Sept. 2). Starting that day, Stern's morning show will air on CILQ-FM Toronto and CHOM-FM Montreal. Terms of the three-year contract with CILQ-FM were not disclosed, Bloomberg Business News says. But the Toronto show will have a 60-second delay and will feature continuing warnings about the show's contents.

### Jones tunes in new name, formats

Jones Satellite Networks changed its name to Jones Radio Network last Monday. The company also announced last week that it will feature three of its four newest formats at the upcoming NAB Radio Show in New Orleans. Jones, which claims to be the nation's largest country radio network, will launch its Classic Hit Country at the show with singer John Anderson in attendance. Also to be featured are formats JRN Rock Classics (rock 'n' roll of the '60s, '70s and '80s) and New Music of Your Life (adult standards).—EAR



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# SPECIAL REPORT


# Music Makers Play For TV Time

Since pioneer MTV launched 16 years ago, music programming has become a highly competitive and crowded field, with everything from country to salsa available on cable. "The competition is increasing because of the strength and vibrancy of the music television category," says Dennis Patton of MuchMusic.

But gaining a toehold in this saturated market is increasingly difficult. Some networks have found the best way to thrive is to attract MSO partners, which provide crucial distribution.

And on broadcast TV where only a handful of music programs can be found, PBS is the exception.

BROADCASTING & CABLE's third annual special report on the subject includes an in-depth story on VH1; a look at a variety of cable channels providing music, and the broadcast networks' contributions.



*Jewel performs on VH1's 'Hard Rock Live'*



# MUSIC TELEVISION

## VH1: And the brand plays on

*Channel has remade itself to put music first for adults*

By Donna Petrozello

In its third year of a campaign to brand itself as an all-music channel, VH1 is topping the charts with some of its best ratings to date, a new crop of blue-chip advertisers and a slate of ambitious, original programming.

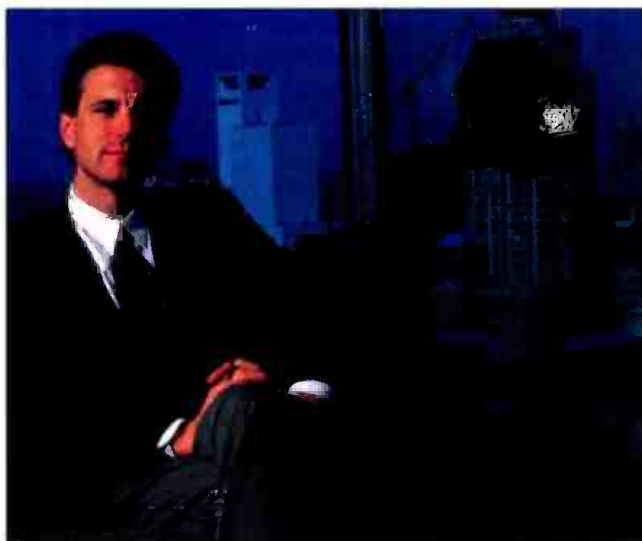
The network's "music first" mantra, relentlessly upheld by network president John Sykes, seems to be ringing true. VH1's August prime time Nielsen rating of 0.5 with 307,000 households represents a 67% increase in ratings and a 71% increase in households, compared with August 1996. In total day, VH1 earned a 0.3 rating with 162,000 households, a 50% increase in ratings and a 47% rise in households over last August.

VH1 had 58.7 million subscribers as of July and reported that June was its "most successful month" in cume ratings in the past decade: some 30.1 million cume households tuned in VH1 that month, up from 24.9 million in June 1996.

The picture was quite different three years ago, when the network's ratings barely budged over a 0.2 in prime time.

Sykes blames VH1's predicament then on its "mixed-bag" programming slate of stand-up comedy hours, second-rate sitcom reruns and music videos. The disheveled lineup left VH1 with little to call its own and even less to wrap a brand around, he says.

Sykes took the helm in March 1994. A music industry veteran versed in finding and honing top artists, Sykes joined the channel from EMI Music Publishing Worldwide, where he was



VH1 President John Sykes (above) focuses on the network's 'music first' raison d'etre.



Performer Sting appeared on VH1's 'Storytellers' series, which features exclusive live music.

executive vice president of talent acquisition and marketing. Before that, Sykes co-founded VH1's older sister MTV in 1980 as MTV's vice president of programming.

Sykes wanted "to make VH1 a focused, adult music channel with a singular vision—music first. "I knew VH1 had to be all about music. Music drives everything we do."

Sykes knew he had to appeal to a niche to compete in the crowded cable landscape. The cable crowd included MTV, which had defined the commingling of music and cable TV as a profitable marriage. Although MTV served as a model for VH1, the networks were separated from the outset by VH1's older-skewing programming, advertis-

ing and attitude.

"I saw a tremendous opportunity with VH1," says Sykes. "Number one, I saw that the MTV generation had grown up and had nowhere else to turn for music on cable TV. Number two, I saw that the baby boomers got older and were driving consumption and making the decisions about cable TV. So I saw a huge opportunity to reach young, active, affluent adults with music."

Skeptics maintained that VH1 would not work, saying adults were more concerned about their jobs, mortgages, families and money than about music, even if they had been die-hard music fans as teens.

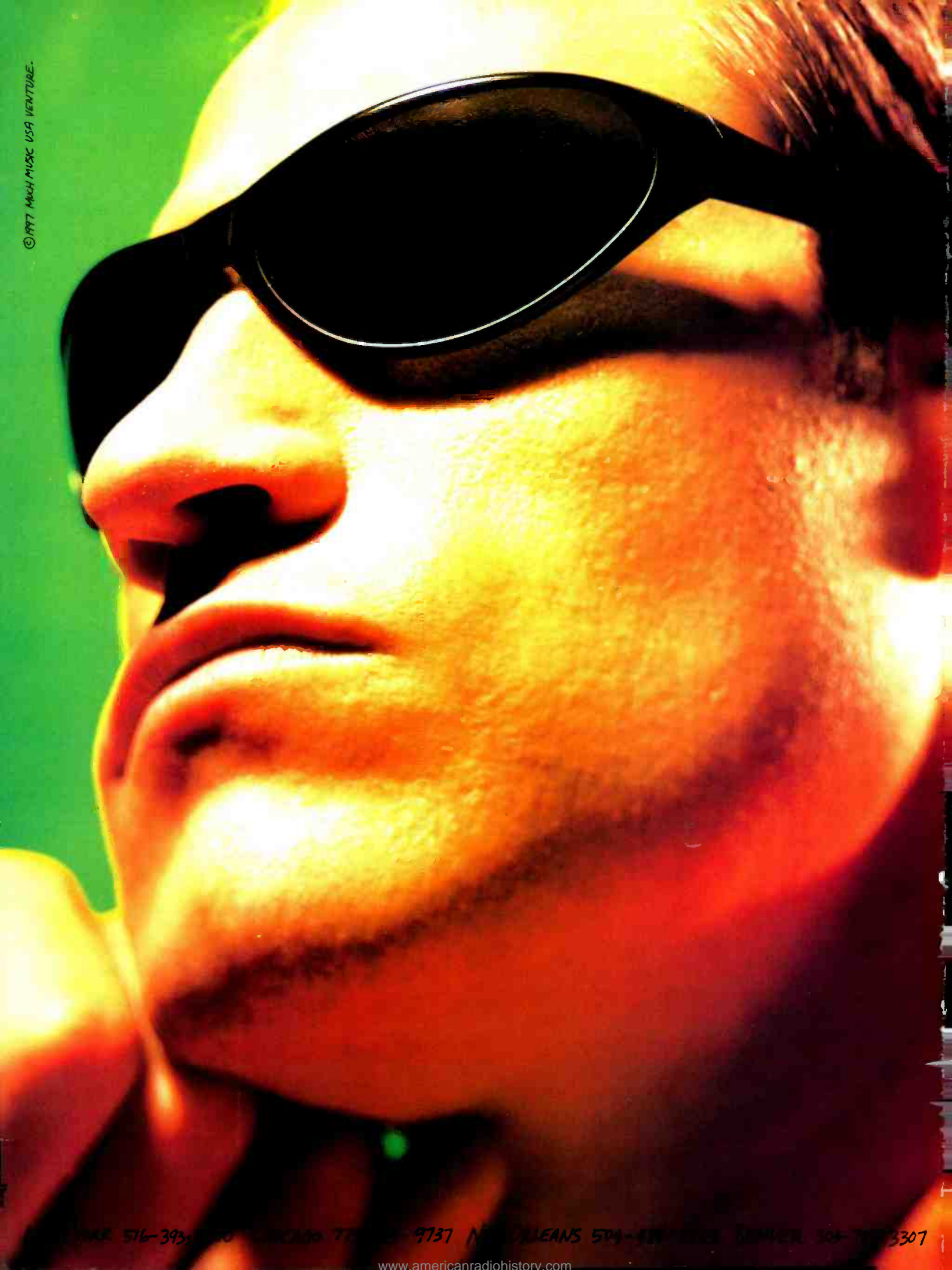
"In the beginning, people were afraid," he says. "They were buying into the myth that

music for adults wasn't enough, that there had to be more. Well, cable TV is not about a bunch of mass-appeal, lowest-common-denominator networks, it's about serving specific niches. VH1 is all about music. Music drives everything we do."

After a year on the job, Sykes started putting a plan in place to revamp the network to serve the baby-boomer, post-Woodstock generation—to which he belongs—that he contends always will have a place for music in their lives and in their "cable mosaic."

"We're the generation that grew up with Woodstock, with Vietnam and with a lot of tension," he says. "The music of those times really stuck to us. It wasn't just pop fodder, it was woven into our

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# SPECIAL REPORT — MUSIC TELEVISION

culture, and as a result we stay with that music. It's part of our existence."

VH1 stripped out all the late-night comedy and sitcom reruns. Next, the channel tapped into rock nostalgia by acquiring archival shows such as *American Bandstand* and *Don Kirshner's Rock Concert* and reruns of talk shows hosted by Mike Douglas and Dick Cavett in which they interviewed guests such as John Lennon and Yoko Ono.

"We strategically used those acquisitions to begin fulfilling our 'music-first' promise," Sykes says. As VH1 slowly took its "patient off the heroin" and replaced comedy with music-oriented programming, the network set about developing original programming for adults. Sykes knew the first step was "to do more than play music videos."

"When adults come to TV, they're looking for contexted entertainment," he says. "They want more from VH1 than just the video. They want to know information about the songs because they no longer have their teenage pals to clue them in. They need a peer, and that's the role VH1 plays."

In 1998, Sykes expects to spend \$50 million in original program production, up significantly from the network's \$16 million outlay for original production in 1994.

VH1 started to develop original documentaries on rock icons. It created *Legends*, a biographical series profiling significant artists, and *Storytellers*, in which songwriters explain the background of their best work and perform before a small audience.

VH1 starting running videos within a historical framework in programs such as *8-Track Flashback*, which chronicles music trends, social issues and artists from the 1970s and early '80s. It developed "Theme Weeks" with week-long specials focused on artists from the Rolling Stones to Elvis Presley and around specific music eras.

Last week, the debut of VH1's latest series, *Behind the Music*, earned a huge audience of 5 million. The series looks at the struggle, setbacks and triumphs facing musicians, the impact of illegal drug use, trends and legal battles between artists and managers. Sykes



VH1's 'Pop-Up Video' is the network's latest effort to give viewers behind-the-scenes information about artists and music videos.



maintains that these programs appeal to the same inquisitive, sophisticated adult viewers that watch NBC's *Date-line* or ABC's *20/20*.

The network also has invested heavily in bringing its audience live concert series, including *Hard Rock Live*.

But despite sinking money and time into its rebranding campaign, VH1 stumbled for months in the beginning. It nearly suffered a significant setback last year, when Tele-Communications Inc. threatened to drop the channel from its western division systems in favor of upstart Fox News Channel. To ward off losing nearly 2 million viewers, VH1 hosted a massive radio and newspaper campaign urging TCI subscribers to call the network or their local cable system to protest the rumored displacement. VH1 says it logged thousands of calls; TCI says it logged a few hundred from specific regions. VH1 also hosted a press conference with musicians to champion the public's right to their MTV and VH1.

VH1 since has been restored to its original carriage by TCI, but the channel now is tackling the obstacle of convincing Wall Street that its business future is as solid as its slate of future programming.

Media analyst Tom Wolzien of Sanford C. Bernstein & Co. says Wall

Street can see the difference in VH1 programming on the air, but not so much in its revenue: "You can clearly see the rebranding campaign on the air, but I'm not sure the benefit of that campaign is showing up in their earnings yet. They seem to be not quite there yet. But Wall Street keeps watching."

And VH1 is slowly getting Wall Street's attention. The network says its total revenue in 1994 was \$70 million. In 1998, VH1 anticipates total revenue of \$160.3 million.

The rebranding campaign also seems to be paying off by attracting new advertisers to the network.

Within the past year, VH1 has added American Express, AT&T, BMW and Anheuser-Busch.

Tony Ponturo, vice president of corporate media marketing for Anheuser Busch Inc., says the company stopped advertising on MTV in favor of VH1 last September. Ponturo says that "to ensure that our intent—to reach our target market of adult consumers—is not misrepresented in today's climate, we made the decision to move our advertisements to MTV's sister network, VH1, where we are guaranteed a predominantly adult viewing audience."

Although Sykes says he'd be happier if prime time ratings were better, he's pleased to see the network's branding take hold, not only with viewers but among analysts, cable operators and advertisers: "Our most important achievement is that we now stand for music and I think we have a clear identity to the cable trade and to consumers. Now we've got to do that consistently. We've got to build programming, increase ratings and be a more relevant brand.

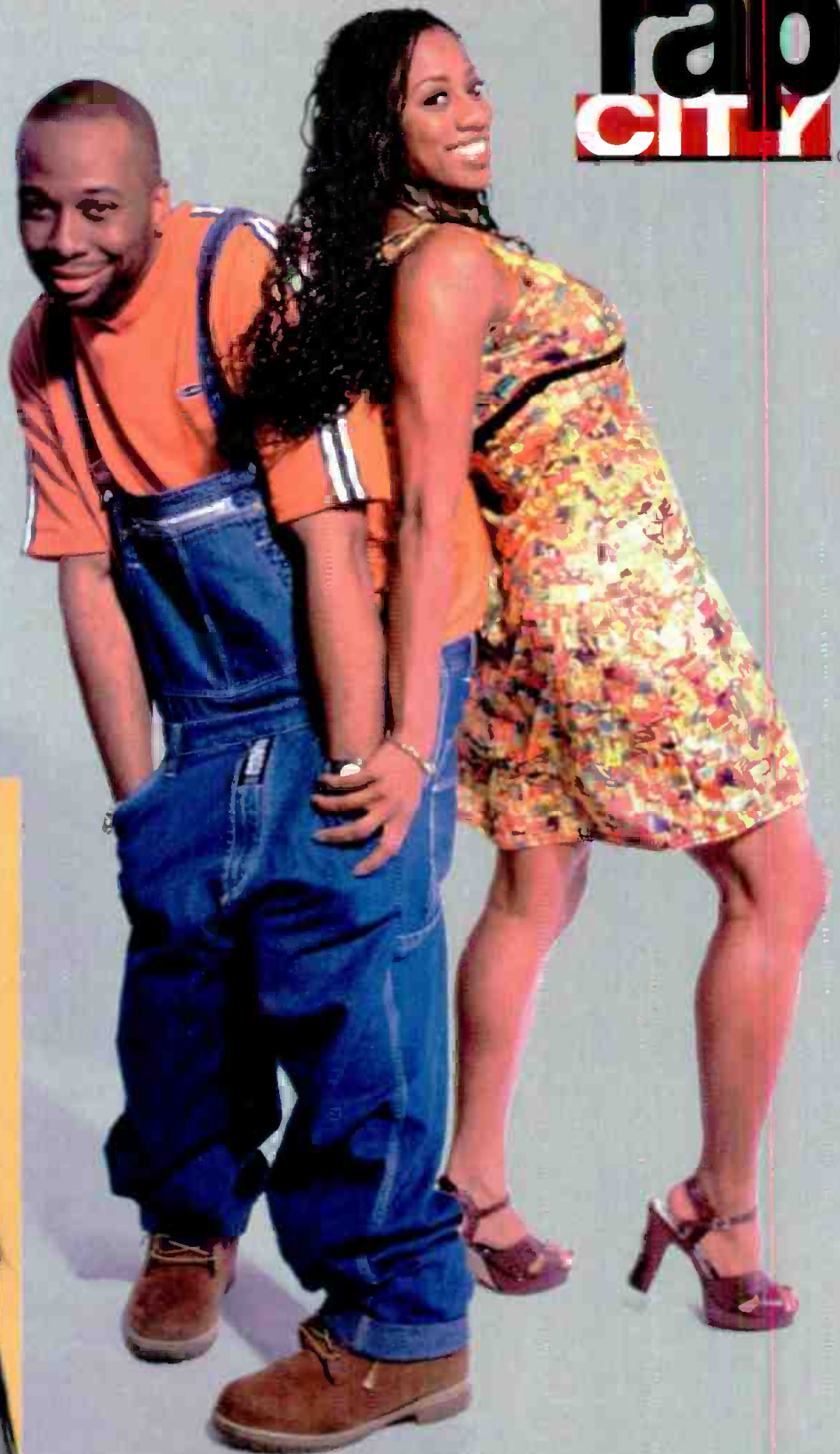
"We don't expect our viewers to watch VH1 from the time they get home to the time they go to bed," adds Sykes. "They're going to watch *Seinfeld* on NBC, they're going to watch Larry King. But if you can earn a spot in their lives for an hour a night, then you've won."



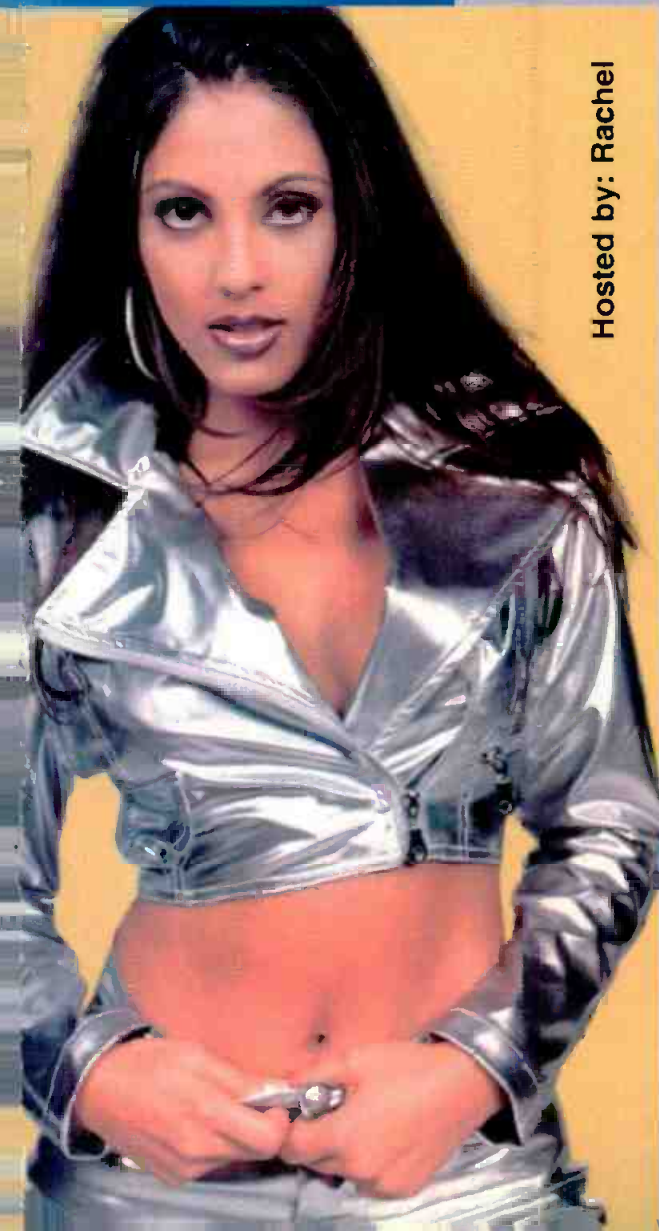


planet  
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Hosted by: Rachel



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"Where  
Music Lives"



# Music Makers, B to Z

*Tunes are everywhere you look on your cable system. Many channels are exclusively, or mostly, videos or concerts, while others with non-music formats may devote varying amounts of their schedules to music programming.*



## BET

**Ownership:** Bet Holdings  
**Subscribers:** 50.6 million  
**Programming:** Music videos,

concerts, sports, family sitcoms, talk shows, gospel, news and information

Black Entertainment Television's 1997 fall season offers

more music as part of an effort to reach its core audience of 18-34-year-olds. "BET is changing its format to allow more airplay and rotation of videos," says Jefferi Lee, president of BET Networks.

The fall lineup includes *Hit List*, featuring top viewer-requested videos; *Jam Zone*, a music video programming block, and *Planet Groove*, BET's prime time music video show hosted by Rachel. BET's highest-rated music show, *Bobby Jones Gospel*, remains on the network along



Jazz performer Jon Lucien on BET

with *Video Gospel*.

Among other BET programming fare are *Jazz Central*, *Rap City* and *Vibrations*, which features R&B's biggest superstars.

## BET Jazz: The Cable Jazz Channel

**Ownership:** BET Holdings  
**Subscribers:** 5.2 million  
**Programming:** All jazz

Among its programming, BET provides exclusive coverage of the Jazz Open Stuttgart [Germany] 97 Festival in July. "It's a great way for BET on Jazz to expose American audiences to three generations of great jazz and R&B music with the talent of Isaac Hayes, Dianne Reeves and Zap Mama," says Jefferi Lee, president of BET Networks.

The network also is stockpiling original programming for next year. It spent the summer taping artists such as Bob James, John Tesh, Tito Puente, Maynard Ferguson and Milt Jackson with Etta James. And BET on Jazz will launch in November in Japan.



## The Box

**Ownership:** Public (Nasdaq: BOXW)  
**Subscribers:** 30 million

**Programming:** Interactive, viewer-programmed network that allows viewers to select videos including pop, rock 'n' roll, jazz, rap and country

The Box's planned merger with TCI Music is likely to put the service back on track. Last year, The Box suffered some setbacks, but things are looking up with the addition of its high-profile partner. The interactive music video network lets viewers watch a preset lineup of videos for free or pay \$1.99 apiece to order their favorite videos from a menu of up to 300 selections.

Indeed, teaming with TCI Music, whose parent is the nation's largest MSO, is bound to expand The Box's opportunities for distribution. The \$37.8 million deal for The Box will give TCI music programming that can be localized down to the headend level with the advent of digital video file servers. "We have over 100 digital boxes originating programming," says Alan McGlade, president of The Box.

A specific headend can select from categories of Box programming—pop-rock, mainstream, urban, Latino and country—to match specific demographics. The cable system can also insert local ads and cross-promote with local radio stations.

"We're very excited about our different layers of service," McGlade says. The network also plans to roll out a four-channel music multiplexing service for the fall. "It's going to be tightly formatted channels featuring different musical genres. It will be similar to radio but will offer viewers a broader selection of music," McGlade explains.



## Country Music Television

**Ownership:** Gaylord Entertainment Co., Group W Satellite Communications

**Subscribers:** 40 million  
**Programming:** Country music videos

Don't look for dramatic changes at CMT. "We're sticking with our mission statement: To deliver nonstop country music videos," says



Country singer Tanya Tucker on CMT



# MUSIC TELEVISION

Paul Hastaba, CMT vice president-general manager. "In an average day we play 288 videos," he says. "In the world of cable, which is so niche-oriented, if you don't stick to your knitting you're going to get killed out there."

Staying the course appears to be working. According to Hastaba, A.C. Nielsen numbers from second quarter 1997 show that an average CMT viewer watches 2.3 hours a week. An average CNN viewer watches 2.2 hours of CNN per week, he says. And the July numbers from Nielsen rate CMT the number-one network delivering women 18-34, Hastaba says.

But strong Nielsen numbers won't keep CMT from making improvements. "We don't want to stand still," he says. CMT has seven new original programs (five specials and two series): some have debuted and others will launch later this year. They are long-form programs, but they remain based on the music video format.

In the series category, *Request Line*, CMT's new interactive viewer-request program, is slated to debut Sept. 15. Viewers will be able to request a song over the Internet or via a 900 number. Set to debut on Oct. 4 is *Stone Country*, a series that will spotlight the best in traditional country music.

On the specials front, Elvis tribute *CMT Presents: The King's Covers* premiered in August and received a .6 rating, the best number in the time period. Saturday, 2-2:30—since first quarter 1995, says Hastaba. CMT also has high hopes for its *CMT Labor Day Top 100*, which airs the best videos based on calls from CMT viewers. Other specials in the pipeline are *CMT: On Location with Brooks & Dunn*, scheduled to air Sept. 12; *CMT 1997 Countdown*, and *52 Weeks of the Big Ones*.

## Disney Channel

**Ownership:** Walt Disney Co.

**Subscribers:** 30 million

**Programming:** Family programming

The Disney Channel in June kicked off a new *In Concert* series. The program included country music star LeAnn Rimes in concert at Walt Disney World as well as a behind-the-scenes look at Rimes's life.

This month the channel will air *Ray J in Concert with Brandy*, featuring the Grammy-nominated recording artist and TV star and her brother Ray J. Disney also is looking into doing a special with Jonny Lang. The channel may air four to six *In Concerts* a year. "We want to showcase rising stars and established stars that kids and family appreciate together," says Rich Ross, Disney Channel senior vice president, programming and production.



## Great American Country

**Ownership:** Jones International Networks

**Subscribers:** 1.6 million

**Programming:** Country music videos

Primarily a country music video network, Great American Country (GAC) rolled out more than a year ago on the Jones Intercable Systems.

"We're in the process of signing affiliation agreements with many top MSOs," says Jeff Wayne, GAC's vice president and chief operating officer.

Part of the 24-hour music video service is



## Music is in the mix at PBS



Robert Altman's *Jazz* 31 on PBS

Music programming takes up little space on the commercial broadcast networks' shelf. But that's not the case at PBS. The noncommercial network provides a lineup heavy with music series and specials.

"Our commitment is there, and it's strong," says PBS's Glenn DuBose, director of drama, performance and arts. Music is important to the network because it enables PBS to reach a "vast audience."

Not only is PBS offering a variety of music but it is the "highest quality" of music, DuBose says.

The network also will continue offering a diet of regularly scheduled music series, including *The Metropolitan Opera Presents On Tour*, *Live from Lincoln Center*, *Austin City Limits* and the summer series *Evening at Pops*. PBS's long-running *Great Performances* also features periodic music programs.

*Live from Lincoln Center* will present *The New York Philharmonic Opening Night Gala* on Sept. 17 at 8 p.m. and *The Juilliard School: Humperdinck's Hansel and Gretel* in December.

*The Metropolitan Opera Presents* will air *Giordano's Fedora* and *Bizet's Carmen*, Oct. 29 and Dec. 29 respectively.

PBS also has numerous specials scheduled, including *In Performance at the White House with Gladys Knight* on Sept. 24 at 8 p.m. Also airing is *Playing with Fire: The Tenth Van Cliburn International Piano Competition* on Oct. 8 at 9 p.m. On Halloween night PBS will present the Cincinnati Pops in *Holiday: Erich Kunze's Halloween Spooktacular*.

December specials will include *Peter Ustinov's Mendelssohn*, *Atlanta Symphony Gospel Christmas*, *Carols from Atlanta: The 70th Anniversary Morehouse-Spelman Christmas Carol Concert* and *An Ode to Joy: The New Jersey Symphony Orchestra*.

Also planned for December is the special *The Best of Austin City Limits Portrait in Blues*.

In the PBS pipeline for 1998 is an *American Masters* program about musician Lou Reed. Also slated for next year is a miniseries, *Inspired by Bach*. And producer Ken Burns's series on the history of jazz is in the works.

—KM



# SPECIAL REPORT — MUSIC TELEVISION

*Behind the Scenes*, a regular series featuring interviews with country stars. *GAC's Top 15 Country Countdown* offers the week's top country music videos as selected by viewers via GAC's Website. *Fast Forward* takes a first look at the week's hot new videos, and *On the Edge of Country* is an hour of "cutting-edge videos" that include a mix of traditional country, bluegrass and Americana music.



## HBO/Cinemax

**Ownership:** Time Warner Entertainment

**Subscribers:** 32.4 million

**Programming:** Movies, specials, documentaries, concerts, sports events



Garth Brooks, live from Central Park, on HBO

HBO runs three or four major music events per year. "It's a good image for us, and subscribers like it. They can't find these events anywhere else," says Nancy Geller, vice president of original programming at HBO.

The network traditionally presents top-quality performers; it aired *Bette Midler—Diva Las Vegas* in January and *Garth Live from Central Park* in August. Next month, HBO will present *Classic Whitney*, starring Whitney Houston.



## HTV

**Ownership:** Robert Behar and Daniel Sawicki

**Subscribers:** 3.7 million

**Programming:** Latin music

HTV, a 24-hour all-Spanish-language music network, this month will announce two major cable carriage agreements that will boost its penetration in the U.S.

But HTV, launched in 1995, soon will be offered as part of a Spanish programming tier on Rifkin & Associates' Gold Coast system in Miami Beach, Fla., and on Charter Communications' cable operation in Long Beach, Calif.

Spanish programming tiers seem to be the trend, says HTV President Daniel Sawicki, citing his network's carriage as part of a four-channel tier on TCI's system in Elizabeth, N.J. Sawicki says 50% of the Spanish homes passed on that system are buying the tier: "One way or the other, tiers seem to be the way you're going to get Spanish programming to the Spanish population."

HTV, predominantly carried in Latin America and the Caribbean, offers a mix of old and new music videos by top artists from all Spanish-speaking markets. The format includes balada, salsa, merengue and other popular Latin rhythms, and the videos are introduced by the artists rather than VJs.



## MOR Galleria

**Ownership:** Speer Communications

**Subscribers:** 10 million

**Programming:** Music entertainment, information, sales of

recorded music, music-related merchandise and collectibles. Formerly known as MOR Music Television, this network has undergone a major transformation since its launch as a music shopping network in 1992.

Indeed, the network is moving away from its music programming format and is concentrating more on product sales. "We're de-emphasizing music. Our focus in the future will be as a lifestyle network," says John Pence, MOR Galleria's chief operating officer. Eventually, music will constitute only about 20% of the network's programming, he says.

But MOR Galleria won't be just another home shopping network, Pence says. It's going after a more affluent, predominantly male audience. It will be marketing "innovative high-tech lifestyle products" as well as "more unique music products."



## MuchMusic

**Ownership:** Chum Ltd. & Rainbow Programming

**Subscribers:** 9.5 million

**Programming:** All music, including rock, rap and alternative

MuchMusic calls itself the "fastest-growing music TV network." The 24-hour network, which is based in Canada, entered the U.S. market three years ago. It says it has established a "unique identity" because it focuses on live shows. "We're very spontaneous; so much of our music is live and unrehearsed," says Dennis E. Patton, MuchMusic's senior vice president and general manager. "It's not taped and edited; you're getting to the soul of an artist." The channel is a partnership of Cablevision Systems' Rainbow Programming and Chum International.

Patton believes that there is considerable viewer dissatisfaction with the music programming that's out there. VH1, he says, "veered off to an older demographic, and MTV has left its music franchise." MuchMusic sees this as an opportunity and is going after what Patton says is a neglected and overlooked demographic—Generation X—as well as those who are a few years older and younger.

Every month, the network airs *Intimate Interactives*, live concerts in which the artists take questions from the audience, or from viewers via e-mail or fax.

MuchMusic series *Clubland*, featuring live club performances, and *Break This*, which airs live performances from breaking bands about to hit the charts, remain on the network. MuchMusic is also making inroads in local markets. It



Coolio on MuchMusic



**THE BOX—the first and only truly local all music video channel.** System by system, THE BOX uses digital technology to program a local music video mix that reflects the tastes and demands of your customers, from Pop-Rock to Hip-Hop to Mainstream, Country or Latin. Viewers can just sit back and watch or actually program THE BOX by calling in and requesting the videos they want to see. THE BOX is so connected with your viewers that it has the power to brand your system all over your neighborhood.



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produces *MuchCleveland Countdown*, in which WENZ(FM)Cleveland and the local Cablevision system partner on a weekly live simulcast of top videos. It's been so popular, says Patton, that MuchMusic will do the same thing this month in Omaha.



## MTV

**Ownership:** Viacom  
**Subscribers:** 67 million  
**Programming:** Music videos and pop-culture programming

This month, MTV rolls out a "whole new look," says Andy Schuon, executive vice president, programming, for the music television network. "We're really going for a change." There will be new faces on the channel, new graphics and a different presentation of music: "We're really working hard to present music in a much more exciting way than before," Schuon says.

Perhaps most important, viewers will see more live programming on the network. "MTV is going live to connect to our audience," says Schuon. And on Sept. 5, the



Erykah Badu on MTV

16-year-old network will unveil its brand-new Times Square studio. "Our new studio is going to be the place where the lion's share of our music programming will emanate from," he says.

Schuon also points to the network's first weekly live performance series, *Live from the 10 Spot*, which kicks off Oct. 14 with a performance by the Rolling Stones. MTV will also air the opening night of the band's world tour in Chicago live on Sept. 23.

MTV's *Oddville*, which premiered in June and airs Monday through Friday at 11 p.m., includes a live performance every night of an up-and-coming band. Hanson, OMC and Sugar Ray are among those who have appeared on the show, hosted by former BROADCASTING & CABLE reporter Rich Brown.

*Indie Outing*, MTV's monthly music show that debuted in March, is now hosted by actress/comedienne Janeane Garofalo. The program takes a look at videos from independent labels. *MTV Unplugged*—the network's acoustic music series—featured this year, among others, R&B artist Maxwell and Fiona Apple. And in August, MTV aired the 90-minute concert special *Fleetwood Mac: The Dance*, which reunited the band for its first full-length concert performance in 15 years.

While MTV remains the clear leader among music television services with more than 73 million subscribers, the network's ratings during the past year have remained flat.



## MTV's Moonman

Comedian Chris Rock will host the 14th annual MTV Video Music Awards on Thursday, Sept. 4, at 8 p.m., at Radio City Music Hall in New York. The most nominated artist is Jamiroquai, with 10 nominations, followed by Beck with seven, and Nine-Inch Nails with five. The ceremony also will be presented on MTV's Website, [mtv.com](http://mtv.com), with audio and video streaming.



## M2: Music Television

**Ownership:** Viacom  
**Subscribers:** 73.7 million  
**Programming:** Music videos

The newest member of the MTV family of networks, M2 appears to be holding its own.

Launched a little over a year ago, M2 is described by its general manager, Matt Farber, as an "extension on the MTV house." The 24-hour network airs an eclectic mix of videos aimed at 12-34-year-olds. The playlist comprises a broad group of artists and genres. M2's audience, Farber says, is looking for more free-form programming. Not only do they have "independent tastes, he says, but they "embrace new technology."

Hoping to capitalize on that technological bent, M2 (and co-owned MTV) teamed with Intel Corp. this year to bring its viewers "InterCast Jam." Using Intel's intercast technology, users of Pentium processor-based PCs can watch M2's music video programming on the PC. During this "InterCast Jam," users can read news about the artists, get current tour and album release information and obtain biographical data about the artists. "We're thrilled with the response [to InterCast Jam] to date," says Farber.



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**PRAISE**  
TELEVISION  
NETWORK

**Praise TV**  
**Ownership:** Christian Network Inc.  
**Subscribers:** 21 million  
**Programming:** Contemporary Christian music videos

The music videos are "a little softer mix, something many of the baby-boomer viewers prefer to the harder styles of other alternative Christian video programs," says Barry Boardman Boardman, program director. And Praise TV offers original programming, a 26-episode series called *Profiles in Praise*. The half-hour show focuses on a particular Christian music group or singer. "We hope to add more original programming in 1998," he says.

Boardman is particularly pleased that Walt Disney World has asked Praise TV to televise *Night of Joy*, a two-hour music special featuring contemporary Christian singers. It will run this fall.

**TNN**  
THE NASHVILLE NETWORK  
*The Heart of Country*

**TNN: The Nashville Network**  
**Ownership:** Group W Satellite Communications  
**Subscribers:** 69 million  
**Programming:** Country music, lifestyle programming, entertainment news, sports

TNN, now in its 15th year, has announced a slew of music specials for its winter schedule.

The network is also taking its show—*Prime Time Country*—on the road. Hosted by Gary Chapman, *Prime Time Country* will telecast live from Las Vegas Dec. 8-12 during the National Finals Rodeo.

TNN will also offer a live event, *TNN Special Request*, featuring country superstar Willie Nelson. That event is scheduled for Oct. 20 and will be hosted by actress Janine Turner. Country

group BR5-49 also will perform. During the concert's telecast, TNN viewers can send requests to Nelson via phone, fax or Internet. Hughes says TNN will air five *Special Request* concerts in 1998.

On Oct. 4, TNN will provide six hours of live coverage of this year's Farm Aid concert in Dallas. Also in the works is a holiday special on Dec. 9 with Eddy Arnold. LeAnn Rimes is expected to perform with Arnold. And TNN promises to bring together George Jones, Vince Gill and Trisha Yearwood for a holiday special this year.

TNN, which is now part of CBS Cable, will air a two-hour special on Merle Haggard in January, and a tribute to Roger Miller will run in February.



Willie Nelson performing for Farm Aid on TNN

**A little net music**

ABC, CBS and Fox broadcast a smattering of music specials and awards shows this year, while NBC had none.

Only ABC offers a weekly music show, *ABC In Concert*, that airs Fridays at 12:35-1:05 a.m. In February, the network carried *The American Music Awards*, and in May, it broadcast *The World Music Awards*. Both will be back next year.

Specials are in the works for ABC's '97-'98 season: *A Celebration of America's Music*, a tribute to jazz; *Motown's 40th: A Retrospective*; *Quincy Jones...A 50-Year Celebration*; a special for *Rolling Stone* magazine's 30th anniversary, and *A Gala for the President at Ford's Theatre*.

CBS also has music awards programs: *The 31st Annual Country Music Association Awards* will air Sept. 24, and *The 40th Annual Grammy Awards* is slated for February. *The Kennedy Center Honors: A Celebration of the Performing Arts*, which recognizes five Americans for contributions to the performing arts, also will be on CBS.

Fox in December will air *Billboard Music Awards*, live from Las Vegas, and last January it carried the *Rock-n-Roll Skating Championships*. —KM

**Z Music Television**

**Ownership:** Gaylord Entertainment  
**Subscribers:** 18 million  
**Programming:** Music entertainment featuring Christian artists

There's a lot of excitement at Z Music Television these days. The pop-gospel music network was set to debut its two-hour weekly video series *Generation 01* over Labor Day weekend. The series highlights the achievements and contributions of Generation X-ers.

That's only the beginning for the network, which plans on "not just airing music videos next year, but carrying more lifestyle programming," says Graham Barnard, Z Music's manager of programming. It will be lifestyle programming that "reflects Christian values" with music videos that "affirm family values," he adds, describing the videos as "spiritual, uplifting music with an urban vibe."

Z is actively pursuing a younger, more female demographic: "We want to make sure we don't miss them," Barnard says.

That strategy has resulted in the addition of *Cycle 16*, a daily series featuring up to 16 videos an hour. It is aimed at that target demo, offering "the kind of music girls would find cool," Barnard says.



The hosts of Z Music Television's two-hour video program, 'Generation 01,' which debuted last Friday evening (Aug. 29)



## Sonic adds to Charter buying boom

Deal will contribute 100,000-plus subs as MSO prepares to move up top 10 list

By Price Colman

**C**harter Communications Inc.'s buying binge won't end with last week's deal to buy Sonic Communications' cable operations.

Charter's deal to buy all of Sonic's cable systems, which encompass about 117,000 subscribers, is the third major acquisition the St. Louis-based MSO has announced this year. Charter also has committed to buy MediaOne's Minneapolis-St. Paul operations, encompassing some 290,000 subscribers, for about \$600 million. And earlier this year, Charter closed on a deal to buy KC Cable Associates LP's Long Beach, Calif., systems (encompassing 70,000 subscribers) for a reported \$150 million.

Charter officials decline to disclose what the company will pay for Sonic's systems: at the industry benchmark of about \$2,000 per sub, the deal would be worth some \$234 million. Charter plans to fund the purchase with new bank debt and with financing from Charter Inc., a wholly owned affiliate of Charter Communications.

The three acquisitions will push Charter to 1.5 million subscribers, meaning it's on track to supplant Jones Intercable, which has about 1.4 million subscribers, as the eighth-largest MSO.

"That's definitely not the end of it," says Charter President Jerald Kent, referring to Charter's acquisitiveness.

Charter executives have said that they're looking at making major acquisitions in new markets, along the lines of the Minneapolis-St. Paul deal. The MSO is currently in 18 states, with the largest concentration of systems in the Southeast. The Sonic acquisition boosts Charter's California operations to 350,000 subscribers, its largest presence in any state.

Two things are remarkable about Charter's growth. First, it has happened fast; the company was founded in 1992.

Second, Charter is privately held, which ordinarily would make access to capital more difficult.

But thanks to strong relationships with its key investors—Gaylord Entertainment, Charterhouse Group International, Kelso & Co. and Warburg Pincus—and solid operating performance, including an average annual subscriber growth of more than 4%, Charter has had no trouble obtaining financing. Warburg Pincus is a relatively new funder, coming in as the lead investor on the MediaOne acquisition,



Jerry Kent's not done buying.

with Kelso as a secondary investor.

Some on Wall Street have questioned Charter's loose-cluster strategy at a time when most cable operators are seeking to tighten clusters. The exception to the strategy is its Los Angeles operations, where it has about 200,000 subscribers in the L.A. basin and another 47,000 in Riverside, Calif.

The Sonic acquisition adds non-clustered systems throughout California and one in Utah. Kent says, "It adds a nice balance." ■

### TCI sues EchoStar over trade secrets

TCI Satellite Entertainment is suing competitor EchoStar Communications Corp. and a former TCI employee now working at EchoStar for theft of trade secrets.

TSAT contends that software engineer Scott Montroy made off with proprietary information about D-Net, TSAT's company-to-distributor computer network, taking that information to EchoStar when he left abruptly in July.

TSAT's filing in an Arapahoe County, Colo., court claims that Montroy, in the days immediately preceding his departure, accessed the D-Net network and a new system built on the D-Net technology and "executed a series of commands characteristic of an effort to copy and print material." TSAT also claims that Montroy went to work almost immediately for EchoStar, using the proprietary information as a sample of his work.

The presiding judge turned down TSAT's request for a temporary restraining order intended to prevent EchoStar from using any misappropriated trade secrets. TSAT also is seeking an injunction and unspecified damages.

Steven M. Kaufmann of Morrison & Foerster, which is representing TSAT, called it "a pretty classic trade secrets case."

EchoStar general counsel David Moskowitz countered that the lawsuit is "silly and frivolous" and said TSAT appeared to be "desperate and paranoid about the competition."

—PC

# Cable buoyed by ratings gains

*Dog days of August are anything but for basic cable services*

By Donna Petrozello

**T**his summer could be cable's biggest season ever.

In the past eight weeks, basic cable prime time ratings (a combined 20.7 for 34 basic networks) have outpaced the combined 20.5 rating in prime time for ABC, CBS and NBC. Ratings for August 1997 continue the strong gains basic cable has made throughout the summer against the Big Three.

In August, basic cable ratings were up 13% over August 1996. That was after a July that saw basic cable's ratings jump by 21% in prime time over July 1996, and a June that saw ratings up 14% over the year-ago period, according to Nielsen Media Research figures cited by Turner Networks Vice President of Audience Development Bob Sieber.

Industry watchdogs say that if basic cable continues to outperform the Big Three broadcast networks through the end of September, it will mark the first quarter in which that has happened.

Ave Butensky, president of the Television Bureau of Advertising, was quick to point out that the summer ratings compared some 34 cable networks to just three of the six broadcast networks. Even then, he says, if you divide broadcasting's 20.5 rating by three you get a 6.8 average. Divide the cable number (20.7) by 34 and you get an 0.6 average. That means the average big three broadcast network rating is 11 times greater than that of the average cable network, says Butensky.

"The average rating for broadcast TV is several home runs higher than for cable," he says.

Since June 23, basic cable networks have averaged a 20.6 rating with 19,962,000 households in prime time, an increase of 16% over summer 1996, according to Nielsen and USA Networks Senior Vice President of Research Tim Brooks.

By contrast, Brooks notes that summer 1997 ratings for NBC, ABC and CBS dropped 19% on average, to a cumulative 20.5 rating with 19,884,000 households.

"Never has basic cable outdelivered the Big Three broadcast networks for an entire summer, but it's going to happen



*'La Femme Nikita' powered USA's prime time schedule during the summer.*

in the summer of 1997," Brooks says. "Cable has claimed the summer as its season."

Cable's audience share also has climbed consistently throughout the summer. During the week of May 12, cable claimed a 32% share of TV viewers. For the week beginning Aug. 18, cable's share was up to 40%. Audience share for the top three broadcast networks was 51% in May but had slipped to 41% by Aug. 18, according to Nielsen.

Sieber attributes the strong summer ratings to cable's "more consistent programming" compared with the repeats typically aired by broadcast networks. During the summer, Sieber adds, cable is able to air "more current programming in terms of theatricals and off-network series" than the broadcast networks, which also helps drive cable ratings.

During August, USA Networks maintained its lock as the top-ranked prime time channel with a 2.2 Nielsen rating and 1,594,000 households. Turner Broadcasting System Inc.'s TNT Network also earned a 2.2 rating in prime time, but with 1,583,000 households. USA ranked third in total-day viewing, earning a 1.0 rating for the month, equal to its rating last year.

USA says August 1997 was the network's third consecutive top-ranked month in prime time, driven in part by a 2.5 (1,750,000 households) rating for its original series *La Femme Nikita*.

Nickelodeon ranked first in total-day

viewing for August with a 1.8 rating and 1,286,000 households. Nickelodeon says it has delivered a 3.2 rating among children ages 2-11 since July 1996, a 14% gain over last year.

Nickelodeon tied for second place in prime time with a 2.0 rating, showing an 11% increase in ratings and a 12% increase in households during prime time. The network also gained 12% more households in total-day ratings for the month over last year.

Turner Broadcasting System's TBS Superstation ranked second in total day with a 1.1 rating and 780,000 households; TNT Network ranked third with a 1.0 rating and 729,000 households.

TNT's premiere on Aug. 24 of its latest original miniseries, *George Wallace*, delivered a 3.5 rating the first night and a cumulative 6.7 rating over three nights in prime time. Ratings for TBS Superstation's carriage of Atlanta Braves baseball were up 29%, with an average 2.2 rating for the month.

For August 1997 Turner's Cartoon Network posted a 62% gain in prime time households, to 523,000 from 385,000 last year; and a 44% gain in total-day households, to 440,000 from 305,000.

Ratings jumped for Viacom Broadcasting's VH1 and MTV networks in prime time for August. VH1's prime time ratings went from .3 (180,000 households) to .5 (307,000 households), representing a 67% increase in ratings and 71% increase in households. In total-day viewing, VH1 ratings improved 50%, from .2 to .3, with a 47% increase in households, from 110,000 to 162,000.

Ratings for MTV moved up from .6 (412,000 households) in prime time to .8 (532,000 households) representing a 33% increase in ratings and a 29% increase in households.

The Arts & Entertainment Network pulled a 17% higher rating in prime time last month, moving from 1.2 to 1.4, with 28% more households in prime time. A&E also achieved a 13% increase in total-day ratings, to .9 from .8, and a 25% increase in households, to 627,000.

A&E says its *Biography* series led the network's prime time ratings in August, leading off with a profile of Sylvester





Fran Zeuli, Continental Cablevision,  
General Manager, St. Paul and Director of Marketing, MN

## How one man turns his words into results.

Fran Zeuli has a mouthful to say about the On-Time Customer Service Guarantee (OTG). And everyone in St. Paul has heard about it. From his customers to his employees. He even hosts "Cable Talk," a local show which regularly features the OTG.

Why so much talk? Because it's good business. Research shows that when customers learn about the guarantee, they feel more favorable about their cable company. And research also proves that customer satisfaction is key to a company's bottom line.

At the St. Paul cable system, actions speak just as loudly as words. Fran and his team constantly deliver on the OTG and they promote it on everything from advertising to marketing materials to bumper stickers on service vans.

Internally, the value of good customer service is communicated as well. Charts marking the results of the OTG are posted and discussions about it are held at all department meetings. It's how Fran's CSRs and technicians (whom, by the way, he calls the super-stars) are able to make the OTG a success. No wonder Fran says that offering the guarantee is a self-fulfilling prophecy for great customer service.

He can't say enough about the OTG. And, frankly, we can't say enough about him.

### An On-Time Guarantee Profile

If you would like more information about the On-Time Customer Service Guarantee or have an OTG success story, contact Kim Elek at the NCTA, (202) 775-3629



Stallone that earned a 4.0 rating.

A&E Television Networks' History Channel showed a 75% gain in prime time households, to 220,000 from 126,000. In total day, History's households were up 76%, to 130,000.

At The Learning Channel, prime time ratings increased 33%, from a .6 to .8, with a 45% increase in households, to 449,000. In total day, TLC ratings moved up from .3 to .4, with a 44% increase in households, to 227,000.

Comedy Central's total-day ratings improved from .3 to .4, with a 27%

increase in households. Comedy's prime time ratings moved up from .5 to .6 with a 28% increase in households, to 255,000.

Black Entertainment Television's prime time ratings increased 150%, from .2 to .5, with a 7% increase in households, to 229,000.

CNBC's coverage of stock market trends during August boosted the network's audience levels by 51%, from 104,000 to 157,000, for the weekday morning show. In addition, total-day ratings rose from .2 (105,000 house-

holds) to .3 (164,000 households).

The Aug. 19 showing of FX's off-Fox *The X-Files* was cable's top-ranked prime time show in August among adults 18-49, with a 3.3 rating. Also, the Aug. 19 debut of off-net *NYPD Blue* on FX garnered a 2.2 overall rating.

While cable watchdogs expect cable to finish the summer quarter on a high note, some say the real test will come in late September, when the broadcast networks roll out their new fall programming starting Sept. 22. ■

# AHN is in recovery

*With promise of new cash infusion, cable net plans to recall some 'furloughed' workers*

By Price Colman

**A**merica's Health Network started August looking like it was on its deathbed. But now, with a major cash transfusion from a New York financier, AHN's financial problems are in remission and it's gearing up to resume normal operations.

Last week, AHN said that a company controlled by Howard P. Milstein was injecting enough money into the network not only to keep it alive but also to carry it to cash-flow break-even in late 1998.

According to a letter of intent between Milstein and AHN, the financing will come in two phases. Milstein has the option to provide the second phase, the larger of the two, within 45 days.

The optional second phase is contingent on Milstein's satisfaction with his findings in an examination of AHN's financial records and on the identity of any new investors, says AHN Chairman Webster Golinkin.

"Milstein has encouraged us to continue discussions with possible strategic partners," says Golinkin, adding that the company is talking with other potential investors but isn't saying who they are.

Neither Milstein nor AHN, which launched in March 1996, would disclose how much money Milstein is putting into the programmer, although Golinkin acknowledged that the company needs \$25 million to achieve cash-flow break-even.

Less than two months ago, AHN appeared to be on a roll. In mid-July,



AHN executives were negotiating with hospital giant Columbia/HCA Healthcare for Columbia to pay \$50 million to buy out the majority interest in AHN that A.H. Belo acquired when it bought the Providence Journal Co. Most of that financing was to have come in notes contingent on the success of the fledgling network. Only a small portion of the \$50 million would have been cash.

Then, on July 23—the day AHN and Columbia were to sign their agreement—Columbia backed out. The same day, Columbia top executives Richard Scott and David Vandewater resigned under pressure from Columbia's board as a result of mounting problems stemming from a government investigation of Columbia's Medicare billing practices.

"They gave us every indication they planned to move forward," says Golinkin. "We were totally blindsided. But it didn't have anything to do with AHN. It had everything to do with Columbia."

At the same time, AHN was under pressure from managing partner Belo, which didn't want to put additional financing into the network and wanted out. With help from other AHN investors—Allen & Co., Access

Health, IVI Publishing and Medical Innovation Partners—Golinkin and AHN President Joe Maddox were able to buy out Belo. To cut overhead and buy breathing room, AHN in early August laid off 161 employees—80% of its staff—and went to taped shows, halting live programming production.

Golinkin says AHN plans to begin recalling "furloughed" staffers, although it's unclear whether the network will return to previous levels. Daily production of live programming is expected to resume in October.

The Milstein investment may have helped AHN out of intensive care, but questions remain. If Milstein decides not to contribute a second round of financing, AHN will have to come up with financing from another source—no mean feat at a time when networks with fewer than 20 million subscribers are vulnerable. AHN, whose largest carriage agreement is with Cablevision Systems, is available in about 6.3 million cable homes.

"Look at the competitive landscape," says a source familiar with AHN's situation. "What's involved in bringing a new network like this to break-even is monumental."

From Golinkin's perspective, the Milstein investment has provided crucial momentum.

"The situation with Columbia put a number of things on hold, which we're now trying to move forward with," says Golinkin. He adds that the company has drawn up a new business plan to accommodate its financial constraints. ■





### Sony gets in on the action

Not to be outdone by Hollywood rival Universal, Sony Pictures Entertainment will launch a Pan-Asian action/adventure channel this month. AXN will debut Sept. 21. By early 1998 it will split into custom-tailored feeds covering Taiwan, the Philippines, Thailand, Hong Kong, Singapore, Indonesia and Japan 24 hours a day.

### Telekom hatches digital terrestrial trial in Berlin

Berlin media authority MABB and telco/cable group Deutsche Telekom will launch Germany's first digital terrestrial TV service at Berlin's International Consumer Electronics Fair, which opened Aug. 30. The pair will broadcast nine channels: Pro7, ZDF, RTL, BBC World, sports channel DSF, n-tv, SAT1, Super RTL and pay channel Premiere.

### HMG eyes TV10

Holland Media Group, a three-channel Dutch network, is in "cooperation talks" to acquire 49% of Netherlands-based TV10. TV10 is almost wholly owned by U.S. programmer/distributor Saban.

### 'Cracker' sold back to UK

UK Distributor Brite has sold the U.S. version of hit British series *Cracker* to Granada Sky Broadcasting and ITV. The show will premiere on the Granada Plus cable/satellite channel in early 1998, then air on ITV. The series is produced by Granada Entertainment USA and Kushner Locke.

### A&E and BBC creating 'Planets'

A&E Networks is teaming with the BBC to produce an eight-part series, *Planets*, which focuses on the history of astronomy and space exploration. *Planets* is slated to air in 1999.

### Fox Kids goes French

News Corp.-owned Fox Kids Network will launch a French service Nov. 15 on the Canalsatellite digital DTH service. Fox Kids France

will transmit via Astra 1F 15 hours a day and will be "fully localized" for the French market, according to the company. The channel will be available to more than 500,000 subscribers by the end of 1997.

### Independent buys into Sky

News Corp.-backed Independent Newspapers Ltd. has acquired 48% of New Zealand's Sky Network TV from the HKP Partnership for NZ\$308.9 million (\$198.4 million U.S.). INL will purchase 147.1 million shares of Sky at NZ\$2.10 from HKP, which is a joint venture of Time Warner, TCI, Ameritech and Bell Atlantic. The purchase values Sky at NZ\$643.5 million.

—Michael Katz



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# Surfing survey

BBDO checks out the cable crowd

By Donna Petrozzello

The majority of cable TV viewers typically watch more than three cable networks per week, and 46% watch six or more, according to a new survey on cable viewing habits. Ad agency BBDO conducted the survey via an Internet questionnaire.

## CABLE VIEWING HABITS

HOURS PER WEEK	% OF RESPONDENTS
22-plus	12
15-21	17
8-14	28
3-7	25
1-3	5
0	14

Source: BBDO

More than a third (36%) of the 138 surveyed say they surf three to five channels in a typical week; almost a third (30%) watch between six and eight cable channels, and 16% report surfing nine or more. The other 18% watch only one or two channels a week.

Movies and general entertainment were the most popular forms of programming, named by 72% of viewers. Some 15% of respondents favor cable news and 13% sports.

More than one-third (34%) watch cable more often than they do broadcast TV networks. Twenty-four percent say they watch network more often than cable and 23% watch equal amounts of both.

Nearly half, or 45%, say they subscribe only to basic cable channels. One-third subscribe to basic and premium channels. 5% "get whatever cable programming leaks in from their building's antenna" and 4% report picking up cable from their satellite dish, says BBDO.

Twenty percent of cable users say they subscribe "because there is nothing good on" broadcast television, while 36% of users say they subscribe to get better TV reception.

Fourteen percent say they watch "significantly more" cable now than they did several years ago, and 12% report watching "significantly less." Most viewers say they have increased their cable use slightly in the past few years. ■

## 50 PEOPLE'S CHOICE Top Cable Shows

Following are the top 50 basic cable programs for the week of Aug. 18-24, 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	Rating U.S.	Cable Share
1. World Champ. Wrestling	TNT	Mon 9:00p	3,054	4.3	3.1	6.9
2. NFL/Washington @ Miami	ESPN	Thu 8:00p	2,656	3.7	2.7	6.5
2. Clash of the Champions	TBS	Thu 8:05p	2,653	3.7	2.7	6.5
2. World Champ. Wrestling	TNT	Mon 8:00p	2,637	3.7	2.7	6.7
2. Rugrats	NICK	Sat 8:00p	2,609	3.7	2.7	7.9
2. Figure It Out	NICK	Wed 6:00p	2,562	3.7	2.6	7.9
7. Movie: "Back to the Future 3"	USA	Sun 5:30p	2,507	3.5	2.6	7.3
7. Movie: "George Wallace Part I"	TNT	Sun 8:00p	2,502	3.5	2.6	6.0
7. Rugrats	NICK	Sun 10:00a	2,471	3.5	2.5	11.5
7. Hey Arnold	NICK	Sun 11:00a	2,467	3.5	2.5	11.1
7. Rugrats	NICK	Sat 10:00a	2,455	3.5	2.5	12.0
7. Rugrats	NICK	Thu 7:30p	2,443	3.5	2.5	6.8
7. Rugrats	NICK	Wed 7:30p	2,437	3.5	2.5	6.5
14. NASCAR/Goody's 500	ESPN	Sat 7:30p	2,446	3.4	2.5	6.9
14. Movie: "Melanie Darrow"	USA	Wed 8:59p	2,426	3.4	2.5	5.6
14. Angry Beavers	NICK	Sun 10:30a	2,404	3.4	2.5	11.1
14. Rugrats	NICK	Tue 7:30p	2,352	3.4	2.4	6.4
14. Movie: "Silence of the Lambs"	LIF	Mon 9:00p	2,305	3.4	2.4	5.6
19. All That	NICK	Sat 8:30p	2,337	3.3	2.4	6.8
19. Movie: "Striking Back"	LIF	Sun 4:00p	2,242	3.3	2.3	7.8
19. The X-Files	FX	Tue 8:00p	1,063	3.3	1.1	5.8
22. Kenan & Kel	NICK	Sat 9:00p	2,237	3.2	2.3	6.2
22. Hey Arnold	NICK	Sat 11:00a	2,234	3.2	2.3	11.2
22. The Busy World of R. Scarry	NICK	Wed 10:00a	2,231	3.2	2.3	13.0
22. Doug	NICK	Wed 7:00p	2,215	3.2	2.3	6.2
26. Movie: "Back to the Future 2"	USA	Thu 9:00p	2,213	3.1	2.3	5.2
26. WWF Wrestling	USA	Mon 8:57p	2,212	3.1	2.3	5.0
26. Angry Beavers	NICK	Sat 10:30a	2,181	3.1	2.2	10.8
26. Rocko's Modern Life	NICK	Wed 5:30p	2,151	3.1	2.2	7.0
26. J. Henson's Muppet Babies	NICK	Wed 10:30a	2,145	3.1	2.2	12.3
26. Hey Arnold	NICK	Wed 8:00p	2,139	3.1	2.2	5.4
32. Rugrats	NICK	Fri 7:30p	2,122	3.0	2.2	5.4
32. Aaahh!!! Real Monsters	NICK	Sun 11:30a	2,114	3.0	2.2	9.6
32. Rocko's Modern Life	NICK	Sun 12:00p	2,106	3.0	2.2	9.4
32. Doug	NICK	Tue 7:00p	2,103	3.0	2.2	6.1
32. Movie: "Back to the Future 2"	USA	Sun 3:00p	2,101	3.0	2.2	7.3
32. Tiny Toon Adventures	NICK	Sat 9:30a	2,086	3.0	2.2	10.5
32. Secret World of Alex Mack	NICK	Tue 8:00p	2,074	3.0	2.1	5.4
32. M. Sendak's Little Bear	NICK	Wed 12:00p	2,070	3.0	2.1	9.7
32. Figure It Out	NICK	Mon 6:00p	2,069	3.0	2.1	6.5
32. Movie: "A Child Too Many"	LIF	Sun 2:00p	2,039	3.0	2.1	7.9
42. Jim Henson's Muppet Babies	NICK	Tue 10:30a	2,052	2.9	2.1	11.6
42. Looney Tunes	NICK	Sun 9:00a	2,050	2.9	2.1	10.6
42. Busy World of R. Scarry	NICK	Tue 10:00a	2,037	2.9	2.1	11.6
42. My Brother and Me	NICK	Sun 12:30p	2,027	2.9	2.1	8.9
42. Blues Clues	NICK	Wed 9:30a	2,025	2.9	2.1	11.9
42. Figure It Out	NICK	Tue 6:00p	2,023	2.9	2.1	6.6
42. Are You Afraid of the Dark?	NICK	Wed 6:00p	2,019	2.9	2.1	7.2
42. Blues Clues	NICK	Mon 12:30p	1,997	2.9	2.1	9.1
50. Walker Texas Ranger	USA	Wed 8:00p	2,005	2.8	2.1	4.8

Sources: Nielsen Media Research, Turner Research



## HEADENDINGS

## Fox Sports buying Tigers, Pistons rights

Fox Sports has agreed to buy the Washington Post Co.'s cable rights to Detroit Tigers baseball and Detroit Pistons basketball. The Post's PASS Sports Channel—once a pay channel but later converted to basic with viewership of more than 1.6 million—had owned the rights to the Tigers and Pistons. "The consolidation of cable regional sports makes this a good time for us to sell our cable rights," says Alan Spoon, president of Washington Post, Co. For News Corp.'s Fox Sports, the move is seen as a significant step in forming a programming network to compete with Disney-owned cable sports channel ESPN.

## Cox selling systems

Cox Communications Inc. plans to sell cable systems it owns in central Ohio encompassing about 85,000 subscribers to FrontierVision Partners LP. Financial details were not disclosed, but at the industry standard that values systems at roughly \$2,000 per subscriber, the deal would be worth \$170 million. Although Cox bought the Ohio systems as part of its 1995 acquisition of Times Mirror Cable Television, Cox CFO Jimmy Hayes says they were peripheral to the company's strategic clusters. Cox plans to use proceeds from the sale to add systems it considers more attractive to its clustering strategy. For FrontierVision, the purchase will boost its subscriber base in Ohio to roughly 200,000 and increase its overall subscriber base to about 400,000.

## Sundance launches in Long Beach

The Sundance Channel will launch its premium movie service on Charter Communications systems serving 77,000 homes in Long Beach, Calif., starting today (Sept. 1). Launched last year, Sundance features up to 60 new films each month from independent American and foreign producers.

## A&E picks up Explorers

The Arts & Entertainment Network says it will pick up *The New Explorers* with Bill Kurtis, a science/adventure series from PBS, starting this fall. A&E plans to introduce the series with eight

premiere episodes in prime time and a weekly Sunday series. The Sunday series kicks off Oct. 5 at 5 p.m. ET. New episodes will begin airing monthly in prime time in November. *The New Explorers* launched in 1990 on PBS and has won numerous awards, including a Peabody.

## SportsChannel Florida launches in Fort Myers

SportsChannel Florida has signed a carriage agreement with Jones Intercable of Fort Myers, Fla., to launch the regional sports network to some 35,000 cable households starting Oct. 1. SportsChannel Florida serves 3 million subs throughout the state. The network provides coverage of the Florida Marlins, the Tampa Bay Devil Rays and the Florida Panthers, among others. It also carries games of the University of Miami and University of South Florida teams.

## Schneider exiting Fox News

Anchor/reporter Mike Schneider will

leave Fox News Channel after failing to negotiate a new contract. The former ABC anchor joined Fox News as a national political correspondent, anchoring the network's 1996 presidential election coverage and hosted *The Schneider Report* on FNC since the cable network's launch in October 1996. "Fox gave me the opportunity to spend two years covering a presidential campaign and anchoring a nightly newscast," Schneider says. "I enjoyed the challenge and now look forward to a new chapter in my life."

## Five million behind the music

VH1 says 5 million viewers tuned in to the debut of its hour *Behind the Music* series Aug. 24. The debut of the Sunday night series, which takes an in-depth look at events and personalities in the music industry, concerned the rise and fall of lip-synch artists Milli Vanilli last week. Upcoming segments include the impact of illegal drug use, legal battles between artists and managers and trends in the music industry.

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## Wabash taps Digital-S

*Buys JVC format for two stations*

By Glen Dickson

**W**abash Valley Broadcasting has purchased a full complement of JVC Digital-S component digital gear for its WTHI-TV Terre Haute, Ind., and WFTX(TV) Fort Meyers, Fla. The combined buy is worth more than \$1 million.

The two stations will use the new JVC gear for their news operations, which currently rely on 3/4-inch Sony machines and JVC S-VHS gear, respectively. Wabash Valley's order includes four BR-D85 editing recorders with pre-read, 29 BR-D80 editing recorders, 20 BR-D51 players with S-VHS playback, nine ENG-2940 camera packages (BR-D40 dockable field recorders paired with JVC 3-CCD KY-D29 digital cameras), seven BR-D40 dockable recorders, 49 serial digital I/O cards and 14 RMG-820 edit controllers.

CBS affiliate WTHI-TV will get the full Digital-S camera packages, while Fox affiliate WFTX will use the dockable recorders with its four-year-old JVC cameras. "We already have KY-27s in Fort Meyers, and we can just dock the recorders to them," says Jim Borgioli, Wabash Valley's vice president of engineering. "The cameras and lenses are in excellent shape—it's the recorders that are beat up."

Borgioli says he also evaluated Panasonic's DVCPR0 and Sony's Betacam SX formats before deciding on Digital-S. While there was a huge price difference between Betacam SX and Digital-S, DVCPR0 was priced competitively with the JVC format. The fact that all of CBS's O&Os are



*WTHI-TV and WFTX will cut stories with JVC BR-D80 editing recorders.*

converting to DVCPR0 was also taken into consideration.

Although Borgioli is interested in JVC's Digital-S nonlinear editing systems, he says that WTHI-TV and WFTX will stick with traditional tape-to-tape editing. In general, he considers the cost of server-based nonlinear news production systems "absolutely horrendous" for small local stations.

Wabash Valley plans to have all of its new Digital-S gear installed by November. ■

## Fjeldstad leaves Tektronix

Lucie Fjeldstad, president of Tektronix's Video and Networking Division, has resigned to return to her private consulting business, Fjeldstad International. Timothy Thorsteinson, president of Tektronix's Pacific Operations, will replace her; Daniel Brophy, former president of Tektronix's America's Operations, will fill Thorsteinson's spot.

Fjeldstad, IBM's former vice president/GM of multimedia operations, began consulting with Tektronix in 1994 and was hired as president of Tektronix VND in 1995. She was charged with growing Tektronix's product line around its Grass Valley switchers and Profile disk recorders to develop complete video systems. Under her leadership, Tektronix VND acquired nonlinear editing company Lightworks in 1995 and newsroom automation supplier NewStar in 1996. The company took a 10% stake in automation supplier OmniBus Systems last April.

Fjeldstad, 53, says her job at Tektronix was always a



*Outgoing president Lucie Fjeldstad says she's happy with Tektronix VND's direction.*

finite mission and that she feels the division is ready to grow on its own: "I've pretty much accomplished what I set out to do."

Fjeldstad says she wouldn't be surprised if she wound up consulting for another broadcast systems manufacturer; a consulting relationship with Tektronix is also still an option.

Lawrence Harris, an analyst at Jackson Partners & Associates, says Tektronix VND looks poised for growth, although its results for fiscal 1997 were "a modest disappointment." The division posted a 14% sales increase for the year ended May 31, with income of \$448.8 million compared with \$395

million in fiscal '96. It still lost \$5.5 million on a pretax basis, mainly because of moving Lightworks production from the UK to the U.S., Harris says.

Harris projects Tektronix VND revenue of \$530 million for fiscal '98: "We expect them to move into the profit column."  
—GD



# IBM to network in Amsterdam

By Glen Dickson

IBM will be pitching its software skills to the television marketplace at the International Broadcasting Convention in Amsterdam this month.

To show how network computing can serve as the foundation of a broadcast plant, the computer giant will exhibit a fully digital video broadcast/digital data broadcast system with links to company intranets and Internet content libraries. IBC demonstrations will include spot insertion (with the Warner Bros. network); DVB playout; integrated transmission of broadcast and data streams, and asset management.

"We want to create things of utilitarian value to broadcasters," says William Moses, vice president, broadcasting, cable and sports, IBM Global Telecommunications and Media Industries. "We've got to bring to the broadcast community the new IBM message of network-centric computing. Broadcasters are becoming networked...and each department needs to interact more efficiently."

While IBM certainly has plenty of desktop computers in broadcast facilities, its attempts to sell video playback servers and other broadcast hardware have gone relatively slowly.

The real opportunity for IBM lies in large servers that house enormous amounts of data and require complex asset management software to store and retrieve material, says Moses. IBM has finished a prototype news archive system for CBS that enables a news operation to capture content, log it and store it on a server. A journalist can find archived footage by keyword search, browse it in low resolution and then download it in full-motion video.

Moses says the move to digital TV in the U.S. and abroad means the "marketplace is sizing up to where we [IBM] perform best." DTV multiplexes are one example, he says, because multiple digital channels will require complex asset management systems and intranet architectures. According to Moses, one of the major U.S. broadcast networks already has approached IBM about potential subscriber billing and fulfillment software for DTV subscription services. ■

# Cutting Edge

By Glen Dickson

Sony has sold multiple digital post-production switchers to Discovery Communications, QVC, Lifetime Television and Fox affiliate wsvn(tv) Miami. Discovery has purchased three Sony DVS-7200 units for its Latin American Television Center in Miami, along with three DME-7000 digital multi-effects units and several digital cameras; QVC has installed two Sony DVS-7350 production switchers and four channels of DME-7000; Lifetime has bought a DVS-7350, and wsvn has bought a

DVS-7200. The midrange 7200 switcher, which has two mix/effects banks and two full-function keyers, was introduced in January and was first used by ESPN for post-production during its *Winter X Games* coverage.

Editel, Los Angeles, has purchased its third Quantel Henry V8 high-end effects system to service its post-production clients. "The Henry rolls top-quality effects and editing features into one cost-effective solution," says Editel executive producer

Meissa Hagman. "It is cheaper and faster than a traditional online bay. Clients seem to have an insatiable appetite for high-quality visual effects." The fully configured Henry V8 is



Editel uses the Quantel Henry V8 to create effects like these.

equipped with eight concurrent super layers, offering numerous simultaneous processes online to the operator.

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Video Streaming

## Vivo steps in Microsoft's direction

New-generation VivoActive software backs Active Streaming Format

By Richard Tedesco

**V**ivo Software is making moves toward streaming standards and a closer relationship with Microsoft Corp., with the release this week of VivoActive Producer for NetShow.

Vivo is plugging the latest generation of its VivoActive product as the only extant software tool that enables Web developers to produce content for the Active Streaming Format (ASF)—the standard being pushed by Microsoft. ASF files, not coincidentally, are the only files that can be streamed from NetShow servers.

Vivo already had a relationship with Microsoft, which is bundling the VivoActive Player with its Internet Explorer 4.0. The Vivo connection works well in Microsoft's strategy to dominate the streaming category: Vivo claims that 75% of the Websites which stream multimedia content are using its technology. Vivo also claims it's downloading 1 million players per month.

The new product promises greater flexibility, allowing developers to embed synchronized text and video files to create narration or captions, flips to Web pages and other companion content via Java applets. It automati-

cally generates HTML code with the streaming content it produces.

Vivo believes movie studios could use the new features to promote upcoming

feature films online, according to Daud Power, Vivo director of strategic alliances. "We believe a good number of Web developers will use it as is," he says.

Power did not indicate any plans to showcase the product for that application. But one of Vivo's clients is New Line Cinema, and HBO also uses VivoActive on its Website.

VivoActive Producer for NetShow also incorporates a time-line feature that enables the developer to insert markers at intervals in the content stream. A user can then advance to the next marker while accessing the streamed content, effectively fast-forwarding the stream. It also incorporates Siren codec technology licensed from Picture-Tel, enabling FM-quality audio.

Along with the release of VivoActive 2.5, as it will probably be designated, Vivo is putting out a low-cost (\$99) version of the production tool, VivoActive VideoNow 2.0. VivoActive 2.5 is priced the same as the 2.0 version, at \$695.

ASF content generated by both new VivoActive releases can be streamed by standard HTTP servers, which Vivo claims cover the majority of Websites adopting video content. According to its own research, 45% of all Websites are Web-based businesses, with 8.6% of those representing entertainment sites. Vivo further estimates that 16.6% of all sites are media companion sites.

### HBO breaking new comedy content online

HBO is rolling out two new comedy riffs online this month, with more original content to come.

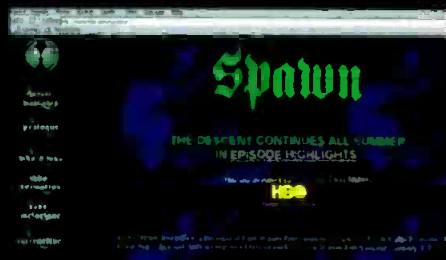
*Phos4* and *Sertnel* are the new entries, produced by Jon Armstrong in the edgy, comedic vein the premium programmer hopes to translate from on air to online. *Phos4* will present a "twisted" look at products and consumer culture. *Sertnel* is about a fictional cheese product, according to Alex Kam, HBO director of interactive ventures.

"We're looking to develop edgy content, but at the same time we're trying to broaden the site," says Kam, who reports that a subscription fee for access is under consideration.

A number of "high-profile" projects are under discussion, Kam says, while HBO continues original content from comedian Anita Liberty on its site ([www.hbo.com](http://www.hbo.com)). The programmer plans to continue the gritty *Ill.a.m.*, a weekly series of interviews with New York street people using Vivo Software's VivoActive streaming technology.

Meanwhile, HBO recently launched two new animated series, the very adult *Spicy City* from Fritz the Cat creator Ralph Bakshi and *Spawn*, a sci-fi series from Todd McFarlane. *Spawn*'s hero is a CIA agent who comes back from the dead.

In a more conventional vein, HBO now has a boxing site ([www.hbo.com](http://www.hbo.com)), featuring analysis and behind-the-scenes information. Later this year, HBO will create a VRML space capsule environment to simulate a trip to the moon as a companion to *From the Earth to the Moon*, the upcoming documentary series.—RT



HBO puts an edge to online comedy.



Websites

# Paramount links stations with Planet for local content

By Richard Tedesco

The Paramount Stations Group is providing regional content to its stations' Websites in a deal with Planet Direct.

Planet Direct, which gathers information from daily newspapers and other sources, provides information online for 150 U.S. cities. Paramount station viewers will be able to access information about

communities in their areas through links on 10 station Websites.

The stations include Paramount affiliates in Boston, Dallas/Fort Worth, Philadelphia, Washington, Detroit, Atlanta and Houston. Sites for five other stations that Paramount is acquiring will be eventually linked.

"We're doing it as a community service and eventually we hope it's an extension of our existing business," says Anthony Cassera, Paramount Stations Group president. "We think it gives [viewers] more of a reason to be tied into our stations."

The content to be provided includes news, weather, stock quotes, maps and driving directions and personalized Yellow Pages. Access to Planet Direct is also available through the PSG site ([www.paramountstations.com](http://www.paramountstations.com)).



The deal is a marketing partnership, according to Cassera, who says PSG will promote Planet Direct and the sites on its stations. PSG is working on a deal to sell national advertising through Cox Interactive in addition to selling local ads on the sites, which were designed by Viacom Interactive.

Planet Direct, based in Andover, Mass., is a subsidiary of CMG Information Services, which also owns the Lycos Internet search engine. TM

## NFL lines up online

NFL Interactive relaunched the National Football League's site for the season's first weekend, debuting highlight clips from the week's games.

The new online layout ([www.nfl.com](http://www.nfl.com)) will offer dozens of clips from the week's games each Tuesday. Clips related to the upcoming weekend games will be seen each Thursday. When new records are set, special clips will be streamed, according to Ann Kirschner, vice president of NFL Interactive. "The technology of video streaming has come up so fast in the past year that we've put the key in the vault of NFL Films," says Kirschner. "The picture is still grainy and small, but football is definitely now a two-screen phenomenon."

VXtreme's streaming technology will be used on the site, which was revamped by Starwave, the Disney company that handles ESPN's SportsZone. Streaming will be an ongoing experiment this season, Kirschner says, as the NFL gauges use and demand.

Offensive drive charts in graphic form will be added to live play-by-play game accounts and statistics, along with a Java-driven scoreboard that provides immediate updates.

The NFL is aware that an increasing number of fans are monitoring games via PC while they're watching them on TV, although Kirschner won't acknowledge that many of those may be fantasy footballers. Even so, the league is accommodating hard-core devotees with a Player Tracker feature that permits them to monitor player performances in real time for 15 different categories.

The NFL also is luring younger fans to the site with a Play Football area constructed by Theatrics/Sanctuary Woods, which has produced NFL edutainment products. Among the interactive activities: Quarterback Scramble, a fractured picture kids can reassemble, and a comic game picture for creative caption-writing.—RT

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## RADIO

### HELP WANTED MANAGEMENT

**Sales Manager** - Barnstable Broadcasting's WHLI/WKJY-FM, Long Island seeks an enthusiastic, high-energy LSM. Strong in new business development, training and local street selling. Five year radio sales success experience. Only stars should apply. Resume to Ron de-Castro, GSM, WHLI/WKJY-FM, 1055 Franklin Avenue, #306, Garden City, NY 11530. Fax: 516-746-0025. EOE.

**Manager Sales/Mgr.** Seeking radio station manager with experience in sales, announcing, production, copy and news. Salary plus commission for right person. Excellent working conditions in new studio/office building. Ask for Kent or Stu 618-943-3354. Southern Illinois. EOE.

**General Manager** Rocky Mountain small market duopoly needs sales-focused leader. Position starts 1/1/98. Great quality of life and strong compensation package for the right person. Prior GM experience a must. Market leading two Class C's currently billing \$1.1 million. Lots of room to grow. All replies confidential. EOE. Reply to Box 01225.

**Expanding Privately Owned Group** needs GM/Sales Manager for acquisition in highly desirable Illinois market. Salary, bonus, and equity make this a great package for person who wants long-term opportunity. Must be highly capable, able to increase sales and manage multiple priorities. Resume to Jim Glassman, President, Community Service Radio, PO Box 3335, Peoria, IL 61612 or fax 309-694-2233. EOE F/M.

### HELP WANTED SALES

**Corporate Development Manager - Wisconsin Public Radio.** Provide leadership to Development Department. Participate in strategic planning & staff development, policymaking. Set, achieve corporate fundraising goals. Develop presentations, funding proposals. Large territory in southern Wisconsin. Requires: Bachelor's degree; 5 years exp. in sales, incl. some broadcast sales; leadership skills a must; travel and personal means of transportation required. Request application: Betsy Bendrick, 821 University Ave., Madison, WI 53706. Ph: 608-262-5221. Deadline October 3. 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 MANAGEMENT

### VICE PRESIDENT

New Jersey Network Foundation in Trenton, NJ, seeks a Vice President, Reporting to the President and CEO of NJN Foundation, the Vice President would manage a development and communications staff of 20 people.

Responsibilities include developing/executing comprehensive development strategy for NJN Foundation, building and managing a development organization and overseeing the planning and execution of a major capital campaign. Also responsible for publications, communications, government relations, and annual development of budgets and goals in consultation with the President.

The qualified candidate will have a minimum of five years of varied experience in fundraising, some of which included a major campaign. The position requires: a well-organized and flexible person who is able to manage numerous tasks and priorities and who has exceptional writing and editing skills; a high energy level with a proven track record of success in soliciting major gifts; proven ability to identify, recruit, manage and motivate employees and volunteers; proven ability to create, manage and meet budgets; familiarity with contracts, accounting, personnel, computer systems and applications; familiarity with the vocabulary and processes of public broadcasting would be a plus.

New Jersey Network Foundation is an Equal Opportunity Employer.

Nominations should be addressed to:  
Charles D. Brown, Jr., Vice President  
A.T. Kearney, Inc.  
153 East 53rd Street  
New York, NY 10022  
Fax: 212-350-3150

### GENERAL MANAGER

Vice President/General Manager, GOCOM Communications, L.L.C. is searching for the right leader for WKBN-TV, the Youngstown, OH market leader. Proven ability to deliver substantial revenue and income growth is essential. Great compensation including stock option plan. EEO. Highly qualified candidates only. Rush resume to:

**GOCOM Communications**  
7621 Little Ave., Suite 506  
Charlotte, NC 28226

**gocom**  
TELEVISION

**Director of Development:** Tribune Entertainment/Los Angeles looking for creative self-starter. Key responsibilities include prioritizing development pitch files, budget maintenance and analysis, demonstrated ability to work with talent and producers; maintaining up-to-date knowledge on competitive and industry developments; background in scripted production and script analysis; ability to effectively track performances of existing shows in the marketplace; knowledge of L.A. production community; ability to work in a fast-paced, deadline-oriented organization. Two to four years' production/development experience a must and a college degree in a related field is preferred. Send resumes to Allison Hirose, Tribune Entertainment, 5800 Sunset Blvd., Los Angeles, CA 90028; Fax: 213-460-3970. EOE. No phone calls, please.

**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 SALES

### WANTED: National Advertising Sales Manager

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



**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.



**Wisconsin's fastest growing TV stations** are looking for experienced media professionals. If you excel at success and want to reap the rewards of unlimited income potential, contact us now! Your previous advertising sales and problem solving experience will propel you in this exciting and challenging position. You will work with local accounts and major agencies selling the Stars and Green Bay Packer Football. Apply to: Sales Opportunity, WLAX/WEUX TV, 1305 Interchange Place, La Crosse, WI 54603; Fax: 608-783-2520. EOE. No phone calls please. Women and minorities encouraged to apply.

**Underwriting Representative.** KLVX-TV Channel 10 in Las Vegas has an opening for an underwriting representative. Duties include preparing sales proposals for corporations, foundations, and associations; securing funding for station; and coordinating donor-recognition activities. The successful applicant will have a bachelor's degree from an accredited college or university and three year's experience in broadcast advertising sales, grant writing, and/or public TV/radio underwriting or five year's experience in broadcast advertising sales, grant writing, and/or public TV/radio underwriting. Send resume and letter of introduction to Madelyn Barnum, KLVX-TV, 4210 Channel 10 Drive, Las Vegas, NV 89119 or fax to 702-799-5586. Position will remain open until filled. KLVX-TV Channel 10 is an 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.

**National Sales Manager.** WSOC-TV, Cox owned ABC affiliate in Charlotte, NC, the 28th market, is seeking a strong, energetic, professional for the position of National Sales Manager. This person must have a strong background in National Sales/Management as well as the ability to interact well with local sales. Strong leadership qualities are needed. We are looking for someone to grow within our management structure. Send resume to Jack Dabney, General Sales Manager, Dept. 95, WSOC-TV, PO Box 34665, Charlotte, NC 28234-4665 or call 704-335-4719. EEO M/F.

**Local Sales Manager.** WKOW TV, the ABC affiliate in Madison, WI is seeking a creative ambitious leader with extensive media sale experience for our winning team. Our new LSM must be able to motivate, communicate, and negotiate. Sharp management skills, computer research experience, and success with innovative promotions are preferred. If you want to live in a beautiful city and lead an energetic staff to new heights send resume and cover letter before 9/8/97 to WKOW-TV, Dept. SO, PO Box 100, Madison, WI 53701. No phone calls please. WKOW is part of Shockley Communications Corporation. SCC is an Equal Opportunity Employer.

**General Sales Manager:** WCTV, Tallahassee's CBS affiliate and dominant station, is seeking a highly motivated GSM/LSM to lead and expand a dynamic sales team. 3-5 years management experience. Excellent people skills a must. Knows all sales tools. Knowledge of Columbine a plus. Innovative with interior and exterior revenue development. Resume only to Jere Pigue, WCTV 6, P.O. Box 3048, Tallahassee, FL 32315 Fax 904-893-5193 EOE

**Local Sales Manager.** WB affiliate in the Minneapolis market is currently seeking a dynamic local sales manager. The successful candidate will have a proven sales and sales management track record. You must be able to work as a team player while providing leadership for our local sales staff. Preferred skills include a strong background in direct selling, promotion add-on sales, sales training, and account management. Minimum of 2 yr. supervisory background is required. Send resume and salary history to: KLGW WB-23, 1640 Como Ave., St. Paul, MN 55108. Attn.: Personnel Manager. No Phone Calls Please! EOE.

**Local Sales Account Executive:** WBDC-TV 50, Washington DC's WB affiliate, managed by Tribune Broadcasting, is looking for an experienced Local Sales Account Executive. Candidates should have at least three years of broadcast sales, new business development experience and excellent client and agency relationships. Familiarity with local markets a plus. Self-motivation, creativity and strong working knowledge of industry research tools are essential: Scarborough, BMP+. No phone calls. Please mail or fax resume to: WBDC-TV, Human Resources, 2121 Wisconsin Avenue, N.W., Suite 350, Washington, DC 20007. Fax# (202) 965-7304. Equal Opportunity Employer

**Local Account Executive.** Channel 7/WKBW-TV, dominant ABC affiliate in this top 40 market, is looking for an aggressive Account Executive to enhance our strong sales team. Excellent presentation skills, new business development track record, and computer literacy are essential. Minimum of two years of sales experience is mandatory. Bachelors degree preferred. Send resume to: Jeff Guilbert, General Sales Manager, Channel 7/WKBW-TV, 7 Broadcast Plaza, Buffalo, New York 14202 or e-mail [guilbert@wkbw.com](mailto:guilbert@wkbw.com). No phone calls please. Channel 7/WKBW-TV is an equal opportunity employer.

**General Sales Manager (Job #58-400):** ONN is looking for a General Sales Manager. This person will be responsible for the management and execution of ONN's sales mission by setting quality sales performance expectations and standards, establishing realistic goals, managing resources to achieve goals, developing and maintaining effective systems for monitoring work performance and by being a cooperative and contributing member of the ONN management team. The Sales Manager of ONN will strive to maintain the highest possible standards of personal and professional integrity. College degree. Broadcast or cable management experience preferred. Require 5 years broadcast or cable sales or equivalent experience. Strong desire and ability to train and motivate sales force in news sales arena. Qualified candidates should send resumes to: ONN, Human Resources Job #58-400, 770 Twin Rivers Drive, Columbus, Ohio 43215. Qualified Minorities and Women Are Encouraged To Apply. EEO. We Are A Smoke And Drug Free Workplace.

**General Sales Manager - KMVU FOX 26** in Medford, Oregon is looking for an experienced professional in local and national sales. Applicant must have a strong grasp of inventory management and how to maximize the sales opportunities of a growing station. Strong leadership and motivational skills a must. Working knowledge of NSI and TVScan essential. This position oversees all sales while handling national & regional sales directly. College degree required. Please forward cover letter and resume to Michael Kelly, Director of Sales - Northwest Broadcasting, 4600 S. Regal St., Spokane, WA 99223. EOE.

**Local Account Executive.** WDZL, the WB affiliate in Miami, is looking for an experienced Account Executive who has it all; a high energy individual who has the desire to win and 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.

**Account Executive.** FOX 7 is looking for someone that has a minimum of 3 years television sales experience, has called on major agencies, can effectively position ratings, and can sell qualitative data. Ideal candidate will have excellent communication/presentation skills; computer skills are also a big plus. Send resume and cover letter to Human Resources, KTBC-TV, 119 E. 10th Street, Austin, TX 78701. Reference position title on envelope. No phone calls, please. Minorities encouraged to apply. EEO Employer.

**Account Executive.** WB 18 WKCF-TV, a dynamic station in Orlando, FL is seeking an Account Executive with proven media sales experience; along with a minimum of two years TV sales. Candidates will be handling and maintaining existing accounts and garnering new business. This tenacious individual must have strong follow through and work well with all levels of staff. We invite you to submit your resume in writing to HR/AE, 602 Courtland Street, Suite 200, Orlando, FL 32804. No Phone Calls or Walk Ins. Pre-employment test required.

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**HELP WANTED MARKETING**

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**Marketing Writer/Producer:** New Mexico's #1 TV station is searching for a promotion star to join its award-winning Marketing Department. If you're doing the best news promos in your market & have a reel of killer spots to prove it, we want to hear from you! This position will work on series, image, POP's & other projects as needed. We need an enthusiastic, highly creative pro with great writing, production & interpersonal skills. The ability to work well under tight deadlines is important. Two years experience & a degree in a related field preferred. Great quality of life & a competitive salary/benefit package make this an opportunity worth checking out! Send your resume, reel & salary requirements to: Yvette Perez, Marketing Director, KOAT-TV, 3801 Carlisle Blvd NE Albuquerque, NM 87107. Drug Free Workplace. \*KOAT-TV is an Equal Opportunity Employer\*

**Director of Marketing.** WKBN-TV, the CBS affiliate serving the Youngstown, OH market, is searching for the right person to lead this #1 station to a more dominant position. Proven ability to improve ratings, effectively position a station, and creatively promote to all of the station marketing targets is essential for the winning candidate. EEO. Applicants should rush resume and sample reel to: Terry Segal, Vice President, GOCOM Television, 7621 Little Ave., Suite 506, Charlotte, NC 28226.

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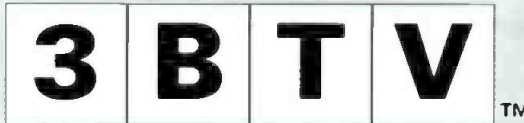
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**Studio Maintenance Technician.** WXON-TV20's Detroit's WB affiliate and a Granite Broadcasting Corporation station has an immediate opening for a studio maintenance technician. This individual must be able to troubleshoot and repair broadcast television studio equipment. No phone calls please. Send resume to Gary King - BC, WXON Inc., 26935 W. Eleven Mile Road, Southfield, MI 48034. WXON Inc. is an Equal Opportunity Employer.

**Maintenance Engineer.** Come grow with us in the nations most exciting market. The NBC affiliate in Las Vegas, Nevada is seeking a candidate w/2 years experience repairing broadcast TV and computer electronic equipment and trouble shooting to component level: must be able to obtain a Nevada driver's and FCC license; and SBE certification desired. Send resume/salary requirements to: Personnel Department, KVBC-TV, 1500 Foremaster Lane, Las Vegas, NV, 89101. E.O.E.



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Organization is your middle name...and your first and last name should be Live Television! This dynamic position will supervise the supervisors and the entire Alabama broadcast clan. You will be a direct liaison to the New York office (so you'll be traveling some). If you are technically-oriented, a wonderful people person and have the drive to help launch one of the most unique networks ever - we want to hear from you. If your name even *rhymes* with "lazy," forget it.

#### • **MIS/Operations Manager** •

You know every platform, program some, and know Windows NT and T-1 lines inside out. If you can add SGI-technology to your skills - you're hired now! On-site in Alabama, you'll interact with our Indianapolis and New York offices. Trouble-shoot, repair (or at least know who to recommend) and keep the show running smoooooth. Prior satellite and earth station experience a must.

*For immediate consideration, mail or fax your resume, including position desired and salary expectations to:*

**Dan Scott, Executive Producer  
3BTV, Inc.  
153 East 53rd Street, 59th Floor  
New York, NY 10022  
Fax: 212-644-6450**

*Humorless individuals need not apply.  
Videotapes will be screened, not returned. 3BTV is an Equal Opportunity Employer.*



## HELP WANTED NEWS

**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

**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.

**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.

**Chief Engineer.** UHF Station in Mid-West, seeks hands-on, can-do professional to lead experienced technical staff. Proven track record and understanding of news operation is necessary. Looking for a highly motivated individual who is a team player, with good communication skills to handle the day-to-day operation, work a varied schedule, and help us plan for the future. A great opportunity. EOE/MF. Reply to Box 01223.

## NEWS DIRECTOR

KTLA Television, known for its award-winning news coverage, the Rose Parade, the Dodgers, and a dynamic mix of entertainment and sports programming, has a challenging opportunity for an innovative leader with 5+ years of experience as a television News Director in a mid- to large-sized market.

Striving to make our news programs the audience leader in our market, you will prepare strategic operating plans and communicate your vision to new and experienced staff members. As a hands-on leader, you will direct daily editorial meetings and specify news coverage expectations to reporters, writers, producers, talent, editors, photographers, etc. This will include critiquing news personnel and newscasts; planning and maintaining the budget; hiring/evaluating staff; and ensuring compliance with local, state and federal regulations.

Ideal candidates will have a Bachelor's degree in Communications, Journalism, Television Production or equivalent; and excellent strategic planning and motivational skills. Must be able to manage budgets and staff, and develop procedures/initiatives to improve news product. Excellent organizational and written/verbal communication skills are essential.



We offer an excellent benefits package. Please forward your resume and salary history to: KTLA, Attn: ND/BC/090197, P.O. Box 2307, Los Angeles, CA 90078. Equal Opportunity Employer

**Writer/Producer.** KSTP-TV is looking for someone to write and produce topical TV radio and print promotions. 1-3 years experience producing topical promotions for a local TV news operation. Must be assertive, high energy, possess good communication skills, a strong interest in news and strong writing ability. A college degree in Mass Communications, Journalism or a related degree is preferred, but not essential. Submit resumes to KSTP-TV, Human Resources Job #164-97, 3415 University Avenue, St. Paul, MN 55114. No telephone calls please. An Equal Opportunity Employer.

**Weekend Weather Anchor.** WCTI serving the Greenville Washington/New Bern market in Eastern North Carolina is looking for someone who can anchor our weekend newscast and back up our weekday AM and PM Meteorologists. This is a full time staff position that can be filled immediately. Please send non-returnable tape and resume to: Skip Waters, Chief Meteorologist, WCTI, PO Box 12325, New Bern, NC 28561. No phone calls please. EOE.

**Troubleshooter Producer: Job #7827.** Individual needed to assist the Six News Troubleshooter team in working on consumer complaints and consumer related stories. Qualified applicants will pick quality stories from a list of callers, research problems, and set up interviews. Knowledge of consumer issues and solutions a plus. One year minimum previous television experience and College Degree required. Qualified applicants should send resume and cover letter to: WSYX-TV, P.O. Box 718, Columbus, Ohio 43216. Attn: Human Resources. Please state referral source and job number on resume. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE M/F/D

**Weather Anchor/Reporter:** WMDT-TV 47 has an opening for a Morning/Weekend Weather Anchor and Environmental Reporter. At least 1 year weather anchor/reporter experience. Familiarity with Kavouras I-7 strongly desired. Ability to present weathercasts clearly and concisely. Position reports to: News Director. No calls please. Resumes and tapes to: Scott A. Michlin, News Director, P.O. Box 4009, Salisbury, MD 21903-4009. M/F-EOE.

**Traffic Program Coordinator.** Miami/Ft. Laud TV station seeks exp. traffic person. Resp. include formatting & programming scheduling, order input and reporting on BIAS Sys. Potential to become dept. assistant. Two years broadcast traffic exp. a must; BIAS exp. a plus. Salary commensurate with exp. Send resume and cover letter to WDZL-TV, Attn: Traffic Mgr., 2055 Lee Street, Hollywood, FL 33020. A Tribune Broadcasting Station. EOE.

**Topical News Promo Writer/Producer.** WTHR-TV, the NBC affiliate in Indianapolis, is seeking a talented, aggressive topical news promotion writer/producer. Applicants must be able to write clear, concise and compelling copy and must be comfortable in newsroom environment. Experience in news producing or news promotion is required; editing skills are a plus. College degree in journalism or radio-television preferred. Great company, great benefits...plus the opportunity to work in one of the finest newsrooms in the country. Please send resume and non-returnable writing samples to the Department of Human Resources, Attn: Job No. 74, PO Box 1313, Indianapolis, IN 46206. Replies held in confidence. Qualified minorities and women are encouraged to apply. We are a drug-free and smoke-free environment. Equal Opportunity Employer.

**Reporter/Anchor (Job #69-200):** WBNS-10TV is looking for a reporter/anchor. You will produce, report, write and anchor newscasts, stories and segments, both taped and live. Anchor segments and newscasts on a fill-in or regular basis. Develop contacts and generate news stories. Other duties as assigned. College degree and a minimum of 3 years experience as an on-air TV news anchor/reporter. Computer skills helpful. Must be willing to work overnights, nights, weekends. Qualified candidates should send resumes to: WBNS, Human resources Job #69-200, 770 Twin Rivers Drive, Columbus, Ohio 43215. Qualified Minorities and Women Are Encouraged To Apply. EEO. We Are A Smoke And Drug Free Workplace.

**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.

**Newscast Producer:** Portland, Oregon's KOIN-TV (market 24) has a rare opening for a newscast producer. We're looking for someone who knows how to win a lead, create memorable moments, take risks, and treat viewers like customers. In exchange, we'll give you competitive pay and an awesome 401K plan. Yep, we've got all the toys too: helicopter, SNG, hot graphics, lots of live trucks. We work at a trendy high-rise downtown, but play at the beaches, rivers and mountains. Successful candidate will have at least three years TV newscast producing experience, excellent news judgement and superb writing skills. Call 503-464-0600 for an application. Send it ASAP with tape and resume to KOIN-TV, Human Resources, Attn: News Producer Search, 222 SW Columbia, Portland, OR 97201. Phone calls are okay by us! Call Kerry G. Oslund at 503-464-0752. KOIN-TV and Lee Enterprises are Equal Opportunity Employers.

**News Director:** ABC affiliate is looking for a solid aggressive leader. Must have excellent motivational and management skills and previous experience in news management. Send resume to KXXV-TV, Attn: General Manager, PO Box 2522, Waco, TX 76702 or fax to 254-757-1119. EOE.

**News Director** in one of the USA's most liveable cities. Midwest CBS affiliate with strong community identity looking for a News Director to oversee a news department of 50+ staff members. Strong journalistic, leadership and people skills necessary. Resume and letter detailing news and management philosophy plus salary history to: Tom Bier, Executive Director News/Station Operations, WISC-TV, 7025 Raymond Road, PO Box 44965, Madison, WI 53744-4965, EOE, M/F

**News Director: CBS/UPN LMA** in top 50 Market seeks News Director. Must be aggressive in news coverage; management personnel skills; and financially adept. Leadership prowess and strategic competence are key. Day-to-day operations are your responsibility. Team player with positive attitude for guerilla warfare campaign. Send cover letter, resume and tape of a recent newscast to: John F. Feeser III, VP/General Manager, WHP-TV 21/UPN 15 WLYH, 3300 North Sixth Street, Harrisburg, PA 17110. EOE/MF

**Anchor/Reporter.** Eastern Iowa's 24 Hour News Source is looking for the best anchor to join the best news team in the Midwest. We've got it all: four live trucks, live news helicopter, and soon a satellite truck. Send resume and non-returnable tape to: Mrs. Terry Zaruba, Personnel Coordinator, KCRG-TV, Box 816, Cedar Rapids, Iowa 52406. EOE.

**News Director:** WFMJ-TV the NBC affiliate in Youngstown, Ohio is looking for a hands-on News Director. Applicants should have a journalism degree and a minimum of seven years newsroom experience. The successful candidate must have the editorial, production, communication and leadership skills necessary to lead our news team to the next level. Send resumes and salary requirements to: General Manager, WFMJ Television, Inc., 101 West Boardman Street, Youngstown, Ohio 44503. No phone calls. EOE.

**Morning Anchor/Reporter.** WCTI serving the Greenville/Washington/New Bern market in Eastern North Carolina is looking for that very special person who can illuminate the screen as one of our two "Daybreak" news anchors and then tackle a story in the field after the show. The reporting part of the job does not always require a day-of-air commitment. Please send a short cover letter, a non-returnable tape, resume and references to Doug Spero, News Director, WCTI, PO Box 12325, New Bern, NC 28561. 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.

**Increase your exposure** with Mediacasting's audio/video classifieds. Your tape will be heard/seen by thousands of broadcast professionals via the Internet. Affordably priced! Call 414-926-9620 or [www.mediacasting.com](http://www.mediacasting.com).

**Host/Anchor** for new nationally syndicated daily program. Midwest origination. Minimum 10 years in TV essential. Must carry the show warmly, comfortably; at home in both news and talk. Interviewing skills, news, good writing, some producing experience important. Tapes, resumes to Box 474, 331 West 57th Street, New York, NY 10019.

**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.

**Graphic Designer:** If you've got an eye for clean design, an interest in journalism, an understanding of deadlines and a willingness to work hard, we've got an exceptional opportunity for you at the ABC owned station in fast growing Raleigh-Durham, Nielsen's 29th market. Work with a great team on state of the art equipment in one of the best places to live in America. You've got to be a design school grad, and Macintosh design experience is required (Photoshop, Illustrator, After Effects, Quark). Quantel paintbox, Chyron iNiFi! and television production experience a plus. Rush non-returnable tape and resume to: David Rhoades, Creative Services Manager, WTVD NewsChannel 11, 411 Liberty Street, Durham, NC 27701. Women and minorities are especially encouraged to apply. EOE.

**Executive Sports Producer:** This person will supervise the W\*USA sports department, including overall program production, story assignments and schedules. Must be an experienced field producer. Requires college degree and at least three years sports producing experience; management background preferred in either news or sports. Please respond with non-returnable tape (Beta or 3/4"), resume, references, and a statement of your news philosophy as well as salary requirements to: Mike Cavender, Vice-President/News, W\*USA TV, 4100 Wisconsin Avenue NW, Washington, DC 20016. EOE. Job offers are contingent on pre-employment drug screening. Please mark specific job interest on address label. Absolutely No Phone Calls, Please.

**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.

**Assistant News Director:** Search re-opened for NBC affiliate in 68th market. We need an aggressive newsroom manager to supervise the day-to-day newsroom operation. You must have the ability to teach and motivate reporters and producers to create high-energy, visual and tightly written pieces and newscasts that grab the viewer's attention. We need someone who wants to own the hard news image and can help us achieve that goal. Ideal candidate will have a minimum 3 years producer experience; some management experience is helpful. Send resume and a letter explaining how you think you can achieve the goals outlined above to: Mark Carros, News Director, WSTM-TV, 1030 James St., Syracuse, NY 13203. No phone calls, please. WSTM-TV is an Equal Opportunity Employer.

**Assignment Editor** needed for nights and weekends. Must be organized and have an aggressive approach to news coverage. Requires sound news judgement, ability to manage staff, and good computer skills. Prefer at least one year of TV news experience. Send resume to News Director, WTVC, PO Box 1150, Chattanooga, TN 37401. Equal Opportunity Employer.

**Assignment Editor/News Photojournalist - PT.** Responsibilities as photojournalist include: set up live microwave trucks and shoot live shots; shoot and edit stories as assigned, according to standards and priorities set by KTBC News, with an emphasis on creativity and compelling hard-news storytelling; carry, maintain and account for assigned camera gear; lay cables and other equipment necessary for shoots; clean and maintain assigned news vehicles. Responsibilities as an assignment editor include: managing crews, preparing and maintaining data and story files, contributing to daily staff editorial meetings. Requires a 30 hour week, as well as additional hours as assigned. Must have at least one year experience in news photography and editing; good driving record; good knowledge of electronic news gathering production techniques; sound journalistic judgment; great people skills imperative. Send resume, cover letter, copy of driving record, and Beta or VHS tape to Human Resources, KTBC-TV, 119 E. 10th Street, Austin, TX 78701. Reference position title on envelope. No phone calls, please. EEO Employer.



HELP WANTED PROMOTION



**Paramount Stations Group**

**Seeks Program/Promotion Managers**

If you have several years of experience at the helm of a program, promotion department, or both - and excel at your position - we'd like to talk to you. Paramount Stations Group seeks talented individuals to showcase their abilities by working for one of the world's largest media companies, Viacom, Inc. Our properties include Paramount Pictures, MTV, VH1, Nickelodeon, Showtime, Blockbuster Video, Simon & Schuster publishing, and more. We seek leaders who are innovative, creative, and able to train and teach future leaders, as we promote from within when possible. Experience on the Storer Program System highly desirable. PSG, the nation's sixth largest broadcast group, owns stations in major markets from coast to coast.

*Please send resume and, if appropriate, tape to:*

**Tom Zappala**  
 Paramount Stations Group  
 5555 Melrose Avenue, GR 1009  
 Hollywood, CA 90038

No phone calls, please. Viacom Inc. and PSG are equal opportunity employers.

**PROMOTION DIRECTOR**

**KRON Channel 4**, the NBC affiliate serving the **San Francisco Bay Area** has an immediate opening to lead our promotion department. You'll lead by example with top quality writing and producing skills. You'll manage our Radio and Print production. You'll help create the big campaigns, as well as the daily topicals. We welcome your 3 to 5 years experience with a leading network affiliated station. KRON is locally owned and operated by the Chronicle Broadcasting Company, the Bay Area's news and information leader that includes BayTV cable, and The Gate on-line. In exchange for sharing your talents with our television station, we offer a competitive salary and benefits, and the opportunity to live and work in the most beautiful and creative city in America. We are a drug free company that requires pre-employment drug testing.

Send your tape and resume no later than October 1, 1997 to: KRON Human Resources PO Box 3412 San Francisco, CA. 94119.



The Chronicle Broadcasting Company

**NEWS PROMOTION WRITER/PRODUCER**

**KRON Channel 4**, the NBC affiliate serving the **San Francisco Bay Area** has an immediate opening on our promo team. We're looking for a skilled writer and top quality producer who knows their way around a news room. Your assignment? Topicals, teases and tie-ins. Nights? Probably. Weekends? Occasionally. We welcome your 2 to 3 years experience with a leading network affiliated station. KRON is locally owned and operated by the Chronicle Broadcasting Company, the Bay Area's news and information leader that includes BayTV cable, and The Gate on-line. In exchange for sharing your talents with our television station, we offer a competitive salary and benefits, and the opportunity to live and work in the most beautiful and creative city in America. We are a drug free company that requires pre-employment drug testing.

Send your tape and resume no later than October 1, 1997 to KRON Human Resources PO Box 3412 San Francisco, CA, 94119.



The Chronicle Broadcasting Company

**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



The #1 WB affiliate in the US WNOL-TV WB38 in The Big Easy is seeking an aggressive hands-on Promotion Manager. Only apply if you possess a successful track record in building ratings and a colorful, innovative, organized, take-charge approach to marketing a dynamic station. We demand a leader with a competitive, winning spirit who can also develop revenue through sales and event promotions. Independent FOX or WB promotion experience a must. Send resume, demo tape and promo materials to A. Oliva, WNOL-TV, 1661 Canal Street, New Orleans, LA 70112. No phone calls. Deadline: September 12, 1997. EOE.

**Senior Promotion Writer/Producer:** If you love news promotion, Newschannel 36 wants you! WTVO-TV, Lexington, Kentucky's ABC Affiliate seeks a creative Writer/Producer to join an aggressive promotion team. Candidate must have a minimum of two years promotion experience. Strong news topical skills and ability to create compelling news image promotions essential. Editing and computer skills preferred. Minimum of Bachelor's Degree in Writing, Broadcast Communications or related field required. Send resume and reel to: Human Resources, WTVO-TV, PO Box 55590, Lexington, KY 40555-5590. EEO. M/F pre-employment drug test required.

**Promotion Director.** Growing small/middle-market station group offers attractive opportunity for those who think strategically and recognize the power of strong local branding. We value promotion as vital to our stations' success. It's a given you're creative. We want strategic thinkers who can translate our message to all target audiences. EEO. Send your story to Box 01226.

**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 PRODUCTION**

**Wanted: Serious producer/editor** to create fantastic video for the number one Fox affiliate in the U.S. Duties include creating *Cool* on-air-station promos and *Hot* commercial spots for local and regional ad agencies. Our new editor will have good people skills and be a team player. Must have analog and non-linear (very important) editing experience and provide non-returnable demo reel. Serious inquiries only respond by mail to WFXG-TV Fox 54, 3933 Washington Road, Augusta, GA 30917. Attention: Keith Avery, Production Manager. EEO

**Wanted: Producer** for Idaho's Number One-rated news operation. Looking for someone who wants to produce in one of the country's fastest-growing, best television markets. Join Idaho's NewsChannel 7 and the A.H. Belo Company. Candidates should be well-organized, strong writers, who have solid news judgment. Send resumes to: Rod Gramer, KTVB-TV, 5407 Fairview Avenue, Boise, Idaho 83707.

**WFXG-Fox 54** currently has an opening for the position of Master Control Operator. The ideal candidate will have 2-3 years experience in control room operations, will be computer literate and work with little or no supervision. WFXG Fox 54 offers a competitive salary and complete benefit package. Applications and resumes will be accepted at WFXG-Fox 54, 3933 Washington Road, Augusta, GA 30907. No phone calls. EOE

**Videographer.** Growing production company has immediate opening for chief photographer. Candidate must have extensive knowledge of BetaSP cameras, external filters, and creative lighting techniques. Position offers a variety of projects and location environments. Salary of 25-30K based on experience and talent, plus benefits. Send resume and tape to Pelican Productions, 1953 Lakeshore Drive, Muskegon, MI 49441. No calls please.

**Television Production Director.** Quincy University, Quincy, Illinois, seeks experienced professional. Responsible for all TV production and studio operations activities, facilities, and equipment. Includes producing weekly TV programs, monitoring budget, developing funding proposals. Some teaching required. Qualifications: Master's degree and successful TV production experience. Send letter, resume, three references to Personnel Director, Quincy University, 1800 College Avenue, Quincy, IL 62301-2699.

**Videographer.** Exciting new opportunity in our Broadcast Division as day-to-day lead news videographer/video editor. Will execute assignments and act as backup operational liaison for media relationships as directed by our TV producer. Prefer degree in journalism or related field and experience in print journalism, two years experience in television news videography/video editing including script writing, and experience with digital technology. Must be self-starter able to work in highly deadline-oriented environment with sometimes varying schedule. We are a subsidiary of Tribune Company and offer an excellent benefits package. Please forward your resume, including salary requirements, to our main office: The Daily Press, Inc., Attn: Human Resources, 7505 Warwick Boulevard, Newport News, VA 23607. EOE. Fax 757-247-7884. Email: jbryant@tribune.com

**Producer:** SportsChannel New England, one of cable TV's most successful networks, has a unique approach to educating and entertaining viewers. Are you a great/conceptual/creative thinker? If so, you'll have the opportunity to assume responsibility for the style and content of assigned programs. This will involve developing formats for production, and then working with the Director, talent and crew to oversee the successful production of the format. Qualified candidates will have 3+ years of experience producing sports programs in the cable or television industry. Compensation will be commensurate with expertise; benefits are comprehensive; opportunities to demonstrate creativity are exceptional. For confidential consideration, please send resume and demo tape, with salary requirements to Vice President of Programming and Operations, SportsChannel New England, 10 Tower Office Park, Suite 600, Woburn, MA 01801. No phone calls, please. An Equal Opportunity Employer.

**Producer.** WTEN/ABC10 in New York's capital city is looking for a commercial television production magician. Here's the list... proven positive leadership, plenty of hands-on skills, high productivity level, treats clients like family, no negatives, and a known team player with both Production And Sales staffs. If you're the star where you are and have awesome stuff to show off, send me your resume and tape. Mr. Lynn Riley, ABC10, 341 Northern Blvd., Albany, NY 12204. ABC10 is an equal opportunity employer.

**Producer.** ASAP. 1-2 years experience. Strong writing skills and a level head. Send T&R to Matt Ledin, News Director, FOX51, 2320 Congress Street, Portland, ME 04102. EOE.

**Producer (Job #99-200):** WBNS-10TV is looking for a news producer to join its award-winning staff. If you love to win, like the excitement of breaking news and want the challenge of creating good television each and every day, we want to hear from you. Duties include producing short and long-form programming, daily newscast, specials and other programs. You will select, write, edit and organize news stories for the air. Direct reporters, photographers and editors in gathering and presenting material for newscast. Field produce and report stories and segments. College degree plus previous newsroom experience. Qualified candidates should send resumes to: WBNS-TV, Human Resources Job #99-200, 770 Twin Rivers Drive, Columbus, Ohio 43215. Qualified Minorities and Women Are Encouraged To Apply. EEO. We Are A Smoke And Drug Free Workplace.

**Photographer,** Established northeast (CT/NJ/NY area) freelance photographer with own clients needed to operate broadcast field production Betacam camera package. 203-452-1985

**News Producer:** Expanding newsroom looking for a creative individual to join an already great producing team. Must have solid writing skills and line producing experience. Send resume and non-returnable tape to: Lois Czemiak, WGME-TV, 1335 Washington Ave., Portland, ME 04103. EOE M/F

**Executive Producer:** WTTV-4, a Sinclair Communications station has an Executive Producer position available. The ideal candidate shall possess proven management skills, solid leadership ability, good writing skills, a minimum of five years local production experience (sports experience preferred), technical know-how and the ability to develop and produce projects within budget. Responsible for day-to-day program production requirements of the station including: personnel management and training, budgeting, maintaining operational standards and controls, planning and implementing station projects to include personnel scheduling and program development. The Executive Producer will oversee WTTV's commitments to local programming which includes sports, entertainment, kids club and community affairs. Sports programming includes but is not limited to: Indiana and Purdue University Basketball, weekly university coaches shows, Indiana Pacers Basketball and Indianapolis Colts pre-season football. Additionally, the Executive Producer will be responsible for maintaining a consistent on-air look of the station. Mandatory pre-employment drug testing. WTTV and Sinclair Communications are equal opportunity employers. Women and minorities are encouraged to apply. Send cover letter and resume to: WTTV-4, Human Resources, 3490 Bluff Road, Indianapolis, IN 46217

**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.

**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.



**Associate Producer.** WPWR, Chicago's UPN affiliate is looking for an Associate Producer to join our expanding local programming department. Individual will be responsible for assisting program producers with local public affairs and children's weekly series and specials. Duties include researching topics, pre-production responsibilities, assisting on location shoots, screening and logging tapes, and other responsibilities. Candidate will have at least 2 years experience in television production, is self motivated and has an eye for details and deadlines. Interested parties should send resume and tape to: Tom Feie, Program Manager, WPWR, 2151 N. Elston, Chicago, Illinois, 60614. Please no calls. EOE.

**Broadcast Personnel.** Technical Directors (GVG 300 Switcher with Kaleidoscope), Audio (mixing for live studio and news broadcasts), Studio Camerapersons (studio productions and news broadcasts), Chyron Operators (Infinite), Still Store Operators, Tape Operators (Beta), Maintenance (plant systems experience - distribution and patching), Lighting Director Engineer. 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: 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.

**"Video Producer".** Line Producer for in-house video department of a major DC public relations firm. Must be able to own small to medium size projects (VNRs, Industrials, satellite media tours, etc.) and assist senior producer in major projects. News and non-linear experience a plus. Must be able to develop and track budgets and handle several projects simultaneously. Please send resume, script, writing samples + a demo reel w/ credits to: Video Producer, 1901 L Street, Suite 300, NW, Washington, DC 20036.

**TV SALES IMPROVEMENT SEMINARS**

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212-206-8063

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**Broadcasting & Cable**  
**(212) 206-8327**

**HELP WANTED MISCELLANEOUS**

**ODETICS BROADCAST**

*Odetics Broadcast is a division of Odetics, Inc. and a leading supplier of on-air presentation and station automation systems worldwide. For information about our products and additional job opportunities, visit our web site: <http://www.odetics.com>. We are looking for the following positions:*

**WESTERN REGION SALES MANAGER**

The successful candidate should have at least five years experience in the television broadcast industry with emphasis calling on GM's and DOE's to sell major software based broadcast equipment to cable networks, TV networks and TV stations. Good written and verbal communication skills are required as well as familiarity with office computer word-processing, spreadsheet and data base software programs. Good organizational and presentation skills are a plus.

**APPLICATIONS SPECIALIST**

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.

**FIELD SERVICE ENGINEER**

Responsibilities include installation, training and field support of Odetics Facility Management systems at the customers' location, factory based technical Help Desk support and sales technical support. Position requires strong background in digital and analog electronics, a solid mechanical aptitude, experience with current technology PC based products and proven experience working with broadcast quality video and audio equipment. Working knowledge of Novell 2.X/4.X products, Microsoft NT 4.X and Oracle databases are desirable. Position requires heavy travel, primarily domestic, with occasional international assignments. A minimum educational requirement of a 2 year AS degree in electronics or equivalent is necessary. We are looking for hard working, results oriented individuals who can work with minimum supervision, have the ability to work well with sophisticated customer base and enjoys a dynamic working environment.

Odetics, Inc. is a public company listed on the NASDAQ stock exchange and has been selected three times as "One of the One Hundred Best Companies to Work for in America."

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

E-mail: [amd@odetics.com](mailto:amd@odetics.com)

Fax: 714-780-7999

**Odetics, Inc.**  
**1515 South Manchester**  
**Anaheim, CA 92802**

EOE

M/F/H/V

**PROGRAMMING SERVICES**

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High quality 600 plus classic film library available to TV stations nationwide. Public domain titles to choose from include: Drama, Horror, Comedy, Sci-Fi and Cartoons. Build and own your own library at lowest pricing. Masters come from 35mm or 16mm stock and are duplicated to your format choice.

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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.

TV CREATIVE SERVICES

**BLAH, BLAH, BLAH.**

Tired of producing the same old spots for the same old stories, day after day, week after week?

We're looking for an on-air promotion Creative Manager for a successful L.A. based syndicated newsmagazine. You'll be cutting trailer-style in-show teasers and oversee a staff of promotion writer/producers.

Send your bio and demo reel (3/4 or VHS ONLY) to:

Confidential Reply Service  
11755 Wilshire Blvd., Suite 1600  
Box ES/BC  
Los Angeles, CA 90025  
Fax: (310) 312-6031

Equal Opportunity Employer

CABLE

HELP WANTED RESEARCH

**DIRECTOR OF RESEARCH,  
SCI-FI CHANNEL**

Bring your solid media research experience to USA Networks, a leading broadcast entertainment conglomerate, successfully operating the nation's fastest growing cable network—the Sci-Fi Channel.

In this key position, the successful candidate will oversee all media research activities, while working directly with the Programming Department on programming decisions, as well as evaluating development proposals and scheduling strategies. Additionally, you will support our Advertising Sales Dept with reports, trends and analyses, and work along with Affiliate Relations sales and marketing in support of SFC distribution.

The qualified professional will possess 5-7 years media research experience. Thorough familiarity with audience measurement tools to include Nielson, MRI or Simmons is essential. Strong communication/presentation skills and familiarity with computers and relevant software tools are also necessary. Supervisory experience a plus.

We offer a competitive salary, commensurate with experience and an outstanding benefits package, including a 401K and profit sharing plan. Please send/fax your resume with salary requirements (only resumes with salary requirements will be considered) to: HR Dept DR, USA NETWORKS, 1230 Avenue of the Americas, NY, NY 10020. FAX# 212-262-5343. (NO PHONE CALLS PLEASE). AN EOE, M/F.



HELP WANTED CREATIVE SERVICES

**GRAPHIC**



**ARTIST  
Temporary**

QVC, Inc., the nation's preeminent electronic retailer with over \$1.8 billion in sales, seeks a Temporary Graphic Artist/Animator for our corporate headquarters in West Chester, PA.

Working in our state of the art facilities at Studio Park, the successful candidate will: assess usage, purpose and placement of graphics for design of show titles, logos, promos, etc.; provide recommendations regarding layout, composition, and design of graphics; collaborate with related production and design staff on promotion and QVC's on-air look; create storyboards for the development of animation, culminating in the design and execution of 2 and 3 dimensional animations; choose best hardware and software options; conduct research on future products, historical events, locations and themes that might apply to the design of graphics; and maintain current knowledge of industry developments, trends and technology.

Qualifications include: Undergraduate degree in an art-related field or equivalent combination of knowledge and training and knowledge; and skills in one or more of the following: SGI using Wavefront; Matador paint system; Macintosh using Electric Image and/or Adobe AfterEffects. Experience in Adobe Photoshop, Adobe Illustrator and Fractal Painter preferred.

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**HELP WANTED MANAGEMENT**

**DEAN  
COLLEGE OF COMMUNICATION, INFORMATION, AND MEDIA  
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Nominations and applications are invited for the Dean of the College of Communication, Information, and Media. The Dean reports to the Provost and Vice President for Academic Affairs and is the chief academic and administrative officer of the college. The Dean plans, directs, and coordinates the operational, personnel, budgetary, and student activities of the college and provides leadership and direction in the development and implementation of curricula, academic programs, outside resource development, and all related activities.

Ball State University is in Muncie, Indiana, a city with a population of approximately 80,000 located 50 miles northeast of Indianapolis and 200 miles southeast of Chicago. The university has an enrollment of 18,650 students and a full-time faculty of 900. The College of Communication, Information, and Media has 63 full-time faculty and offers programs at the associate, baccalaureate, and masters levels to its over 2,000 students through the academic units of Journalism, Speech Communication, Telecommunications, and the interdisciplinary master's program in the Center for Information and Communication Sciences.

The college is seeking a Dean who exhibits strong leadership and management abilities and who will develop a strong sense of vision for the academic units in the college as they address problems and opportunities in communication, information, and media in the 21st century. The Dean is the college's leader in working with both internal and external constituencies and assumes a critical role in seeking external funding.

Minimum qualifications include: an earned doctorate or equivalent professional experience; overall qualifications that will merit a faculty appointment at a senior rank within one of the units of the college; strong administrative and interpersonal skills; commitment to excellence in teaching, research, and service within the disciplines of the college; strong commitment to diversity. Preferred qualifications include: sufficient senior level administrative experience to provide leadership both inside the college and within the professional communities served by the college; demonstrated success in developing external funding and fund raising; an understanding of fiscal management, governance, and the role of communications colleges within a university system. Immediate tenure may be granted to a Dean with exceptional credentials. Salary is competitive and commensurate with experience and qualifications.

Send letter of application, curriculum vitae, and the names of five references to: Dr. Paul W. Parkison, Chairperson, Selection Committee for Dean, Office of the Provost, Ball State University, Muncie, IN 47306. Nominators of individuals should send letters to the same address. Review of applications will begin November 17, 1997, and continue until the position is filled. The position is available July 1, 1998.

Ball State University is an equal opportunity, affirmative action employer and is strongly and actively committed to diversity within its community.

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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

### Dismissed

**Bridgeport, Tex.** (BAPED-950718GE)—Family Stations Inc. CP for KBTT-FM: AOL from Family Stations to Coastal Community Radio Inc. *Aug. 22*

## NEW STATIONS

### Canceled

**Repton, Ala.** (BPH-930609MC)—McKissick Enterprises for FM at 101.1 mhz, 4.1 kw, ant. 139.7 m. *Aug. 22*

### Returned

**Clifton, Tenn.** (BPH-970707MG)—D. Mitchell Self Broadcasting Inc. for FM at 106.5 mhz. *Aug. 21*

### Filed

**Georgiana, Ala.** (BPED-970821MA)—American Family Assn. (P.O. Drawer 2440, Tupelo, Miss. 38803) for noncommercial FM at 89.3 mhz, .8 kw, ant. 65 m., CR 16. *Aug. 27*

**Valdez, Alaska** (970812MQ)—North Wave Communications Inc. (Bonnie L. Welke, secretary/45.5% owner, 4350 N. Fairfax Dr., Suite 900, Arlington, Va. 22203-1633) for FM at 93.3 mhz, 6 kw, ant. .597 m., KVAK(AM) site, corner of Empire Ave. and Seventh Street. *Aug. 27*

**Des Arc, Ark.** (BPH-970806MJ)—Bobby Cladwell (P.O. Box 789, Wynne, Ark. 72396) for FM at 104.7 mhz, 6 kw, ant. 100 m., 7 km NW of Des Arc near Bear Creek, owns KWYN-AM-FM Wynne, KBRI(AM)-KQMC-FM Brinkley and 50% of KWAK-AM-FM Stuttgart and KDEW-FM DeWitt, all Ark. *Aug. 6*

**Grass Valley, Calif.** (BPH-970814MB)—Educational Media Foundation (Richard Jenkins, president, 1425 N. Market Blvd., Suite 9, Sacramento, Calif. 95834) for FM at 103.3 mhz, 2 kw, ant. 170.7 m., 14013 Meadow View Dr. EMF owns two AMs and seven FMs and is building four new FMs. *Aug. 14*

**Grass Valley, Calif.** (BPH-970814MR)—George S. Flinn Jr. (188 S. Bellevue, Suite 222, Memphis, Tenn. 38104) for FM at 103.3 mhz, .41 kw, ant. 160 m., 12025 Charles Dr. *Aug. 25*

**Grass Valley, Calif.** (BPH-970814MK)—William Richard Green (3200 Wilkinson Rd., Cameron Park, Calif. 95682) for FM at 103.3 mhz, .2 kw, ant. 356 m., adjacent to the Banner Mountain C.D.F. lookout facility. *Aug. 25*

**Grass Valley, Calif.** (970814MH)—Roy E. Henderson (PO Box 590209, Houston, Tex. 77259-0209) for FM at 103.3 mhz, 6 kw, ant. 100 m., on Storm Ridge Peak, 4 mi SE of Grass Valley. *Aug. 25*

**Grass Valley, Calif.** (970813MD)—KZCO Broadcasting Inc. (Amador S. Bustos, president/72% owner, 1436 Auburn Blvd., Sacramento, Calif. 95815) for FM at 103.3 mhz, 1.518 kw, ant. 201 m., PLT Lot 3 of parcel 33, Madona Springs Acres, 13665 Odaho-Maryland Rd., Nevada City. *Aug. 27*

**Grass Valley, Calif.** (970814MO)—Salem Communications Corp. (co-owners/brothers-in-law Edward G. Atsinger III, president, Stuart W. Epperson, chairman, 4880 Santa Rosa Rd., Suite 300, Camarillo, Calif. 93012) for FM at 103.3 mhz, .5 kw, ant. 329 m., Banner Mountain, 5 km SE of Nevada City; owns/is buying 15 FMs and 26 AMs. *Aug. 25*

**Grass Valley, Calif.** (BPH-970815MC)—Phoenix Broadcasting Inc. (Gary Katz, president/70.1% owner, P.O. Box 7568, Chico, Calif. 95927) for FM at 103.3 mhz, 6 kw, ant. 3 m., 6 km W of Grass Valley, owns KCEZ(FM) Corning, KROR(FM) Orland, KCCY(FM) Colusa and KMJE(FM) Gridley, all Calif. *Aug. 26*

**Grass Valley, Calif.** (BPH-970814MF)—Point Broadcasting Co. (John Q. Hearne, president/owner, 100 Wilshire Blvd., Suite 1000, Santa Monica, Calif. 90401) for FM at 103.3 mhz, .42 kw, ant. 374.6 m., Banner Mountain 5.2 km ENE of Grass Valley, owns KKZZ(AM) Santa Paula, KCCP-FM Camarillo, KTRO(AM) Port Hueneme, KCAQ-FM Oxnard, KXSP(AM) Ventura, KNTD-FM Ojai, KUTY(AM) Palmdale, KLKX-FM Rosamond, KHJ(AM)-KGMX-FM Lancaster, all Calif. *Aug. 14*

**Grass Valley, Calif.** (970813ME)—Joel T. Saxberg (2322 S. Second Ave., Arcadia, Calif. 91006) for FM at 103.3 mhz, .45 kw, ant. 356 m., Banner Mountain, 4.7 km ESE of Nevada City. *Aug. 27*

**Laytonville, Calif.** (BPED-970807MV)—CSN

International (Charles W. Smith, president, 3000 MacArthur Blvd., Santa Ana, Calif. 92704) for noncommercial FM at 90.1 mhz, .13 kw, ant. 735 m., Cahto Peak, 4.75 mi. W of intersection of US 101 and Branscomb Rd., owns KTRX(FM) Tarkio, Mo., WFGL(AM) Fitchburg, Mass., WJCX(FM) Pittsfield, Me., and KRSS(FM) Chubbuck, Idaho. *Aug. 7*

**Strasburg, Colo.** (BPH-970814MA)—Broadcasting for the Challenged (George S. Flinn Jr., president, 188 S. Bellevue, Suite 222, Memphis, Tenn. 38104) for FM at 97.7 mhz, 25 kw, ant. 100 m., 3.2 km SE of Byers, Colo., Flinn owns WHBQ(AM) and WFBI(TV) Memphis and WOWW(AM) Germantown, Tenn.; KXHT(FM) Marion and KDRE(FM) North Little Rock, Ark., and WCCL(TV) New Orleans. *Aug. 14*

**Key West, Fla.** (BPED-970815MA)—Good Idea Inc. (William R. Lacy, president/34% owner, 6910 N.W. 2nd Terrace, Boca Raton, Fla. 33487) for noncommercial FM at 90.1 mhz, 25 kw, ant. 39 m., 7 McDonald Ave., Key West, Lacy has applied to build three new FMs in Fla. *Aug. 15*

**Lumpkin, Ga.** (970818MB)—Spanish Cultural Education Inc. for FM at 88.5 mhz. *Aug. 27*

**Wailuku, Hawaii** (BPCDT-970808KF)—KITV Argyle Television Inc. for KMAU-TV: for new digital TV facility: ch. 29, 51.2 kw, ant. 1770 m., near summit of Mount Haleakala, 32 km SE of Wailuku, 9 km SE of Kula. *Aug. 25*

**Driggs, Idaho** (BPH-970808MJ)—Ted W. Austin Jr. (P.O. Box 17, St. Anthony, Idaho 83445) for FM at 102.1 mhz., 6 kw, ant. .147 m., 231 S. State Hwy. 33. Austin owns KADQ(FM) Rexburg and KIGO(AM) St. Anthony, Idaho, and has applied to build two new FMs in Idaho and Wyoming. *Aug. 8*

**Franklin, Idaho** (BPH-970814MJ)—DBM Entertainment Enterprises Inc. (Ana B. Mietus, president/33.3% owner, P.O. Box 22644, Alexandria, Va. 22304) for FM at 97.7 mhz, .141 kw, ant. 10 m., 7 km N of Franklin. *Aug. 25*

## BY THE NUMBERS

### BROADCAST STATIONS

Service	Total
Commercial AM	4,811
Commercial FM	5,477
Educational FM	1,889
<b>Total Radio</b>	<b>12,177</b>
VHF LPTV	555
UHF LPTV	1,446
<b>Total LPTV</b>	<b>2,001</b>
FM translators & boosters	2,800
VHF translators	2,270
UHF translators	2,721
<b>Total Translators</b>	<b>7,791</b>

Service	Total
Commercial VHF TV	55E
Commercial UHF TV	637
Educational VHF TV	124
Educational UHF TV	241
<b>Total TV</b>	<b>1,56C</b>

### CABLE

Total systems	11,600
Basic subscribers	64,800,000
Homes passed	93,790,000
Basic penetration*	68.3%

\*Based on TV household universe of 97 million

Sources: FCC, Nielsen, Paul Kagan Associates

GRAPHIC BY BROADCASTING & CABLE

**Franklin, Idaho** (970814MM)—Michael Radio Group (Victor and Van Michael, owners, 7901 Stoneridge Dr., Cheyenne, Wyo. 82009) for FM at 97.7 mhz, 1.5 kw, ant. 186 m., 7 km NE of Preston. Michaels own interest in KIGN(FM), KOLZ(FM) and KLEN(FM) Cheyenne, and KGAB(AM) Orchard Valley, Wyo. *Aug. 25*

**Idaho Falls, Idaho** (BPH-970808MK)—Ted W. Austin Jr. (P.O. Box 17, St. Anthony, Idaho 83445) for FM at 107.1 mhz, 1.75 kw, ant. 190 m., Blackfoot Mountains, 10 km ESE of Shelley, Idaho; owns KADQ(FM) Rexburg and KIGO(AM) St. Anthony, Idaho, and has applied to build two new FMs in Idaho and Wyoming. *Aug. 8*

**Idaho Falls, Idaho** (BPH-970807MX)—BAB Broadcasting Co. II (Diane E. Devine, trustee of Judson Rev. Trust, 35% owner, 1901 L Street, NW, Suite 290, Washington, D.C. 20036) for FM at 107.1 mhz., 3.1 kw, ant. 139 m., 8.2 km from Goshen, Idaho. *Aug. 7*

**Idaho Falls, Idaho** (BPH-970807MW)—East Idaho Broadcasting Co. LLC (Roger D. Plothow, managing member/33% interest, 1130 Twin Circles, St. George, Utah 84790) for FM at 107.1 mhz, 6 kw, ant. 100 m., intersection of Park and York roads. *Aug. 7*

**Idaho Falls, Idaho** (BPH-970807MZ)—Harris Broadcasting Co. (Stephen R. Harris, president/50% owner, 417 W. Plumb Lane, Reno, Nev. 89509) for FM at 107.1 mhz, 6 kw, ant. 100 m., 2500 W 65 S, owns KNEV-FM Reno and KBMJ-FM Billings, Mont.; has applied to build three TVs and two FMs. *Aug. 27*

**Rathdrum, Idaho** (970820MA)—American Family Association (P.O. Drawer 2440, Tupelo, Miss. 38803) for noncommercial FM at 90.3 mhz, .9 kw, ant. 311 m., Green Mountain Road, Newman Lake, Wash. *Aug. 27*

**Victor, Idaho** (970813MA)—Chaparral Broadcasting Inc. for FM at 104.3 mhz. *Aug. 27*

**Victor, Idaho** (BPH-970814ME)—Roy E. Henderson (P.O. Box 590209, Houston, Tex. 77259-0209) for FM at 104.3 mhz, 6 kw, ant. -155 m., 2 mi. N of Victor. *Aug. 14*

**Victor, Idaho** (BPH-970814MQ)—Idaho Broadcasting Consortium Inc. (Frederic W. Constant, president/owner, 3565 Standish Ave., Santa Rosa, Calif. 95407) for FM at 92.3 mhz, 5408 kw, ant. 329 m., Teton Pass Communications Site off Route 22 17.77 km SE of Victor, owns KIKX(FM) Ketchum and KMXM(FM) Gooding, Idaho; KSAC(AM) Sutter Creek and KRAZ(FM) Santa Ynez, Calif. *Aug. 25*

**Victor, Idaho** (BPH-970814MS)—Idaho Broadcasting Consortium Inc. (Frederic W. Constant, president/owner, 3565 Standish Ave., Santa Rosa, Calif. 95407) for FM at 104.3 mhz, .5408 kw, ant. 329 m., Teton Pass Communications Site off Route 22 17.77 km SE of Victor; owns KIKX(FM) Ketchum and KMXM(FM) Gooding, Idaho; KSAC(AM) Sutter Creek and KRAZ(FM) Santa Ynez, Calif. *Aug. 25*

**Victor, Idaho** (BPH-970814ML)—Michael Radio Group (Victor and Van Michael, owners, 7901 Stoneridge Dr., Cheyenne, Wyo. 82009) for FM at 92.3 mhz, 6 kw, ant. -205 m., 2 km E of Victor. Michaels own interest in KIGN(FM), KOLZ(FM) and KLEN(FM) Cheyenne and KGAB(AM) Orchard Valley, Wyo. *Aug. 25*

**Kankakee, Ill.** (BMPED-970808MI)—American Family Assn. (P.O. Drawer 2440, Tupelo, Miss. 38803) for noncommercial FM at 88.3 mhz, 1 kw, ant. 92 m., corner of CRs 7500 E and 0500 N, St. Anne, Ill. *Aug. 8*

**Bloomfield, Ind.** (BPH-970724NF)—William S. Poorman (4566 Chase Oak Ct., Zionsville, Ind. 46077) for FM at 101.1 mhz, 2.5 kw, ant. 109 m., S side of Route 54, 2.9 km W of Ridgeport; owns 51% of WNNH-FM Indianapolis and 49% of WGGF-FM Greenwood, Ind. *July 24*

**Mason City, Iowa** (BPED-970812MO)—American Family Assn. (P.O. Drawer 2440, Tupelo, Miss. 38803) for noncommercial FM at 88.5 mhz, 3 kw, ant. 70 m. 4.5 mi. S on Route 107, Clear Lake. *Aug. 12*

**Mason City, Iowa** (970812MO)—American Family Assn. for noncommercial FM at 88.5 mhz. *Aug. 22*

**Indianola, Miss.** (BPED-970807MU)—Broadcasting for the Challenged Inc. (George S. Flinn Jr., president, 188 S. Bellevue, Suite 222, Memphis, Tenn. 38104) for noncommercial FM at 88.7 mhz, 100 kw, ant. 65 m., 910 US 81, Indianola. Flinn owns WHBQ(AM) and WRBI(TV) Memphis and WOWW(AM) Germantown, Tenn.; KXHT(FM) Marion and KDRE(FM) North Little Rock, Ark., and WCCL(TV) New Orleans. *Aug. 7*

**Brookline, Mo.** (BPH-960212MA)—William Walter Muench (6181 W. Farm Road 94, Springfield, Mo. 65803) for FM at 102.1 mhz, 4.71 kw, ant. 112 m., KWFC tower, 628 E. Kearney St. *Feb. 12, 1996*

**Thayer, Mo.** (BPH-970814MN)—Bragg Broadcasting Corp. (James Bragg, president/50% owner, P.O. Box 456, Salem, Ark. 72576) for FM at 92.3 mhz, 3.1 kw, ant. 138 m., .15 km N of US 63, 9 km NW of Thayer, owns KSAR(FM) Salem, Ark. *Aug. 25*

**Chickasha, Okla.** (BPED-970807MY)—Sister Sherry Lynn Foundation Inc. (Sherry Lynn Austin, 1101 81 Hwy. N., Marlow, Okla. 73055) for noncommercial FM at 90.5 mhz, 1.3 kw, ant. 93.2 m., 3910 S Fourth; owns KYQX(FM) Weatherford, Tex.; has applied to build three new FMs in Okla. *Aug. 7*

**Harlingen, Tex.** (BPED-970811MB)—Maranatha Church of Laredo Inc./Goodnews Broadcasting of Texas (Israel Tellez Sr., president/33% owner, P.O. Box 1614, Laredo, Tex. 78044) for noncommercial FM at 89.9 mhz, 3 kw, ant. 100 m., on a farm road 1.2 mi. E of US 77, 2.5 mi. NE of Sebastian; owns KTNR(FM) Kenedy, Tex. *Aug. 11*

**Llano, Tex.** (970815MD)—BK Radio (James S. Bumpous and Bryan A. King, owners, 1809 Lightsey Road, Austin, Tex. 78704) for FM at 96.3 mhz, 6 kw, ant. 100 m., 5.5 km from Llano, owns KAHX-FM Ingleside, Tex., has applied to build seven new FMs. *Aug. 26*

**Llano, Tex.** (BPH-970814MI)—Elgin FM LP (Lorenza O. Garcia, president/52% owner, 7524 N. Lamar, Suite 200, Austin, Tex. 78752) for FM at 96.3 mhz, 6 kw, ant. 18 m., N of intersection of Leon and Ames streets, Llano; owns KKLFB(FM) and KELG(AM) Elgin, 50% of KTZX(AM) West Lake Hills, Tex. *Aug. 25*

**Llano, Tex.** (BPH-970815ME)—Maxagrid Broadcasting Corp. (B. Shane Fox, president/95% owner, 3939 Bellline Road, Dallas,

Tex., 75244) for FM at 96.3 mhz, 2.9 kw, ant. 140 m., 17.2 km NW from intersection of routes 71 and 2233, Llano, owns KBAE-FM Marble Falls and KBLK-FM Burnet, Tex. *Aug. 26*

**Chincoteague, Va.** (BPH-970814MP)—Island Broadcasting Co. Inc. (Gregory S. Bojko, president/50% owner, 120 Chester-view Farm Lane, Stevensville, Md. 21666) for FM at 96.5 mhz, 2.9 kw, ant. 145 m., 1.2 km S of Coast Guard Station, Chincoteague Island. *Aug. 25*

**Naches, Wash.** (BPH-970818MA)—Apple Maggot Broadcasting Co. (Thomas D. Hodgins, principal, Rt. 5, Box 513, Walla Walla, Wash. 99362) for FM at 99.3 mhz, .13 kw, ant. 635 m., Cleman Mountain near Jones Canyon. Hodgins owns KUJ(AM) Walla Walla is 50% owner of KLY-FM Milton/Freewater, Ore. *Aug. 27*

**Naches, Wash.** (BPH-970814MG)—Roy E. Henderson (P.O. Box 590209, Houston, Tex. 77259-0209) for FM at 99.3 mhz, 6 kw, ant. 100 m., 3 mi. N of Tieton, Wash. *Aug. 14*

**Mukwonago, Wis.** (BPH-970818MA)—Renee A. Ciske (2919 S. Clement Ave., Milwaukee, Wis. 53207) for FM at 105.3 mhz, 6 kw, ant. 100 m., Wilton Road .55 km W of SR 67. *Aug. 27*

## FACILITIES CHANGES

### Dismissed

**West Point, Neb.** (BP-960917AB)—Nebraska Rural Radio Assoc. for KTIC(AM): change TL, ant. *Aug. 22*

### Returned

**Boise, Idaho** (BP-970415AE)—Pacific Northwest Broadcasting Corp. for KBOI(AM): change ant. *Aug. 12*

**Cleburne, Tex.** (BP-970429AD)—Cleburne Radio Inc. for KCLE(AM): change frequency, TL, ERP, ant. *Aug. 19*

**Fredericksted, V.I.** (BP-970428AD)—Reef Broadcasting Inc. for WRRRA(AM): change ERP, ant. *Aug. 13*

### Filed/Accepted for filing

**Ozark, Ala.** (BMPED-970812IA)—American Family Assn. for WAQG-FM: change ERP, TL, ant. *Aug. 22*

**Atherton, Calif.** (970814MC)—Menlo-Atherton High School for KCEA-FM: change TL, ant. *Aug. 22*

**Barstow, Calif.** (BPH-970724II)—Hub Broadcasting Inc. for KXXZ-FM: change ERP, TL, ant. *Aug. 18*

**Mendocino, Calif.** (BMPED-970814IA)—Mendocino Unified School District for KAKX-FM: change ERP, ant. *Aug. 22*

**San Francisco** (970801ID)—Bonneville Holding Co. for KOIT-FM: change ERP, ant. *Aug. 18*

**San Francisco** (970813AB)—Group W. Broadcasting Inc. for KYCY(AM): change ERP, TL. *Aug. 26*

**Ukiah, Calif.** (BPED-970807IA)—Family Stations Inc. for KPRA-FM: change ERP. *Aug. 18*

**Valdosta, Ga.** (970730IA)—Albert Leon Brooks for WWRQ-FM: change channel from



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299C3 to 300C3. *Aug. 18*

**Kankakee, Ill.** (970801E)—Milner Broadcasting Co. for wvli-FM: change ERP, ant. *Aug. 18*

**Pekin, Ill.** (970805IG)—Illinois Bible Institute Inc. for wcic-FM: change ERP, TL, ant. *Aug. 18*

**Fort Scott, Kan.** (970725IE)—VCY America Inc. for kvcy-FM: change TL. *Aug. 18*

**Houma, La.** (970722IF)—Guaranty Broadcasting Corp. for kcil-FM: change TL, ant. *Aug. 18*

**Oakdale, La.** (970814AA)—Jeffrey N. Eustis for kreh(AM): change city of license, ERP, TL, ant. *Aug. 26*

**Winter Harbor, Me.** (970729IC)—Theodore Enfield for wakn-FM: change ERP, TL, ant. *Aug. 18*

**Belzoni, Miss.** (970804IE)—Humphrey's County Broadcasting Co. Inc. for wvrd-FM: change TL, ant. *Aug. 18*

**Picayune, Miss.** (970801IF)—Howes Broadcasting Co. Inc. for wzrh-FM: change TL. *Aug. 18*

**Point Lookout, Mo.** (970731ID)—Southwest Missouri State University for ksms-FM: change ERP, class, ant. *Aug. 18*

**Binghamton, N.Y.** (BPCT-970807KK)—US Broadcast Group Licensee LP for wmgc-TV: change ERP, ant. *Aug. 26*

**Syracuse, N.Y.** (970807MJ)—State University of New York for wrvd-FM: change TL, ERP, ant. *Aug. 22*

**Beech Mountain, N.C.** (BPH-970717ID)—Rondinaro Enterprises Inc. for wecr-FM: change studio location. *Aug. 20*

**High Point, N.C.** (BP-970818AB)—Key Communications for wokx(AM): change TL, ERP, ant. *Aug. 26*

**Grand Forks, N.D.** (BPH-970722IC)—Excel Broadcasting Corp. for kxxl-FM: change TL, ERP, ant. *Aug. 18*

**Lancaster, Ohio** (970724IH)—Skyway Broadcasting Co. Inc. for wswz-FM: change ERP, TL, ant. *Aug. 18*

**Johnstown, Pa.** (BPCT-970813KE)—Venture Technologies Group Inc. for wtwb-TV: change community of license to Jeannette, Pa. *Aug. 26*

**Blythewood, S.C.** (BMP-970728AK)—Michael B. Gliner for wba(AM): change ant. *Aug. 19*

**Conway, S.C.** (BPH-970116IG)—Lee W. Shubert, Trustee, for wyav-FM: change community of license. *Aug. 25*

**Austin, Tex.** (970805IE)—ARS II for kkmj-FM: change ant. *Aug. 18*

**Dallas** (970805IF)—Infinity Broadcasting Corp. for krbv-FM: change ant. *Aug. 18*

**Fort Worth** (BMPH-970813IB)—Infinity Broadcasting Corp. for koai-FM: change ERP, ant. *Aug. 20*

**Sherman, Tex.** (BPH-970620IB)—Hunt Broadcasting Inc. for kdve-FM: change ERP, TL, class, ant. *Aug. 26*

**Waco, Tex.** (970801IG)—Gulfstar Communications for kwtx-FM: change ERP, TL, ant.

*Aug. 18*

**Charles City, Va.** (970814MD)—American Family Assn. for new FM: change TL. *Aug. 22*

**Gillette, Wyo.** (BMPED-970813ID)—University of Wyoming for kuwg-FM: change TL, ant. *Aug. 22*

## CALL-SIGN ACTIONS

**Arab, Ala.**—Fun Media Group Inc. for wcro-FM: change to wafn. *Aug. 15*

**Glendale, Ariz.**—MAC America Communications Inc. for koaz-FM: change to kvcy. *Aug. 15*

**Seligman, Ariz.**—Rick L. Murphy for kjj-FM: change to kzke. *Aug. 11*

**Sierra Vista, Ariz.**—KM Communications Inc. for kauc-TV: change to kwba. *Aug. 15*

**Chico, Calif.**—McCoy Broadcasting Co. for kpay(AM): change to knsn. *Aug. 1*

**Chico, Calif.**—McCoy Broadcasting Co. for knsn(AM): change to kpay. *Aug. 1*

**Los Angeles**—Citicasters Co. for kiis(AM): change to kxta. *Aug. 15*

**San Francisco**—Chancellor Media Corp. for kbgg-FM: change to kiso. *Aug. 15*

**Burlington, Colo.**—KNAB Inc. for new non-commercial FM: change to krgd. *Aug. 15*

**Fort Pierce, Fla.**—Fairbanks Communications Inc. for wyfx(AM): change to wira. *Aug. 15*

**Jupiter, Fla.**—GGG Broadcasting for wjw(FM): change to wjw-FM. *Aug. 14*

**Jupiter, Fla.**—SSS Broadcasting for wmlz(AM): change to wjw. *Aug. 14*

**North Vernon, Ind.**—White River Broadcasting Co. Inc. for wkrr(AM): change to wvvi. *Aug. 8*

**Columbus, Kan.**—Acorn Broadcasting Co. for kocd-FM: change to kjml. *Aug. 15*

**Wichita, Kan.**—Agape Communications Inc. for koam(AM): change to kmyr. *Aug. 15*

**Winchester, Ky.**—Lyon Broadcast Group Inc. for winh(AM): change to wmr. *Aug. 5*

**Minneapolis**—Chancellor Broadcasting Licensee Co. for wbob-FM: change to wroc. *Aug. 15*

**Belzoni, Miss.**—Humphrey's County Broadcasting Co. for wvrd-FM: change to wbyp. *Aug. 10*

**Indianola, Miss.**—Telesouth Communications Inc. for wdlj-FM: change to wtcd. *Aug. 15*

**Fredericktown, Mo.**—Dockins Communications Inc. for kftw(AM): change to kyls. *Aug. 11*

**Ironton, Mo.**—Dockins Communications Inc. for kyls(FM): change to kyls-FM. *Aug. 11*

**Kirksville, Mo.**—Truman State University for kavt-FM: change to ktrm. *Aug. 15*

**Mountain View, Mo.**—Karen L. Hunt for kxoz-FM: change to kcu. *July 31*

**Sikeston, Mo.**—W. Russell Withers Jr. for kmpl(AM): change to krhw. *Aug. 17*

**Bedford, N.H.**—Merrimack Valley Broadcast-

ing Corp. for woxf-FM: change to wll. *Aug. 15*

**Santa Fe, N.M.**—AGM-Media LLC for knyn-FM: change to kbf. *Aug. 1*

**Auburn, N.Y.**—Salt City Communications Inc. for wpcx-FM: change to whcd. *Aug. 4*

**Glen Falls, N.Y.**—Sound of Life Inc. for ward-FM: change to wljh. *Aug. 15*

**New York**—Bonneville Holding Co. for wdbz-FM: change to wnsr. *Aug. 5*

**Rensselaer, N.Y.**—Radio Enterprises Inc. for wobk(AM): change to wtmm. *Aug. 15*

**Hickory, N.C.**—Positive Alternative Radio Inc. for wpar-FM: change to wpir. *July 11*

**Raleigh, N.C.**—Mortenson Broadcasting Co. of Canton LLC for wlle(AM): change to wrdt. *Aug. 15*

**Statesville, N.C.**—Statesville Family Radio Corp. for wist(AM): change to wtll. *Aug. 1*

**Grand Forks, N.D.**—University of North Dakota for kfjm(AM): change to kund. *Aug. 15*

**Grand Forks, N.D.**—University of North Dakota for kfjm-FM: change to kund-FM. *Aug. 15*

**Grand Forks, N.D.**—University of North Dakota for kfjy-FM: change to kfjm. *Aug. 15*

**Lorain, Ohio**—Victory Radio Inc. for well(AM): change to wdlw. *Aug. 1*

**McArthur, Ohio**—Jac-Vin Religious Broadcasters Inc. for wjtd-FM: change to wclx. *June 30*

**Mansfield, Ohio**—Mansfield Christian School for wvmc(FM): change to wvmc-FM. *July 11*

**St. Mary's, Ohio**—Jacor Broadcasting Corp. for wlvz-FM: change to wcky. *July 11*

**Chickasha, Okla.**—Martin Communications Inc. for kxxk-FM: change to kwco. *July 11*

**Durant, Okla.**—American Family Assn. for new noncommercial FM: change to kayc. *Aug. 1*

**Coos Bay, Ore.**—Coos Bay School District No. 9 for krsr(AM): change to kmhs. *Aug. 4*

**Troutdale, Ore.**—J.C.O. Broadcasting Inc. for kztw(AM): change to kpam. *Aug. 1*

**Portland, Ore.**—Citicasters Co. for kotk(AM): change to kews. *Aug. 7*

**Bedford, Pa.**—Cessna Communications Inc. for woox-FM: change to wayc. *July 1*

**Bedford, Pa.**—Cessna Communications Inc. for wayc(AM): change to woox. *July 1*

**Easton, Pa.**—Citadel License Inc. for wlev-FM: change to wcto. *Aug. 7*

**Westerly, R.I.**—Rhode Island Public Radio Inc. for new noncommercial FM: change to wblq. *Aug. 15*

**Easley, S.C.**—Communications Enterprises Inc. for wraah(AM): change to welp. *July 18*

**Redfield, S.D.**—Paula Broadcasting of South Dakota for new FM: change to kawo. *July 11*

**Elizabethton, Tenn.**—Milligan College for new noncommercial FM: change to wauj. *July 11*

—Compiled by Sara Brown



## Revenue update

EDITOR: We appreciate the fact that BROADCASTING & CABLE highlighted the upcoming NAB Radio Show in your Aug. 25 issue.

We would like to correct an erroneous impression left by the article. The story states that NAB "expects to make \$2.33 million from this year's Radio Show." In actuality, it is our hope that the show generates \$2.33 million in revenue *before costs*. Expenses may in fact approach \$2 million.

Our goal is not to make excessive profits from the Radio Show, but rather to provide radio professionals with the best show in history. While we expect there will be some profits, those revenues will be reinvested in the representation of radio before Congress and the FCC.

Radio broadcasters have clearly stated their desire for an exclusive Radio Show event that would be for everybody who's anybody in radio. Our upcoming meeting in New Orleans clearly meets that goal. The program features the most prominent players in our business and is designed to meet the needs of managers, programers, sales staff and engineers.—*John C. David, senior vice president, radio, National Association of Broadcasters, Washington*

## Not impressed

EDITOR: I read with great interest your Aug. 11 "Fifth Estater" on Charles William Kelley. I almost wish I had not. What a disappointment [are] some of the quoted comments. I have been in broadcast engineering and ownership the same length of time he has been in the legal and regulatory end of broadcasting.

All this time I was under the impression that the federal government in general and the FCC in particular were concerned that the laws and regulations they handed out were respected by the industries under their jurisdiction. According to Mr. Kelley, that's not necessarily so. His comment, "If a violation occurs and no one complains, for our purposes it never happened," casts a new light on the adage, "I'm from the government. I'm here to help you." Does he mean that if no one complains we don't need the FCC or at least his department? I can think of a lot of circumstances where very worthwhile and necessary regulations could

be ignored and transgressed and there would most likely be no complaints.

This brings to mind a situation I was involved with some years back in which I asked my communications attorney to make a complaint to the FCC. The complaint was ignored on the grounds that we were third parties, and unless the FCC investigator observed the problem first-hand the problem did not exist. Of course the FCC was too busy to track down the complaint.

What are we, the taxpayers, paying for? Mr. Goldstein [Norman Goldstein, chief of the complaints and political programming branch, FCC Mass Media Bureau enforcement division] says "the public is getting its money's worth." I don't think so, Mr. Goldstein.—*Steve Looney (via the Internet)*

## Call for leadership

EDITOR: Broadcasting, as a service vehicle, succeeded when its operatives understood that satisfying its customers—the audience as well as the advertisers—was the key to its success. And when some complained about the specter of "government regulation," we could reply that, for the most part, the FCC created a level playing field—you knew what your obligations were, and you could generate significant profits at the same time.

We lived through, and furthered, social, political, technological and competitive changes, and we did it (mostly) because it was good for all of us. We enjoyed the energy and foresight of a number of industry leaders, not always on the same frequency, but always challenging the rest of us to do more.

As I try to look ahead, I do have some concerns. Not about the ultimate viability of broadcasting as a major focus in the world of communications, but about the obstacles it is likely to face. In my view, the FCC has abdicated its "level playing field" posture—the ownership rules debacle is clearly illustrative of this fact.

Finally, the First Amendment problems relating to over-the-air television pale by comparison with the morass offered by the Internet. While our august legislators are arguing how many angels can fit on the head of a broadcast pin, the very real problems of free speech presented by this latest communications innovation remain to be addressed.

I am an optimist, and I believe that

reason will eventually prevail, but not by current legislative fiat. And leadership from current ownerships will be needed to ensure a reasonable outcome.—*Richard L. Geismar, chairman, The Broad Street Cos., Riverside, Conn.*

## Disgusted with Disney

EDITOR: Not content to malign the church on the silver screen, Disney and its ABC Television Network is ready to trash the church and its clergy in prime time. By airing its new series *Nothing Sacred*, Disney and ABC will, for a few good laughs, deliberately twist the church's teachings and mock its priests.

This program should be rated "TV B" for bigotry. The main character, Father Ray, is not the "modern Roman Catholic priest" that ABC affiliate relations would like you to believe. The priests that you and I know do not advise a woman to follow her conscience on whether to get an abortion or tell her to use protection when having sex. Nor do they visit a hotel room to renew an affair with an old girlfriend or call for a moratorium on "sins of the flesh" during a sermon.

It appears that Disney/ABC executives are allowing this programming vehicle to be used as another way to assault the credibility of our church its beliefs and our brave priests.

To make matters worse, ABC has scrambled to defend itself by issuing a number of untruthful statements about the Los Angeles Archdiocese review of the scripts, which were, in fact, panned with vigorous objections by Father Gregory Coiro, the director of media relations for the archdiocese.

The airing of *Nothing Sacred* would be an unprecedented insult to Catholics nationwide. This time Disney has gone too far!

ABC affiliates should preempt *Nothing Sacred* by exercising their right—under Section 73.658(e) of the FCC's rules—to reject network programs which they "reasonably believe to be unsatisfactory or unsuitable or contrary to the public interest." The preemption would be a good opportunity for a courageous local ABC affiliate to take a strong stand against religious defamation. It's time for broadcasters to warn Disney/ABC that this is not the mouse Catholics want in their house!—*Paul McCarthy, Broadcast Cable Associates, Lynnfield, Mass.*

# Datebook

## THIS WEEK

- 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.

## SEPTEMBER

- 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* 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**—"Is There Any News in Local TV News?," 15th annual Everett C. Parker Ethics in

Telecommunications Lecture presented by the *Office of Communication of the United Church of Christ* and the *Communication Commission of the National Council of Churches*. Interchurch Center, New York City. Contact: William Winslow, (212) 870-2137.

**Sept. 17-19**—19th annual Satellite Communications Expo and Conference, presented by *Intertec 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 Monte-leone, 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. 24-26**—*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) 342-9826.
- Oct. 14-16**—*Mid-America Cable Telecommunications Association* 40th anniversary annual meeting and show. Overland Park International Trade Show, Overland Park, Kan. Contact: Patty O'Connor, (913) 841-9241.
- Oct. 16-18**—*National Religious Broadcasters* southeastern regional convention. Stone Mountain Inn, Stone Mountain, Ga. Contact: Dianne Williams, (423) 892-6814.
- Oct. 16-20**—ITBS '97, 10th annual Italian and European audio, video, broadcasting, motion picture and telecommunications show, presented by *Assoexpo*. Milan Trade Fair, Milan, Italy. Contact: +39 2 4980330.
- 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.
- Oct. 21**—"Howard Beale—Mad'r Than Hell," *Hollywood Radio & Television Society* newsmaker luncheon and panel discussion. Beverly Hilton Hotel, Beverly Hills, Calif. Contact: (818) 789-1182.
- Oct. 23**—7th annual International Press Freedom Awards Dinner, a benefit for the *Committee to Protect Journalists*. Waldorf-Astoria, New York. Contact: (212) 465-9344.
- Oct. 23-25**—22nd annual *Friends of Old-time Radio Convention*. Holiday Inn—North, Newark, N.J. Contact: (203) 248-2887.

## 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.

**Major Meeting dates in red**  
—Compiled by Kenneth Ray  
(ken.ray@b&c.cahners.com)



## Backup for the box

**M**aggie Wilderotter and Wink Communications are poised to make some waves in the interactive TV business.

Wink recently sealed a deal with NBC for enhancements for some of its prime time programming through Wink software. The software will be installed in set-top boxes from General Instrument and Scientific-Atlanta, and equipped cable viewers will be able to backpedal for information about cast members and previous episodes in a series.

If users click on the icons for more information about *Homicide* or other series—or the NBA or other sports—Wink and its new honcho will have beaten considerable odds. The interactive TV landscape already is littered with breakthrough applications that went nowhere.

But Maggie Wilderotter is accustomed to overcoming long odds during a career that has taken her onto a fast track in the cable business, into telecommunications, and back to cable.

Now that Wink has a broadcast partner, Wilderotter's next step is to link to cable programmers interested in enhancing their on-screen content, and to cable operators who want value-added interactive services. "The great thing about Wink is that it rides on top of technology that exists in these markets," she says. "It's a very easy proposition for a cable operator."

Her first step toward a career in business came in 1977, when she graduated from Holy Cross College with a BA in economics and business administration. She married her husband, Jay, the weekend of the graduation ceremonies and moved to Phoenix, where he was attending the Air Force officer training school. She went to work the following week in a personnel position at Arizona Bank.

Wilderotter started on another fast track two years later, when she found a job in Sacramento, Calif., where her husband was stationed. CableData, a start-up company competing with IBM and American Express to handle cable companies' back-office needs, hired her as accounts receivable supervisor. "I didn't have a mind-set to be in the cable business. CableData just happened to be in the Sacramento area."

Moving into regional operations and sales, she quickly rose in the company to become vice president of sales and marketing in 1985. She was named senior vice



*"I've never let being a woman get in the way. As a woman I lead differently, and that's been very positive for the people who work for me."*

### Mary Agnes Wilderotter

**President/CEO, Wink Communications, Alameda, Calif.; b. Feb. 9, 1955, Neptune, N.J.; BA, Holy Cross College, 1977; CableData, Sacramento, Calif.: accounts receivable supervisor, 1979; manager of accounting, 1979; director of regional operations, 1980-82; director of sales, 1982-85; VP of sales and marketing, 1985; VP of national support, 1986; senior VP, U.S. and Canada cable division, 1987-91; president, California, Nevada and Hawaii regions, McCaw Cellular Communications Inc., Seattle, 1991-96; executive VP, national operations, CEO of aviation communications, AT&T Wireless Services, Seattle, 1996-97; current position since January; m. Jay Wilderotter, May, 29, 1977; children: Christopher, 13; Daniel, 10**

president of CableData's cable division in 1987. "When you're small and entrepreneurial, you wind up doing a lot of things," Wilderotter observes.

Her meteoric rise at CableData led to an offer to work for Craig McCaw, one of the country's most renowned entrepreneurs. In 1991, Wilderotter moved to McCaw Cellular Communications as president of its California, Nevada and Hawaii regions, in what was a particularly fulfilling experience. "By going to McCaw Cellular and becoming an operator, I got the opportunity to round out my skill base, to successfully run not only a business-to-business company, but a business-to-consumer company," Wilderotter says.

By the time AT&T Wireless took over McCaw five years later, and Wilderotter was named executive vice president, national operations, revenue for her region had increased fivefold, from \$100 million to \$500 million.

It seems serendipitous that Wilderotter has now moved back to command a start-up company. "One of the uncanny things about Wink is that it takes a combination of my experiences and focuses that in the two industries where I have experience—television and wireless—because our products work in both areas," she says.

Wilderotter's energies are now concentrated on making cable connections for Wink, and she's expecting to strike deals that will put Wink's interactive signals in front of a million cable subscribers by year's end in systems operated by major MSOs. Wink already has won one major endorsement from Tele-Communications Inc., which plans to use the Wink technology in its digital TV rollout.

In making the rounds with top cable execs, Wilderotter is renewing many contacts she made during five years as the first woman representing hardware and software suppliers on the National Cable Television Association's board of directors.

She's also committed to her continued success in the male-dominated industries, setting her own leadership style by emphasizing open communication and encouraging input from her staff. "It's a constant proving ground," Wilderotter says of being a businesswoman. "I've always given 180 percent in what I do. I've never let being a woman get in the way. As a woman I lead differently, and that's been very positive for the people who work for me." —RT

# Fates & Fortunes

## BROADCAST TV



**Murphy**

**Peter Murphy**, senior VP, strategic planning and development, The Walt Disney Co., named CFO/senior VP, ABC Inc., New York. **Ronald Doerfler** has resigned as CFO, effective Oct. 31.

Appointments at WCAX-TV Burlington, Vt.: **Phil Scharf**, commercial director, adds production supervisor to his responsibilities; **Jim Strader**, director, promotion and public affairs, named director, operations and marketing; **Bruce Grindle**, national and Canadian sales manager, named general sales manager; **Meredith Goodwin**, administrative assistant, promotion and public affairs, named programming and public service coordinator.

**Mary Hobart**, director, fund raising, Dimac Direct, joins University of North Carolina Center for Public Television as director, development, WUNC-TV Chapel Hill, N.C.

Appointments at WSAZ-TV Huntington, W. Va.: **Randy Smith**, GM, WSLS-TV Roanoke, Va., joins as general sales manager; **Michael Goins**, reporter, WYMT-TV Hazard, Ky., joins in same capacity.

**Ron Martzoff**, director, programming, Pety Television, New York, joins KSTP-TV St. Paul as director, programming and production.

Appointments at KOAT-TV Albuquerque, N.M.: **Nathan Price**, regional sales manager, named general sales manager; **Shelley Gregory**, general sales manager, KASY-TV Albuquerque, joins as local sales manager.

**Dale Schormack**, anchor, KSTW-TV Tacoma/Seattle, Wash., joins KXTV-TV Sacramento, Calif., as main anchor/reporter.

**Fran Schwartz**, director, broadcast relations, News/Broadcast Network, New York, joins *Nightly Business Report*, Miami, as manager, public relations.

Appointments at WTVT-TV Tampa, Fla.: **Chris Nurse**, national sales manager, KUSA-TV Denver, joins as local sales manager; **Diane Weatherell**, account

executive, named national sales manager; **Glenn Selig**, investigative reporter, WNEM-TV Bay City/Flint, Mich., joins as general assignment reporter.

Appointments at ABC Inc.'s National Television Sales: **Joseph Kreder**, sales manager, WLS-TV Chicago, joins as VP, New York; **Jonathan Smith**, account executive, KGO-TV San Francisco, joins as sales manager, San Francisco.

**Lisa Hyder**, account manager, Barker, Campbell & Farley Advertising and Public Relations, Virginia Beach, Va., joins KPBS(TV) San Diego as research coordinator.



**Blieberg**

**Helene Blieberg**, VP, communications, CBS Radio, New York, named VP/executive director, CBS Foundation.

Appointments at WTSP(TV) St. Petersburg, Fla.: **Jennifer Howe**, reporter, named co-anchor, weekend edition of *10 News*; **Mary Beth Byrd**, morning and midday anchor, WVTM-TV Birmingham, Ala., joins as weekday morning anchor, *10 News DayBreak* and *10 News This Morning*.

Appointments at WSB-TV Atlanta: **Tony Dorsey** joins as general assignment reporter; **Edward Kosowski**, executive producer, news, WTVJ(TV) Miami, joins as assistant news director.

## PROGRAMMING

**Shelley Levitt**, associate bureau chief, *People* magazine, Los Angeles, joins King World's *Inside Edition* and *American Journal*, New York, as senior story editor.

**Jim Dietle**, director, business affairs, Columbia TriStar Television Distribution, Culver City, Calif., named executive director.

**Alice Lusk**, senior VP, business solutions group, NCR Corp., joins Universal Studios, Universal City, Calif., as senior VP/chief technology officer.

**Michael Diefenbach**, assistant VP, corporate marketing, USF&G Corp., Baltimore, joins Public Broadcasting Service, Alexandria, Va., as VP, sponsor development.

**Tom Malanga**, VP, finance and administration, MGM Worldwide Television Group, Santa Monica, Calif., named executive VP, finance and strategic planning.



**Shapiro-Schloss**

**Pamela Shapiro-Schloss**, manager, advertising and promotion, pay per view, Warner Bros. Domestic Pay-TV, Cable & Network Features, New York, named director.

Appointments at Fox Broadcasting Co., Beverly Hills, Calif.: **Mary Baldwin**, manager, on-air planning, named director; **Adam Philbin**, manager, affiliate promotion, named manager, on-air planning.



**Pasternack**

**Dan Pasternack**, VP, network programs, The Fred Silverman Co., joins Granada Entertainment USA, Los Angeles, as VP, creative affairs.

**Steve Madoff**, senior VP, business affairs and legal, Worldwide Pay Television and Video, Paramount Television Group, Hollywood, named executive VP.

**Robert Fiveson**, supervising series producer, *Communication: The Human Imperative* (joint production of Jones Entertainment Group and the Library of Congress), joins Jones Entertainment Group, Englewood, Colo., as executive in charge of production, *The Mystery of Genius*.

## RADIO

**Joanne Reynolds**, local sales manager, WADB(AM) Asbury Park and WOBM(AM) Lakewood, both New Jersey, adds Jersey Radio Network AM sales duties to her responsibilities.

**Jerry Schnacke**, local sales manager, WTMX(FM) Skokie, Ill., named general sales manager.

**Scott Mahalick**, VP/GM, Citadel Communications stations in Salt Lake City, named VP, product development; **Gerry**



**Schlegel**, director, sales, Citadel's Albuquerque stations, named VP/director, sales; **Peter Benedetti**, director, sales, Salt Lake City stations, named VP/GM; **Paul Ehlis**, VP/GM, Citadel Colorado Springs, named VP/GM, Citadel Albuquerque; **Brenda Goodrich**, regional sales manager, KKMG(FM) Pueblo, named VP/GM, Citadel Colorado Springs.

**Helena Ruffin**, national sales manager, KRTH(FM) Los Angeles, named local sales manager.

**Michele Ladner**, promotion assistant, WQSR(FM) Catonsville, Md., named promotion manager.

**Robert Winston**, national sales manager, KFI(AM)/KOST(FM) Los Angeles, joins KFWB(AM) there as local sales manager.

**Brenda Pennell**, president/GM, WGUC(FM) Cincinnati; **Kim Hodgson**, GM, WAMU(FM) Washington, and **Stephen Barton**, GM, KLCC(FM) Eugene, Ore., appointed members of National Public Radio board of directors, Washington.

**Steve Butler**, president, *Inside Radio*, joins KYW(AM) Philadelphia as director, news and programming.

**Bill Greco**, president/GM, Southern California, Shadow Broadcast Services, joins Westwood One Radio Networks, New York, as regional VP, affiliate relations and administration.

**Charles Goldmark**, VP/GM, EZ Communications' Sacramento, Calif., stations, joins BirchResearch Corp., Coral Springs, Fla., as VP/GM.

**John Lumagui**, production manager, WNIN-FM Evansville, Ind., joins WUKY(FM) Lexington, Ky., as operations manager.

**Bill Elliott**, chief engineer, WRFX(FM) Kannapolis/Charlotte, N.C., joins S.C.M.S. Inc., Pineville, N.C., as technical sales engineer.

**Tom Berry**, national sales director, WFMS(FM) Indianapolis, named local sales manager.

**Will Schutte**, acting GM, KYCY-AM-FM San Francisco, named VP/GM.

**Rick Starr**, president, custom.news.inc., joins Home & Garden Radio Network, Knoxville, Tenn., as VP/GM.

Appointments at WMMS(FM) Cleveland: **Sophie Fry**, GM, WKRR(FM) Port Clinton, Ohio, joins as general sales manager; **Jerome Anderson**, special event coordinator, WOIO(TV) Shaker Heights and

WUAB(TV) Lorain, both Ohio, joins as promotion director; **David Mackenzie**, chief engineer, WQAL(FM) Cleveland, joins in same capacity.

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## CABLE

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**Jennifer Maack**, financial analyst, Time Warner Cable, Reading, Pa., named manager, finance.

**Sean Bratches**, VP, affiliate sales and marketing, Eastern division, ESPN Inc., New York, named VP, affiliate sales and marketing.

**Lyle Schwartz**, senior VP, account planning, strategic media research, Young & Rubicam, joins A&E Television Networks, New York, as VP, research.



Melton

**Patricia Melton**, vice president, marketing and promotions, Channel One Network, joins The Food Network, New York, in same capacity.

Appointments at Time Warner CityCable, New

York: **Gregory Maugeri**, senior director, sales, Manhattan Direct staff and Brooklyn/Queens division, named VP, sales and administration; **Bambi Hinden**, sales manager, named director, sales; **Joanne Tombrakos**, general sales manager, WARW(FM) Bethesda, Md., joins as national sales manager; **Allen Blum** named senior VP; **Steve Berman** joins as senior VP, sales.

Classic Sports Network has opened a Midwest regional sales office in the Chicago area. **Joe Salerno** named VP, affiliate sales; **Darrell Lake** named director, affiliate sales, Midwest; **Jim Kane** named Midwest ad sales manager.

**Melinda Klaber**, national retail merchandising manager, Major League Baseball Properties, joins New York office as director, consumer marketing.

**Simon Grady** joins Disney Channel's New York production office as executive director, original programming.

**Robb Cadigan**, senior VP, programming and broadcasting, QVC, West Chester, Pa., named executive VP.

Appointments at Cablevision Systems Corp., Woodbury, N.Y.: **Katherine Lewis**, VP, marketing, Sega Channel, joins as VP, cable marketing; **Lee Palagyi**, policy consultant, Washington Utilities and Transportation

Commission, joins as manager, regulatory policy and public affairs, telephony, online and digital services; **Bruce Gillman**, senior VP, human resources and administration, Showtime Networks Inc., joins as VP, corporate human resources.

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## ADVERTISING/MARKETING PUBLIC RELATIONS

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**Cathy Boje**, director, operations, West Glen Communications, New York, named VP.

**Bruce Ferguson**, VP, local cable advertising, joins Myers Consulting Group LLC, New York, as senior VP, consulting services.

**David Wilcox**, group media director, DDB Needham Chicago, named senior VP.

**Eva Obadia**, head of communications, Gaumont Television, joins SSA Public Relations, New York, as director, international media relations.

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## ASSOCIATIONS/LAW FIRMS

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**Jack Kirby**, co-chairman/president, Quantum Television, elected to NIMA International board of directors, New York.

**Kelly Cameron**, senior legal adviser, international trade policy, International Bureau, FCC, joins Powell, Goldstein, Frazer & Murphy LLP, Washington, as partner, international practice group.

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## DEATH

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**Hugh E. Holder**, broadcaster, died July 3 at Wesley Long Community Hospital, Greensboro, N.C. Holder's association with radio began as a staff announcer for WXYZ(AM) Detroit where he hosted *Sergeant Preston of the Yukon* and *The Morning Show*. He also was a staff announcer at CBS Radio, New York. While at CBS, Holder announced for such shows as *Lowell Thomas News*, *The Man Behind the Badge*, *Playhouse Ninety* and *See It Now with Edward R. Murrow*. During the late 1950s Holder moved into radio station ownership. He first co-owned WYMB(AM) Manning, S.C., and later became owner and president of WKIX(FM) Raleigh, N.C. He is survived by his wife, Doris.

—Compiled by Denise Smith  
e-mail: d.smith@b&c.cahners.com

**ABC's Food Lion case penalty was reduced to \$315,000 from \$5.5 million**, AP reported late Friday. U.S. District Court Judge Carlton Tilley, of Greensboro, N.C., also ruled that ABC does not have to pay Food Lion's legal fees. A jury found ABC guilty in January of fraud, trespass and breach of fiduciary duty after it aired a *PrimeTime Live* report in November 1992 accusing the grocery store chain of wrongdoing. That jury fined ABC \$1,402 in compensatory damages, and later fined ABC \$5.5 million in punitive damages.

**Broadcasters were among those Vice President Gore called from the White House for soft-money contributions to the Democratic party**, according to a White House list published by the *Washington Post*. Gore asked retiring Argyle (now Hearst) President Blake Byrne for \$25,000 and hit up BET Chairman Bob Johnson for \$30,000.

**Paramount Stations Group has acquired UPN affiliate WGNV (TV) Norfolk, Va.** Terms of the

deal were not disclosed, and the transaction is still awaiting FCC approval. Paramount now owns 14 UPN affiliates, and its national coverage is up to 23%. Norfolk is the country's 40th-largest market.

**FCC Chairman Reed Hundt last week called on Congress to prohibit regulation of Internet content.** Addressing the Institute of Electrical and Electronics Engineers Symposium on Hot Chips in Palo Alto, Calif., Hundt also questioned congressional calls for high-definition television from broadcasters. "Why does anyone want to use government power to promote high-end multithousand-dollar appliances for the electronics industry to sell?" he asked. Additionally, Hundt criticized calls for mandated fees for DTV subscription services: "If you can't ban it, tax it, is the theory from these congressional leaders."

**ValueVision International may put itself on the market.** The Minneapolis-based home shopping network also said last Thursday that its



The National Academy of Television Arts & Sciences last week presented its annual Emmys for community service and PSAs. The winners (l-r): Stuart Schwartz, ABC News, for national PSA; Carole Black, KLAS(TV) Los Angeles, for community service, and John Greene, KUTV (TV) Salt Lake City, for local PSA.

two top executives and co-founders—CEO Robert Johander and COO Nicholas M. Jaksich—will step down. In a statement, Jaksich cited inconsistent company results. The board said it will consider "acquisitions or other business combinations that could merge the company's financial strength with proven management expertise." ValueVision, the nation's third-largest home shopping network, owns TV stations in Baytown, Tex., and Bellevue/Seattle, Wash.

**After testing its 24-hour kids-radio concept in four markets, Walt Disney Co./ABC Inc. has decided to roll it out in**

**style.** ABC last week said it has bought an AM station in Seattle and signed two new affiliates in Los Angeles and Boston for Radio Disney. "It was a phenomenal success," ABC Radio President Robert F. Callahan says of the four-month test. "We want to continue to roll," signing 20-25 affiliates a year. More stations will be bought when it makes financial sense, he says. In Seattle, ABC bought KKDZ(AM) for an undisclosed price. And Radio Disney is newly affiliated with WPZE(AM) Boston and ABC's own KTZN(AM) Los Angeles. The test, which Disney says garnered a 2.4 rating among children 5-9 during the 3-7 p.m. daypart, was conducted in Birmingham, Ala.; Atlanta; Minneapolis, and Salt Lake City.

ABC News President **David Westin will be the featured speaker at the ABC News luncheon** on Sept. 18 at the RTNDA conference in New Orleans. Westin, most recently president of ABC Television Network, took over his new position in March. He joined ABC in 1991 as president/general counsel. Candidates for RTNDA chairman also will speak during the lunch.

**FCC officials last week invited comments on revisions to the commission's rules on**

## NBC launches site to reach teens

Building on the teenage audience it's tried to corner on Saturday mornings, NBC is moving into cyberspace on its NBC.com Website with *At the Max* (the name of the diner hangout in *Saved by the Bell: The New Class*).

"It's about hanging out, having a place for teenagers to go," says Edmund Sanctis, executive vice president of NBC Interactive. "The intent here is to create a parallel environment that has a connection to the show."

Online information about *Saved by the Bell*, *Hang Time* and the new *City Guys* will include background on the cast and characters. Teens can participate in surveys and quizzes about issues in *How Do You Rate?* and can

access related clips from the shows. Users also can go to a *Speak Your Peace* chat room. "We're dealing with so many issues on NBC's shows that are relevant in teenagers' lives," says Robin Schwartz, NBC vice president of Saturday morning programs and prime time series. "Extending that beyond 22 minutes on air is really important."

Sponsorships are also important. The Gap is behind *Get That Look*, tips on makeovers to look like the Saturday morning stars. Kellogg's sponsors *Game Zone* with an *Ask the Psychic Pop-Tarts* created by *Giant Step*. Another game, *Zit Blaster*, lets teens zap virtual zits by clicking a mouse. That game's sponsor has yet to be announced. —RT



**cable inside wiring.** The commission is considering a proposal aimed at giving new video distributors a leg up in gaining access to the wires in apartment buildings. The proposal would give incumbent video providers no more than 90 days to remove their wires or provide them to a building owner in cases where the building is switching to a new video provider. Comments on the plan are due Sept. 25, and replies are due Oct. 2.

Contrary to reports that **Litton Syndications' The Sports Bar** was not going to make it to air—it is. Litton officials say that taping for the syndicated weekly late-night show billed as "Saturday Night Live meets Cheers" will start within the next few weeks. The set is under construction at non-commercial WTTW(TV) Chicago. *The Sports Bar* is cleared in 140 stations representing 83% of the nation. Clearances include KCOP(TV) Los Angeles, WNBC(TV) New York and WMAQ-TV Chicago.

Columbia TriStar Domestic Television's new late-night syndicated talk show **Vibe** slipped to a **1.8 national Nielsen household rating** Aug. 11-15. *Vibe* was off 18% from its premiere week of Aug. 4-8, when the show posted a 2.2 national rating. As for its competition—Buena Vista Domestic Television's *Keenen Ivory Wayans Show*—there still is nothing to talk about. For the second week in a row, Nielsen's numbers were delayed because of complications in the tabu-

lation process. A Nielsen spokesperson says the delays are probably being caused by a lengthy verification process of the show's station lineup.

WPIX(TV) New York anchor **Kaity Tong** and KCBS-TV Los Angeles anchor **Ann Martin** will fill in for *Inside Edition* anchor **Deborah Norville** when she goes on maternity leave next month. Martin will be the syndicated news magazine's host Sept. 22-Oct. 3, and Tong will sit in Oct. 6-17. Norville is expecting her third child in early October and is set to return in November.

**Universal Domestic Television Distribution has cleared Xena: Warrior Princess and Hercules: The Legendary Journeys** in 70% of the country through 2000. The two top-rated weekly action hours were cleared on all but three of Tribune Broadcasting's stations. The new deals cover 1998-99 and 1999-2000. Financial terms were not released.

In an effort to sell the Chinese government on the American digital television standard, the **Advanced Television Systems Committee held an HDTV demonstration in China** last week in conjunction with the International Symposium on Broadcasting Technology. An HDTV signal was originated by a Harris transmitter from the central TV tower in Beijing and was received at the Great Wall in Ba Da Ling 55 kilometers away. **Stuart Cleland**

## One-on-One aims at AMs

One-on-One Sports, a radio sports programming syndicator, is selling its two AM-FM combos—KGHL(AM)-KDX(FM) Billings and KCAP(AM)-KZMT(FM) Helena, both Montana—for \$3 million (B&C, June 9). It also is buying AMs in large markets for a total price tag, so far, of \$62 million. The five AMs slated to go to One-on-One are wxlx New York (\$18 million), kxmg Los Angeles (\$18 million), wcmq Miami (\$8 million), wnrb Boston (\$8 million) and wejm Chicago (\$10 million).

The network's six weekday and six weekend sports talk programs, which already reach 93% of the United States through One-on-One's 360 affiliates, don't need additional exposure, says company president Christopher J. Brennan. Rather, One-on-One is looking to "expand the network...concentrating on the top 15 markets" to control local sales in those markets.

Brennan says he's "not seen a lot of people concentrate on AM, in terms of the kind of strategy we're seeing." The two major AM players that come to mind, he says, are Disney, with its Radio Disney, and Douglass, with its Positive Mental Attitude.

One-on-One is sticking with AM "because talk has continued to expand, sports talk continues to expand [and] AM stations have gone through a resurgence," Brennan says. Also important are lowered costs through shared programming, particularly with One-on-One's targeted "underutilized formats." —S3

has been named executive producer of Buena Vista Television's *Siskel & Ebert*. Cleland has been an associate producer for the syndicated

movie-review show since 1987. He replaces Larry Dieckhaus, the show's executive producer for the past 10 years.



Drawn for BROADCASTING & CABLE by Jack Scmidt

"Are you sure that site is a history of the Bikini Atoll atomic tests?"

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Incorporating The Fifth Estate TELEVISION Broadcasting

# Editorials

COMMITTED TO THE FIRST AMENDMENT AND THE FIFTH ESTATE

## Now or never

"If not us, who. If not now...when?" Those questions—framed by NAB radio board member Bill O'Shaughnessy—and the answers provided by the broadcasting industry, could be pivotal for the medium's future.

O'Shaughnessy is championing an effort to ensure that gaining full First Amendment protections is a priority for NAB as the industry charts its course in the digital world.

At this point we traditionally throw in a caveat about how tough it is for broadcasters to take on the people who control their economic futures. Yes it's tough, but if broadcasters don't stand their ground now, more freedom will be taken in the name of "family" or "children" or "campaign finance reform."

Beyond simply holding the line, new ground must be won. In the digital age, when broadcasting (and cable) will grow ever more widespread, it is ever more important that the nation's primary medium of information and entertainment be granted the full freedom of the press.

We don't claim O'Shaughnessy's eloquence on the subject, but we share his passion for the First Amendment and for the argument that the difference between electrons and ink should not be the difference between captive and free.

This page would endorse cloning if it meant broadcasters could muster a few thousand more O'Shaughnessys and Ward Quaals for this fight. Currently, however, sheep are the most evolved species involved in such experiments; we hardly need more of those in the battle against government censorship.

O'Shaughnessy will take his case for a First Amendment/public interest task force to the NAB this week. We understand the NAB's reluctance to fund such a body. It knows the issues and has plenty of First Amendment talent on staff. But we still believe it is a step worth taking. The task force would comprise not only NAB officials, but also strong-willed First Amendment advocates from outside the

association and industry. So constituted, it would provide a spur to the NAB lobbyists, constantly reminding them that free-speech rights should not be on the table when the political deals are made.

But whatever the vehicle for this rededication to First principles, it should be powered by the same passion that infuses the champion of this effort.

If not now, perhaps never.

## Cheers!

We decided to make this a toast to rather than a lament for Brandon Tartikoff. Life dealt him some tough hands, but he was always a player and usually a winner. And he had the foresight to pack a long life's worth of accomplishment into the short time he had. After his first brush with Hodgkins disease in his early 20s, the newly installed NBC Entertainment president told this magazine in 1981 that he had abandoned five-year plans.

We watched during the 1980s while Tartikoff helped shape TV as the first of the baby-boom programming chiefs (along with his opposite number on the cable side, MTV's Bob Pittman). Tartikoff helped revive the sitcom in the early '80s and took NBC to a new prime time address—number one—that it since has grown accustomed to. When he wasn't putting a *Cheers* or a *Cosby* on, Tartikoff was helping remake drama with his backing of the groundbreaking efforts of Steven Bochco.

Sharing a reputation for grace and humor under the pressure of trying to turn an also-ran into a front-runner, Tartikoff and his boss Grant Tinker were the classiest one-two punch in network programming.

Tartikoff could—and did—claim his share of duds, but that's the price of any great fireworks show. He helped light up prime time and left a legacy of great programs and good friends in an industry where, to paraphrase the *Cheers* theme, everybody knew his name.

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presents



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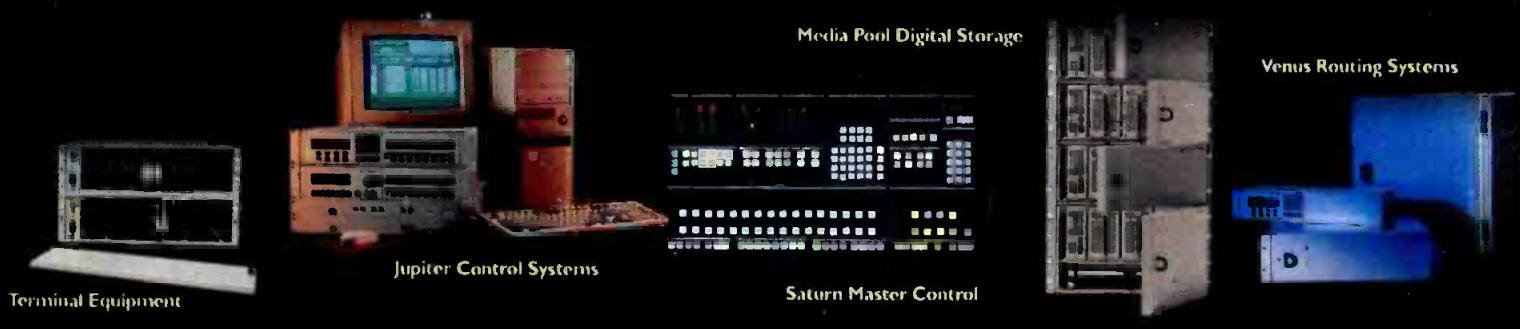
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